

ABSTRACT

Nowadays, shoes is not only used to covering our feet from rocks, weather and sand but also for fashion and support appearance. It is produced with variety of design, colour, and brands. It becomes prestigious product with famous brands, such as Nike, makes the shoes have high value. Due to the change of the shoes consumption today, this study want to find out the meaning of consuming Nike sneakers to male teenagers consumers in Surabaya and how the meaning contributes in shaping their identity. This study used qualitative research method. Conspicuous consumption theory by Thorsten Veblen was used in analyzing this representative of urban society and the second largest metropolitan city in interview and snowball purposive sampling, and the respondents were limited to those who have at least five Nike sneakers and male teenagers aged 15-19 years old. Finally, this study found that male teenagers consumers consume Nike sneakers because the famous brand, support their style, and sense of comfortable Nike sneakers. Besides that, they consume Nike sneakers because they want to be recognized and accepted by others within a particular group. And from social perspectives, those sneakers make teenagers more confidence, pride, and cool when they have interactions with others.

Keywords : Sneakers, conspicuous consumption, identity, Nike

CHAPTER 1

INTRODUCTION