

MALE TEENAGERS' IDENTITY CONSTRUCTION THROUGH THE CONSUMPTION OF NIKE SNEAKERS IN SURABAYA

A THESIS



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**MALE TEENAGERS' IDENTITY CONSTRUCTION THROUGH
THE CONSUMPTION OF NIKE SNEAKERS IN SURABAYA**

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**Submitted as Partial Fulfillment of the Requirements
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DECLARATION

This thesis contains no material which been accepted for the award of any other degree or diploma in any university. And to the best of this candidate's knowledge and belief, it contains no materia; previously published or written by other person except where due references is made in the text of thesis.

Surabaya, 3rd January 2013

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THIS THESIS IS DEDICATED TO

*My Family, My great Future, My best
Partner and People who love culture*

Approved to be examined

Surabaya, 3 January 2013

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**“BRAND VALUE IS VERY MUCH LIKE AN ONION.
IT HAS LAYER AND A CORE. THE CORE IS THE
USER WHO WILL STICK WITH YOU UNTIL THE
VERY END”**

(Edwin Artzt)