

TABLE OF CONTENTS

Title	i
The Approval Sheet.....	ii
Intellectual Property Statement Form	iii
The Improvement Sheet	iv
Motto and Dedication.....	v
Abstract	vi
Abstrak	vii
Acknowledgements	viii
Table of Contents	x
List of Appendices	xiii
CHAPTER I: INTRODUCTION	1
A. Background of the Research.....	1
B. Questions and Scopes of the Research	9
1. Questions of the Research	9
2. Scopes of the Research	9
C. Objective and Significance of the Research.....	9
1. Objective of the Research.....	9
2. Significance of the Research	10
D. Operational Definition.....	11
E. Systematization of the Research.....	11

CHAPTER II: THEORETICAL DESCRIPTION	13
A. VOCABULARY	13
B. COGNITIVE	16
1. Cognition.....	17
a. Cognitive Linguistic	18
b. Cognitive Semantics.....	22
c. Cognitive Anthropology	23
C. CULTURE.....	24
1. Cultural Studies	28
2. Cross-Cultural Psychology.....	29
3. The Culture of America.....	31
4. The Cowboy in America	36
D. THE CONCEPT OF GAME.....	38
E. Research of the Relevance.....	39
CHAPTER III: RESEARCH METHODOLOGY.....	42
A. Method of the Research.....	42
1. Time and Place of the Research.....	42
2. Kind of the Research	43
B. Procedure of the Research	44
C. Technique of the Data Collection.....	47
D. Technique of the Data Analysis	48
E. Data Source	50

CHAPTER IV: DATA ANALYSIS	53
A. Data Description.....	53
B. Data Analysis	53
C. Interpretation of the Research Findings	82
CHAPTER V: CONCLUSION AND SUGGESTION	84
A. Conclusion.....	84
B. Suggestion	85
REFERENCES	87
APPENDICES	89
BIOGRAPHY	106

