

ABSTRACT

This study attempts to study the significance of sneakers in Indonesian sneaker culture. Sneaker culture is a youth culture emerged in 1970s among hip hop and basketball fans in New York City. Its main activity is collecting sneakers, and activities like exhibition, customization, parties, are made to support the main activity. Sneaker culture now is a global movement with all its activities and supporters.

This study will discuss the significance of sneakers to sneaker heads in Indonesian internet forum. Since the media used is internet and this study talks about community, social network theory is used to give picture about virtual community. Qualitative content analysis method will be applied as the device to read the text from internet forums. The theory used is branding theory suggested by Terrence A. Shimp. By applying the method and theory, the study finds that there are five behaviors that become the aspects that define the significance of sneakers. Those aspects are affected by brands, therefore the significance of sneakers are not pure from sneaker heads, but influenced by brands. In conclusion, sneakers are important for sneaker heads. For its fans, sneakers are more than footwear, but also a device to socializing, where sneaker heads can get fame, friends, money and respect among sneaker heads.