

**THE ANALYSIS OF IDEOLOGIES BEHIND THE  
CONSUMPTION PROCESS OF IMVU'S VIRTUAL ITEMS  
AND NAME REGISTRATION UPGRADE THROUGH  
STUART HALL'S ENCODING AND DECODING THEORY**

a thesis  
submitted to the English Department  
of the Faculty of Languages and Cultures  
in partial fulfilment of the requirements  
for the "Sarjana" degree



ESA HERMASDIANTI  
1641903

**ENGLISH DEPARTMENT  
FACULTY OF LANGUAGES AND CULTURES  
MARANATHA CHRISTIAN UNIVERSITY  
BANDUNG  
2021**

## **ACKNOWLEDGEMENTS**

All praises to Allah SWT, the Almighty, for his grace, the opportunity, the strength, and the trials he has given to me so I am able to finish writing this thesis to obtain the bachelor's degree in English Literature. I feel blessed that Allah has guided me to the right place which is English Department, Maranatha Christian University.

I owe a tremendous debt of gratitude towards the respected supervisors of my thesis namely Bapak Sonny Angjaya S.S., M. Hum and Ibu Lewinna C. Aguskin, S.S., M.A. for their continuous patience, encouragements, guidance, and support. Despite all the mistakes and errors that I made in writing this thesis, they keep giving me positive encouragements and they are always there for me. Without their guidance and help, I will not be able to complete this thesis. It has always been a great honor to have Pak Sonny and Bu Lewinna as my supervisors. My gratitude and appreciation also go to my guardian lecturer, Bapak Rizki Theodorus Johan S.S., M.A., all of the lecturers and staff of English Department for sharing their broad knowledge, motivations, inspirations, and also for giving kind help during my study since 2016. I also owe tremendous gratitude to my beloved Mama, Papa and Ferozi Johan for showering me with their unconditional love and putting their confidence in me that made me keep going in finishing my study. I am immensely thankful for their love also for their moral and financial support. Last but not least, I would also like to thank all of my friends in English Department who supported and inspired me through my years of studying in English Department.