



DESCRIPTIVE OPINION “BOJA HAVE SKATE”
COMMUNITY IN BOJA

A THESIS

In Partial Fulfillment of the Requirement for Thesis Project on American Cultural
Studies in English Department Faculty of Humanities
Diponegoro University

Submitted by :
Octy Ayu Kinasih
NIM : A2B009092

FACULTY OF HUMANITIES
DIPONEGORO UNIVERSITY
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PRONOUNCEMENT

The writer states truthfully that this thesis is compiled by herself without taking any results from other researchers in S-1, S-2, S-3, and in diploma degree of any universities. In addition, the writer ascertains that she does not take the material from other thesis or someone's work except for the references mentioned.

Semarang, July 2016

Octy Ayu Kinasih

APPROVAL

Approved by,

Thesis Advisor

25 July 2016

A handwritten signature in black ink, appearing to be 'N. Kistanto', written in a cursive style.

Prof. Dr. Nurdien Harry Kistanto, MA

NIP. 19521103 198012 1 001

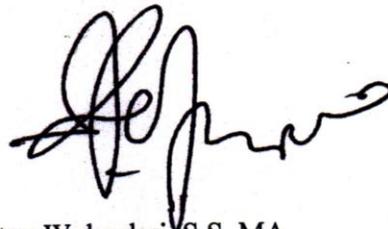
VALIDATION

Approved by

Strata 1 Thesis Examination Committee
Faculty of Humanities Diponegoro University

On 26 August 2016

Chair Person



Retno Wulandari, S.S, MA

Nip 19750525 200501 2 002

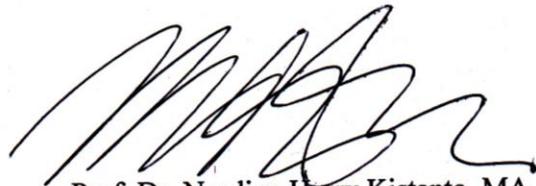
First Member



Sukarni Suryaningsih, S.S, M.Hum

NIP 19721223 199802 2 001

Second Member



Prof. Dr. Nurdien Harry Kistanto, MA

NIP 19521103 198012 1 001

MOTTO AND DEDICATION

*Ability is what you're capable of doing. Motivation determines what you do.
Attitude determines how well you do it.*

-Lou Holtz-

*This paper is dedicated to
My beloved Dad and Groom to be
For your birthday gift*

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The writer realizes that this thesis is still far from being perfect. She therefore will be glad to receive any recommendation to make this thesis better.

Finally, the writer expects that this thesis will be useful to the reader who wishes to learn something about the American Popular Culture.

Semarang, July 2016

The Writer

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ABSTRAK

“Boja Have Skate” is a skateboard community in Boja. Boja is a district in Semarang. the discussion of this thesis is about member’s opinion about “Boja Have Skate” community in Boja. Boja teenagers have experienced the new culture process through skateboard.

This research purposes to know about the opinion of “Boja Have Skate” community. Ten members of “Boja Have Skate” are taken as the respondents. The analyze and research use theory of social community and the use of cultural product.

The result of the research reveals that community of “Boja Have Skate” is formed because they have the same interest and hobby to play skateboard. At the beginning, the community only has two teenagers who like playing skateboard, they make the other teenagers interested to know and learn about the game. Boja teenagers get the information about skateboard from internet.

The community of “ Boja Have Skate” chooses the skateboard because they think that the game is challenging, not mainstream, and interesting to follow. Skateboard makes the Boja teenagers able to express their existence, get pleasure and stisfy themselves.

Key Words : Community, Skateboard, Boja Have Skate, Boja.

CHAPTER I

INTRODUCTION

1.1 Background of the Study

According to Wenger (2002:6) community refers to a group of people who share their care, problem, or interest to a certain topic and learn knowledge involving their skill by interacting continuously. The community has function to share information about certain object. The desire of expressing their same interest and need is the cause of community formation. Every community has the program to support their vision and mission. The program is expected to be able to develop their community or to maintain their existence. One of the programs is the formation of skateboard community in Boja which called "Boja Have Skate".

According to Crow and Allan (1994:125) community can be divided into three components. First, based on location, place, or area, where the community has something geographically. Second, based on interest, a group of people build a community because they have the same interest and hobby. Third, based on communion, the communion is the basic idea to support their own community.

Skateboarding was first discovered in the mid-1950s, along with the development of surfing in the area of California, United States. In mid-1960s, skateboard became a game that was quite mainstream in America. Skateboard popularity began rising when a local magazine that discussed the game started to be published, *the Skateboarder Magazine*. It became a media that was very helpful for skateboarders to be fully aware of this.

Nowadays, the fame of skateboarding game is more widespread up in many different countries, including Indonesia. Many Indonesian teenagers begin to love this game. Skateboarding is not only played in big city, but it is also played in rural areas, even there is a community for skateboarders. The phenomena increase the writer's curiosity about the members opinion of “ Boja Have Skate” community.

1.2 Scope of the Study

The writer will analyze one of American popular culture in Boja Area, Semarang, skateboard community especially in “bojahaveskate”community. The title of this paper is “The Descriptive Opinion “Boja Have Skate” Community in Boja”

1.3 Aims of the Study

The aims of the study are to know the members’s opinion about “Boja Have Skate” community. The writer would like to get the result from the skateboarders’ perspective on how “Boja Have Skate” is formed and their goal to join the community of skateboard.

1.4 Method of Study

1. Method of Research

The writer uses field research in collecting the data. This field research will use quantitative and qualitative method. Quantitative method is a method that is based on numeric information. This method uses particular respondents to answer such questionnaire that results in numeric information to be analyzed. During the process, there is an interview with the respondents to collect the data (Dawson,2010:19).

On the other hand, qualitative method is a research method that uses the interpretation of the writer towards the topic by reading several supporting books, and searching addition from the internet sources (Stokes,2007:XI).

2. Method of Approach

The study will use community theory for analyzing the members's opinion about "Boja Have Skate" community. Meanwhile the use of cultural product will be used to show the motive of skateboarders.

1.5 Organization of the Study

CHAPTER 1 : INTRODUCTION

It contains the Background of the study, Scope of the study, Aims of the study, Methods of the study, and The Organization of the study.

CHAPTER 2 : LITERARY REVIEW

It consists of the theoretical judgment which can maintain the writing of the thesis.

CHAPTER 3 : RESEARCH METHOD

It contains the Type of Research Method, Data Source, Population and Samples, Technique of Collecting Data, and Technique of Analyzing Data.

CHAPTER 4 : DATA ANALYSIS

This is the main part of the thesis because it reveals the discussion of the theoretical review in correlation with the result of field research.

CHAPTER 5 : CONCLUSION

It serves the review of analysis results from previous chapter.

CHAPTER II

LITERARY REVIEW

2.1 Profile of the Research Object

2.1.1 Profile of Skateboard

No one knows who the first board maker for playing skateboard, although several people claimed to be the inventor of skateboard but they could not prove it, and skateboarding remains a strange spontaneous creation. In 1950s, the skateboard was played for the first time by the people of all across California. Several people might come up with similar ideas at the same time. (Marcus, 2012:4).

The early skateboarders made the board from wooden boxes with roller skate wheels slapped on the bottom. Many people got hurt when they used it for playing skateboard. It was a new sport just being born and discovered, so anything went. The wooden boxes turned into planks and eventually decks of pressed layers of wood were being produced by many companies. During this time, the population of skateboard increased. They thought that skateboarding was something to do for fun after surfing. (Marcus, 2012:4)

Many companies appeared for producing skateboard's tools. Skateboarding competition were held by the companies like Jack, Hobie, and Mahaka. Skateboard reached the peak of popularity in 1963. At this time, skateboard was mostly either downhill slalof or freestyle. Some will known skateboarders were Toger, Johnson, Woody Woodward and Dany Barer, but

their style of playing skateboard was completely different from today's skateboarding style. The way they played skateboard looked like dancing ballet or ice skating, it is called freestyle (Natalie, 2007:33)

Many people considered that skateboard was a fad just like the hoola hoop. They started to leave the game in 1965. The popularity of skateboarding suddenly crashed. It made many skateboard companies collapsed. The people who wanted to play skateboard had to make their own skateboard. They still skated although they played with homemade skateboard. They made the wheels for their board from clay which was extremely dangerous and difficult to control. Then in 1972, urethane skateboard wheels were invented by Frank Nasworthy. The wheels are similar to what most skater use today. Frank Nasworthy's company was called cadillac wheels and the invention sparked new interest in skateboarding among surfers and other young people (Natalie, 2007:34).

A slalom and freestyle contest was held at the ocean festival in Del Mar, California. The event was in the spring of 1975, skateboarding took an evolutionary boost toward the sport that we see today. The Zephyr team showed the world what skateboarding could be. They rode their boards like no one had in the public eye, low and smooth, and skateboarding was taken from being a hobby to something serious and exciting. Many members joined the Zephyr team, but the most famous are Tony Alva, Jay Adam, and Stacy Peralta. The evolutionary boost was only the first big jump in the evolution of skateboarding. The Zephyr team, and all the skateboarders who wanted to go like them, also made skateboarding even more edgy in the public eye, and added a strong anti establishment sentiment that still remains in skateboarding today. (Mortimer, 2012:14)

But that was only the first big jump in the evolution of skateboarding. The Zephyr team, and all the skaters who wanted to be like them, also made skateboarding even more edgy in the public eye, and added a strong anti-establishment sentiment that still remains in skateboarding today (Mortimer, 2012:14).

A skateboarder named Alland Gelfand (Nick Named "Ollie") introduced new skateboard style that gave skateboard another revolutionary jump. He would slam his back foot down on the tail of his board and jump there by popping himself and the board into the air. In the 1970s, only a few years into the popularity of this new style of low-to-the-ground skateboarding, the Ollie style was born, a trick that completely revolutionized skateboarding. Most tricks today are based in performing an Ollie. The trick still bears his name, and Alland Gelfand was inducted into the skateboard hall of fame in 2002, unfortunately, near the end of 70's skateboarding faced its second crash in popularity. Public skate park had been built, but with skateboarding such a dangerous activity, insurance rates got out of control. These combined with less and less people coming to use skate parks forced most to be closed. Through the 80's, skateboarders started to build their own ramps at home and to skate whatever else they could find. Skateboarding began to be more of an underground movement, with the skateboarders continuing to ride, but to make the whole world into their skate park. During 1980's, smaller skateboard companies owned by skateboarders started cropping up. This enabled each company to be creative and do whatever they wanted—new styles and shapes of the boards were tried. (Cave, 2009:2)

It was also during the 80's that the VCR came on the scene, and opened up the world of skateboarding to any kid, anywhere. Stacey Peralta and George Powell pulled together a team of young talented skaters and named them the Bones Brigade. Stacey had a talent for filming, and in 1984 shot the first of a long series of revolutionary skateboard videos - The Bones Brigade Video Show. The team included Steve Caballero, Tony Hawk, Mike McGill, Lance Mountain, Rodney Mullen, Stacy Peralta, and Kevin Staab, among piles of other huge named skaters. Peralta made more Bones Brigade videos - Future Primitive in 1985, and the famous Search for Animal Chin in 1987. There are many, many more. Skateboarding began influencing clothing styles, music and culture (Slee, 2012:17).

Unfortunately, near the end of the 80's, skateboarding started to dive in popularity again. Vert skateboarding quickly lost popularity, and most skaters only rode street. Each time skateboarding has fallen in popularity, it has fallen a little less. But these dips in popularity have huge impacts on pro skaters. Pure vert skaters like Tony Hawk had a very difficult time holding on through the late 80's and early 90's. The stress on Tony Hawk was incredible, and he even lost his first wife during this time (Slee, 2012:18).

Vert skateboarding took a dive in fame in the early 90s, but skateboarding still remained, though it became primarily street. It was then that Mike Vallely and Natas Kaupas came on the scene and pushed street skateboarding even further. Skateboarding started to grow again in popularity in the 90's, this time with a more raw, edgy, and dangerous attitude. This coincides with the rise of more angry punk music, and the general discontent with the current system that raged throughout this time frame. Call it discontent, or call it Post Modern frustration, but the image of the poor, angry skater punk came to the surface loud and proud. Interestingly, this only helped to fuel skateboarding popularity (Cave,2009:2).

In 1995, ESPN held their first Extreme Games, in Rhode Island. This first X Games was a huge success, and helped pull skateboarding closer to the mainstream, and closer to being accepted by the general population. In 1997 the first Winter X Games were held, and "Extreme Sports" were classified. Plenty of skaters resent the way skateboarding has slowly moved from underground to mainstream. However, the X Games did bring vert skateboarding back into popularity. The X Games and competitions like that have continued to keep vert skateboarding popular, even though vert few skaters actually ride real vert ramps. Vert skateboarding has slowly become a much loved spectator sport (Cave,2009:2).

Since 2000, attention in the media and products like skateboarding video games, children's skateboards and commercialization have all pulled skateboarding more and more into the mainstream. The benefit of this is that, of course, skaters are more accepted, and the assumption that all skaters are criminals is slowly being torn down. Also, with more money being put into skateboarding, there are more skateparks, better skateboards, and more skateboarding companies to keep innovating and inventing new things (Slee, 2012:18).

However, there is a large group of skaters who miss the underground days, and who strongly disagree with the way skateboarding has been made more mainstream. One benefit of skateboarding is that it is a very individual activity. There is no right or wrong way to skate. However, if skateboarding is officially classified as a "sport", many skaters fear that this freedom will die out. But, with all this history crammed into such a short period of time, it's easy to see that no one knows where skateboarding will truly go from here. Skateboarding still hasn't stopped evolving, and skaters are coming up with new tricks all the time. Boards are also continuing to evolve, as companies try to make them lighter and stronger, or try to improve on their performance. (Cave, 2009:2)

2.1.2 Profile of “Boja Have Skate” Community

Starting from the founder of “Boja Have Skate”, Anjar Dewangga, began skateboarding in 2006 with his friend, Muhammad Arif. Anjar

Dewangga moved to skateboarding game because he felt frustrated, he could not get in the main team of basketball in his college. As a teenager with volatile temper, he decided to play skateboard. He gained knowledge of skateboard from Youtube, Playstation, and other communities outside the city. In that year, the interest and knowledge of the youth in the area of Boja Skateboard was still very low, so for many years, he honed his ability of skateboard only with a friend in Boja, Muhammad Arif.

In 2008, the number of skateboard enthusiasts in the region increased into two people. They had idea to establish a skateboard community in their area based on the same pleasures and the same goal of expanding this game in Boja. These ideas had not been fully implemented, they only considered the community and did not think about the name of their community.

Precisely on February 14, 2008, they gathered to celebrate valentine and decided to give the name of their community. The idea of the name immediately appeared and they gave the name “Boja Have Skate”. The name was inspired because they want to raise and introduce Boja’s name to another area. They began introducing their communities through social media such as Friendster and blogs, and make stickers as a media to inform the public.

It was Started from social media, many teenagers from Boja area and other areas wondering about the skateboard game. The next days, the numbers of skateboarders were more increasing and they decided to play Skateboard in the parking of Boja Indah Swimming Pool. They intended to create a

skateboard rail from members' contribution, because Anjar aware that many of the community members are high school students who have limited pocket money. Anjar, the founders had to think hard how the money Rp. 40.000, - could make a skateboard rail. Finally he decided to buy or ask for an iron-scrap and unused iron, they assemble rail skateboard together with members of the community.

Having Skateboard Rail, members of "Boja Have Skate" community started studying various trick of Skateboard. Looking at their game, Boja teenagers who wanted to join were more increasing, but they had a problem that was an expensive price of Skateboard, until finally they got some info about skateboard sales locations that cost was in accordance with the Budget and some new members of the skateboard only borrowed from the others members. Skateboard game which requires large area and often damaging public facilities, consequently "Boja Have Skate" Community obtained warnings from the pool management because they were disturbing customers of the swimming pool. Finally, "Boja Have Skate" chose to move to Santosa Machine Shop that was located in front of the Boja Indah swimming pool. They could not play the game in the time as they wanted but they had to wait until the shop closed. The shop was not eligible to play Skateboard because the way there was up and down, but the vacant land that they only had was the Santoso Machine Shop, so they were forced to play Skateboard in that location.

In 2009, from Social Media, many communities Skateboard from other areas visited Boja. Initially, they were surprised because they

played Skateboard in the area which was not eligible to play Skateboard, until finally they decided to keep looking for a decent place and finally they chose to play in place of rice drying.

In the anniversary of the first Community “Boja Have Skate”, they became more confident that the future of this community will be great. They began to join various Skateboard contest or race, the first time was a skateboarding competition in Pekalongan. On June 21, 2009, “Boja Have Skate” joined the community in Semarang to celebrate Skateboard Skate Day. In 2011, “Boja Have Skate” created their own event to celebrate Skate Day. They asked for permission from local authorities to introduce Skateboard to Boja residents with a convoy to the road using a skateboard. With maximum effort to convince the authorities, they finally got permission to hold the event. This was an early peak of “Boja Have Skate”, although, in the following days, many Boja residents do not like their presence because the skateboarders are considered illegal and dangerous.

2.2 Theoretical Framework

2.2.1 Social Community

Community is a group of people consist of two or more in a long time, they interact and influence each other and they view themselves as “us”. (Myers.2012:354). Community or group is social spirit where the members depend each other and at least they need to

interact each other. There is togetherness in community whether positive or negative strength which make the members keep staying in a group or community. People's motivation to keep staying in a group or community is also influenced by the community's instrumental goal. The togetherness is also affected by how they interact effectively and harmoniously (Widyastuti, 2014:134).

Group or community development theory according to Bennis and Sheppard (1956) in Sarwono (2001,11:21) in community development theory consist of several steps, they are :

- A. Authority Step, The dependence to the authority, where the members of community hope the guidance from certain people considered as the authority, such as: Guide or coach. Rebellion, it happens for the authority is considered unable to solve the problem anymore. In the process, they blame each other. Apology is the process of being received the authority or the group is dismissed.
- B. Personality Step, Harmony Step, the members of group are happy trust each other, fulfill each hopes and high group's productivity. Personal's identity step, there is pressure in each personal so the community is separated into pro status quo, and contra. Personal problem solving step, in this step the members of community are able to receive and interact well.

The basics of interpersonal attraction will be analyzed the reasons why someone is attracted to others so the group relationship is formed. The reasons can be classified as follow (Thoha,2007:93):

a) The opportunity to interact

The most important basic of interpersonal attraction and the group formation is very simple due to the existence of opportunity to interact each other. It can be understood clearly if people rarely meet and communicate each other, they will be difficult to be attracted each other. The impression proves that interpersonal interaction will create the attractiveness or it will rise caused by interpersonal interaction. The result of research proved that the environment factor also give important role in increasing or reducing the interaction opportunity. It influences the attractiveness and group formation. People who stay or work close each other will have great opportunity to interact. Consequently, they have great chance to make a bigger group compared by the people who live or work far each other.

b) Status

Status is one factor which also determines the individual attractiveness. Who integrates with whom is often determined by status. There are two tendencies in the field of status, someone is interested with others caused by status and people prefer to integrate with others who have higher level.

c) The same background

The same background is one factor which determine in the process individual attraction to interact each other. The same background, like age, gender, religion, education, race, nationality and one's social economy status will make them easier to find the attractiveness to interact each other.

d) The same attitude

The same attitude is actually the advanced development of the same background. People with the same background have the same experience, and they can interact easier than the people with the different background.

There are three dimensions in community (Widyastuti,2014:138)

1. The character of sintalitas dimension, it is influence of group's existence and group behavior to the community or to the environment.
2. The community structure dimension, it is how the member relationship, the behavior and group organization.
3. Population's character dimension, it is the group's common character.

According to Etienne Wenger (2002:24), community has many kind of form and characteristic, they are :

a) Big or small

Several communities are only consists of several members or even consist of one thousand members. Big or small number of members is not any problem, but the communities with many members are usually divided into sub division based on area or certain sub topic.

b) Long Age or Short Age

The development of community need long time, while the period of time for the existence of a community is very diverse. There are several communities keep surviving for ten years but the others have short age.

c) Centralized or spread

Most of communities are started from a group of people who works in the same place or live in neighboring. They interact each other permanently and even several communities are spread in many area.

d) Homogeneous or Heterogeneous

Several communities are from the same background or they are from different background, if they are from the same background, the communication will be easy to connect, but if the communities are from many kinds of backgrounds, the feeling of appreciating each other is needed

e) Spontaneous or deliberated

There are several communities establishment without any intervention or development effort from organization. The members join it spontaneously due to the need of sharing information and need friends with the same interest. In many cases, there are communities which are established deliberately for giving aspiration the member's need. The communities which established spontaneously or deliberately do not determine formal or informal of communities.

Community is the combination of three elements, they are (Wenger,2002:37):

1. Scope

Scope as the basic which identify a community, scope inspires the members to contribute and participate, guide the knowledge and give reason to act. By knowing the scope border allow the members to share knowledge, how they express their idea, and determine action.

2. Members

If community has strong members, they will help to increase the interaction and relation based on trust and appreciation. Members are a group of people who interact for learning, building the relationship, togetherness, and

responsible. Each individual has different character so the diverse are created in a community.

3. Practical

It is a group of framework, idea, tools, information, style, language, history, and document which delivered by the members of community. If the scope is a topic of community focus, the practical is specific and knowledge which developed, spread, and maintained. The success practically depends on the balance between activities combination and the result of the activities like document or instruments.

People's behavior is actually oriented to the goal, that their behavior is commonly stimulated by their desire to reach the goals. The basic unit of behavior is activity. It can be said that all of the behavior is the series of activities. Alderfer introduces three nucleus groups of needs, they are existence need, relatedness need, and growth need. Existence need is a need but it is growing. Existence need is like the physical need. Relatedness need is relationship need to make social relation and cooperation. Growth need is related with the need of people's intrinsic to develop themselves. (Thoha,2007:206)

2.2.2 The Use Of Cultural Product

According Mcquil (1984:18), the use of cultural products has three important aspects, namely, First, hopes for direct involvement, The individual as the user has hopes to be involved in the

advancement of culture. Second, individual tastes, individuals as users have tastes / preferences to follow a particular culture. Third, Imaginative experience, individual has the goal of pleasure / satisfaction.

The different motivation becomes the basic in the process of cultural product usage, so the recreation media become the conveyor of cultural contents. Imaginative experience becomes the goal to reach in using the recreation media. Thus, the recreation pattern can be distinguished from the goals which want to be reached by the public, so the cultural product can be classified into consumers' willingness. Generally, the goal to be reached is a pleasure so every recreation media which use such as cultural product will touch the public subjective world which is very effective. The recreation function of media distinguished from mass media which means as social media. (Ibrahim, 2005:19)

This can be identified between the pleasures to be reached through recreation media with the media which give information about social fact. The public motivation to this kind of media is different from need or public curiosity and purpose to get pleasure like benefit experience social like guidance, surveillance, social exchange, and many others. (Ibrahim, 2005:19)

CHAPTER III

RESEARCH METHODS

3.1. Type of Research Method

This research uses field research to collect the data. Field Research means the writer comes to the area or object of the research during the process of research. The field research will use Quantitative and Qualitative research as the method of research and use an interview approach to collect the data. Interview means collecting the data by asking some questions related to the topic to the member of “Boja Have Skate”. Quantitative means collecting the data by measuring the number of result by using questionnaire. Questionnaire is an efficient mechanism to collect the data (Sekaran,2006 : 82). Qualitative means collecting the data and information by reading several books and collecting sources from the internet, etc.

3.2. Data Source

There are two kinds of data sources: primary data and secondary data. The primary data is obtained when the researcher collects the data directly from the sources and the secondary data is when the researcher uses the information from the second party (Dawson,2010: 49). This research uses the result of questionnaire and interview with the member of “Boja Have Skate” as the

primary data. Then, the writer also rechecks the interview result as the secondary data.

3.3. Population and Samples

Population is the total number of analysis elements in which characteristics is being observed (Dawson,2010: 52). Meanwhile, sample is a part of population which can symbolize the nature of the population being observed (Dawson,2010: 53). The population and the samples of this research are the members of “Boja Have Skate”.

3.4. Technique of Collecting Data

The writer used the questionnaire and interview. The writer used questionnaire to know the relationship of mass media towards the development of skateboard as reflected as American popular culture in Boja Semarang. The questionnaire spread to the members of “Boja Have Skate”. The writer chose 10 respondents for this research.

3.5. Technique of Analyzing Data

The following points are the steps of analyzing the data:

- 1) Spread out the questionnaire to members of “Boja Have Skate” and after that doing an interview with them,
- 2) Collect the result of questionnaire and interview from the method above,

- 3) Group the members questionnaire that has the same image and view about Skateboard and find what are the most influences the members of “Boja Have Skate” playing skateboard,
- 4) Analyze the result of point number 4 and correlate it with the theory that the writer used,
- 5) Write the result of analysis from the data, interview, and other method.

CHAPTER 4

ANALYSIS

4.1 Research Result

The writer gave five questions to the respondents in the questionnaires.

Following are the answers of the questionnaires and the data analysis:

1) The Reason joining the “Boja Have Skate” community.

Table 1. Table of reason joining the “Boja Have Skate” community

No	Chosen Answers	Number of respondents	Percentage
1	The same interest and hobby (playing skateboard)	10	100 %
2	Follow the friend’s interest	-	-
3	Making new experience and friends	-	-

2) The duration joining the “Boja Have Skate” community

Table 2. Table of durations joining the “Boja Have Skate” community

No	Chosen Answers	Number of respondents	Percentage
1	< one year	1	10 %
2	One-two years	7	70%
3	>Two years	2	20%

4.1.1 The Background of “Boja Have Skate” community

Based on the questionnaires number one, all the respondents (Table 1. Table of reason joining the “Boja Have Skate” community) answer that they have same interest and hobby when they are asked about the reason why they joined “Boja Have Skate” community. Boja is the district, in the rural area in Semarang but skateboard could enter there. The skateboard was played by two teenagers only. The two skateboarders played the game periodically to introduce it to the other teenagers. At first, not many teenagers knew skateboard. The early skateboard players introduced this game to their friends, after several years, many other teenagers are attracted to join them practicing skateboard game. They have made the game popular and gradually more followers joined the skateboard. To unite their same interest, the Boja teenagers built the community of skateboard lovers. They have succeeded introducing the skateboard to many people in Boja district.

They organize the community to show the people that skateboard is not only interesting game but also entertaining game. The skateboarders always hold the competition, so people will admit their existence. Their admittance is important for them because teenagers always want to draw others' attention.

The proverb says that "the birds with the same feather flock together". That proverb' means that naturally people want to gather with the other people who have the same hobby and they make their life become exclusive. As the proverb, the teenagers who like the skateboard will effort to find the other teenagers who have the same interest.

The respondents are the teenagers who want to prove that they have the challenging spirit and tend to show that they are different from other teenagers. The teenagers imitate the style of American teenagers game because they think that skateboard represent their thoughts, the spirit of expressing freedom, the spirit of youngsters like to face challenging and danger.

More teenagers joined the skateboard community and it created problem, they needed large area to play and practice the game. More skateboarders need more place or wider area. It become more difficult to solve because the residences thought that the game damaged the environment and disturbed them. The skateboarders need long time to make the Boja's society understood in positive way and willing to help them.

Many people think that skateboard is the game for the rich, because the instrument for playing is expensive. The skateboard community give

information to the new comers how they can get the board easily and cheap. They guide them to make the board by themselves or buy the second hand one.

The good communication and togetherness in the community make many teenagers join the “Boja Have Skate” Community. The number of members is increasing from time to time. In the table two show that seventy percent (70%) members have joined the skateboard’s community for more than one year. The community founders guide the junior players well, they teach them how to play the game with many kind of styles. The seniors are patient to train the juniors so the members keep joining the skateboard community for long time.

3) The Skateboard spreading ways

Table 3. Table of skateboard spreading ways

No	Chosen Answers	Number of respondents	Percentage
1	Internet	7	70 %
2	Film	3	30 %
3	Frien / neighborhood	-	-

The result of the survey shows (Table 3. Table of skateboard spreading ways) that 70% (seventy percent) respondents know the skateboard game from internet. 30% (30 percent) respondents know from film.

4) The source of information about skateboard

Table 4. Table of skateboard's information

No	Chosen Answers	Number of respondents	Percentage
1	Internet	10	100 %
2	Film	-	-
3	Frien / neighborhood	-	-

The result shows (Table 4. Table of skateboard's information) that all respondents know about the advance information of the skateboarding from internet.

4.1.2 The Spreading Information about the existence of "Boja Have Skate" Community

Skateboard is one of the game cultures of American teenagers' style. As the super power country, American popular culture spreads easily to all over the world and influences the culture of many other countries and skateboard has carried out. Later this game becomes the teenagers' lifestyle, including Indonesia. Based on the result of questionnaire in number 2 to 4, most of respondents chose internet for answering the following questions:

1. How do you know about skateboard game?
2. Where do you get the information about skateboard from?

From the questionnaires as the equipment to support the research, all the respondents (Table 4. Table of Skateboard's Information) answered that they got the information about skateboard from internet. The answers prove that internet introduce the skateboard to the teenagers in Boja Semarang. They can get skateboard information from many media in internet such as from youtube and google. Skateboard can be more popular among the Boja teenagers' through the spreading of American films which expose skateboard as the theme of the films.

The third, Boja teenagers often watch the American films where the American teenagers use skateboard for the daily activities like going to school, doing their hobbies and they, the third Boja teenagers, are interested to imitate the style. They are attracted to imitate the culture because they consider that skateboard represents their life. Skateboard game is energetic, lively, and it has high mobile. Lords of Dogtown, Deck Dogz, dan Street Dream are the tittle of the films which make the skateboard become more popular caused by using skateboard as the theme. The films make the teenagers of Boja Semarang think that skateboard as modern lifestyle and very interesting to follow.

Based on the interview with the respondents, the skateboarders did not give attention where the skateboard derived from. They adopted this game by the internet. The game is very interesting for them. The skateboard is a challenging game for the teenagers who like expressing their freedom.

Internet have great influence in spreading their culture to the other countries, in this case is Indonesia. The internet have the ability to make the culture become more popular so the culture is appreciated, loved, and used as the way to act and behave. In this way, internet have important and active role in developing the western culture, mainly the American culture so skateboard game

is growing and increasing in the Boja, because some people think that whatever they often get from abroad are modern. The people want to follow this kind of style. The teenagers of Boja Semarang think that they are modern and classy when they follow the trend which derived from the western. Internet have great influence so whatever informed by mass media can be trending and become interesting among them.

By the power of Internet in passing the space and serving the information nearly in all over the world, makes the United States have great potency in spreading the concept and influence. One of the influence is Skateboard game, the American teenagers game culture has entered to Indonesian teenagers lifestyle, not only done by teenagers in big cities but also done by teenagers, in many districts, like in Boja, one of the district in Semarang. The existence of internet in giving the information tends to make changes in their life, the influences can be seen in the activities of Boja teenagers. They have adopted this American popular culture as their hobbies. They have their own community, the community of skateboard players, it is “Boja have skate”. The web site have been able to reach the most of people community in many regions in Indonesia.

The respondents also said that the internet are not only introduce the skateboard game, but also give information about the developing of skateboard, the technique of basic trick in playing skateboard, the information about the accessories, kind of board, and the skateboard communities are also provided by internet. Respondents make sure that internet have great and important role in spreading the information because they realize that skateboard is not their culture. The Boja Teenagers can not get the detail information about skateboard through their place. The community of “Boja have skate” can get the information easily to

upgrade and update the latest knowledge about skateboard by internet whether by browsing in youtube or google.

The direct effect of entering internet into this country is the social and cultural change in teenagers of Boja Semarang. Internet give great changes, they can be seen in the Boja culture has been added by the skateboard game in their life style as a new culture into their area. The new game from abroad is more attractive for Boja Teenagers. They enjoy the skateboard as a new game. The skateboard games becomes more interesting because the game is from abroad.

5) The reason of skateboard as their choice

Table 5. Table of choosing the skateboard reasons

No	Chosen Answers	Number of respondents	Percentage
1	Interesting, challenging, and different from the others game	9	90%
2	Follow the trend/style in the neighborhood	0	
3	Other (it has philosophy of live)	1	10%

6) The opinion about advantages playing skateboard

Table 6. Table of skateboard playing advantages

No	Chosen Answers	Number of respondents	Percentage
1	By playing skateboard, it shows that I am modern people and always follow the upcoming trend	0	-
2	Skateboard in accordance with my taste and personality	8	80%
3	I get the satisfaction and pleasure from playing skateboard	2	20%
	Others (it has the philosophy of live)	-	-

From the result of the survey (Table 5. Table of choosing the skateboard reasons), we draw the conclusion that ninety percent (90%) of the respondents can entertain and satisfy themselves by playing the skateboard game while ten percent (10%) choose the other reason.

In table six (table of skateboard playing advantages) eighty percent (80%) respondents stated that skateboard in accordance with their taste and personality. Twenty percent (20%) of the respondents can entertain and satisfy themselves by playing the skateboard game.

4.1.3 The Benefits of Skateboard for Teenagers

According McQuil (1984:18), the use of cultural products have three important aspects, namely :

1. Hope for direct involvement
2. Individual taste
3. Imaginative experiences

People always want to be part of community where they can find their interest. They always have the reasons to do thing they like most, as their hobby. It will be more interesting if something they like most is the product of the advancement of culture especially from western, like skateboard. The most people, who like skateboard are teenagers. The youngsters are good followers for something new. Boja teenagers like involving in the new culture, skateboard game is one of the cultural products and it is new for them.

The information technology has spreaded widely. The Technology has entered into the rural area. The information about skateboard has been received by teenager of Boja one of the rural area in Semarang. They can gain more knowledge about skateboard through internet.

The teenagers as the users of the advancement of culture admire the skateboard very much. They want to keep up with the western teenagers, take part in this kind of game, and want to involve in it. The habit is changing, the taste of teenagers have altered. The former teenagers enjoyed the traditional games, they thought the traditional games were interesting, challenging, and supporting the teamwork.

The traditional games were left by recent teenagers. The old games are not attractive anymore for them. The culture has been changing and the youngsters are enjoying the experience, nearly all the youngsters like this kind of changing from old games into modern ones.

The main reasons of receiving the new game are pleasure and satisfaction. The teenagers play skateboard, of course for satisfying their pleasure. Twenty Percent (20%) (Table 5. Table of choosing the skateboard reasons) teenagers replied that they get satisfaction and pleasure from playing skateboard, when they, as the respondents were asked about their opinion of the advantages of skateboard game. Ten percent (10%) of respondent (Table 5. Table of choosing the skateboard reasons) said that there is philosophy life of reasons. According to the respondents, there are many advantages why they choose skateboard game.

The followings are the advantages of the skateboard game according to the Boja teenagers who choose skateboard as their new hobby. The skateboard game is very entertaining, by watching and playing the beautiful movements of the skateboarders is very amusing. Boja teenagers can refresh themselves and escape from the boring daily activities, like working or studying. They feel annoyed spend all the time doing their daily activities. The skateboard game is the activity for killing their spare time. Boja teenagers need to make their life more comfortable, the entertaining is their reason. The skateboarders play the game to get satisfaction and pleasure.

The teenagers will be more responsible if they do something with pleasure. They must prepare everything needed for their hobby by themselves. Boja teenagers have to manage their time wisely, so their hobby does not interrupt their main duties or jobs. The other responsible is organizing, the skateboarders are

able to organize the community of skateboard players, so the organization can be the professional one, if they can hold the professional competition which allow them getting so many experiences from it.

The professional competition enable them to encourage the skill of entrepreneurship,.it is possible if there are more and more people are loving it, like in football game. The community of skateboarders is getting more followers that is why many skateboard accessories available in the sport shops. It can be a new business opportunity.

Organizing the skateboard community enable the teenagers have other skill, it is lobbying. They need to lobby many institutes to have the license to hold competition, from district to province institutes. The teenagers will get new experience in communication in the formal atmosphere. They raise their ability to persuade the officers to give the license. This kind of skill is very useful for them in the future.

The sense of creativity is given to the skateboarders by playing this game. They can create attractive movement of the boards. The movements are surfing, jumping in the up and down areas and turning the board while jumping, although it is very dangerous for them but they get pleasure. The skateboarders can get satisfaction if they do it well. The new tricks in playing skateboard are needed if they want to look more attractive for others.

The skateboard game is really an amusing game. The people who enjoy it will feel entertained so no wonder more and more people especially the teenagers participate to involve in this game. No matter, the skateboard game is from abroad, the teenagers keep enjoying it.

The ten percent (10%) of the respondents answered that they have philosophy live in choosing in the skateboard as their hobby, when the respondents are asked about their opinion of the advantages of skateboard game. By playing the game, the respondents feel that they can improve the way to view living. The skateboarders live the life happier and have already had the way to make themselves more cheerful.

The teenagers who play this game can be more wisely in solving problems in their life. This challenging game uses to make them face the problems, it is how to fight against the fear, how to manage the time, how to be the best among them, how to focus on the game and many other problems. The skateboard game is really able to change them into wise and mature youngsters. According to them, they choose skateboard because of the live philosophy reason.

4.1.4. Further Research

By seeing the interesting idea that occurs in the society as explained above, the writer highly recommends further research about this topic to find new phenomenon as reflected as American Popular Culture that happens in the society's culture nowadays.

The further research that is recommended by the writer is to dig out more about the fashion development which oriented to America's fashion, it is feminism theory usage. The people in the developing country, such as Indonesia are powered by the products from America. People always think and have mindset that the products from western culture are always not mainstream, prestige, and have high quality. They just want to have it for

styling, the center of style is western. The third world people buy something for imitating the western people, although they do not need them.

CHAPTER 5

CONCLUSION

The background of the community of “Boja Have Skate” is formed because of the same interest. The teenagers choose to join the skateboard community for expressing their hobby. The community is able to introduce the skateboard to Boja society because of the establishment “Boja Have Skate” community.

The writer has found in this research something new and unique to learn. The writer got the perspective about member’s opinion about “Boja Have Skate” community. Internet has introduced the skateboard game to Boja teenagers. In conclusion, for Boja teenagers, playing skateboard is suitable game for them because the game is challenging and different from the others. Besides the above reason, the Boja teenagers choose skateboard as their hobby. According to them, skateboard game has philosophy of live which means that skateboard has given them something interesting to learn and to explore. They force themselves to achieve to play the game, and never give up. The skateboard which is as reflected as America popular culture has improved fast and widely makes changing into the way of Boja teenagers thinking and styling. That changing has made the teenagers’ way of live tend to western.

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Informant

1. Anjar Dewangga (Male, 27 years Old, Founder of Boja Have Skate Community)
2. Dani (Male, 25 Years Old, member of “Boja Have Skate” community)
3. Bagus Pradikta (Male, 21 years old, member of “Boja Have Skate” community)

QUESTIONNAIRE "The Development of "Boja Have Skate" Community in Boja

Petunjuk Umum :

- ❖ Pilih dan berikan tanda silang (X) pada jawaban yang disediakan, yang menurut anda paling sesuai !
- ❖ Jawablah pertanyaan dibawah ini dengan jujur

❖ Nama	:		Email	:	
❖ Usia	:		No.HP	:	
❖ Pekerjaan	:		Lama bermain Skateboard	:	

1. Mengapa anda memilih bergabung dengan komunitas Boja Have Skate?
 - a. Mempunyai minat dan hobi yang sama (bermain skateboard)
 - b. Mengikuti keinginan teman
 - c. Menambah pengalaman dan mencari teman baru
2. Berapa lama anda bergabung dengan Boja Have Skate?
 - a. < 1 tahun
 - b. 1-2 tahun
 - c. > 2 tahun
3. Darimana anda mengetahui permainan skateboard?
 - a. Internet
 - b. Film
 - c. Teman/lingkungan
4. Darimana anda mendapatkan informasi terbaru mengenai perkembangan permainan skateboard?
 - a. Internet
 - b. Film
 - c. Teman/Lingkungan
5. Alasan utama anda memilih permainan skateboard?
 - a. Menarik, Menantang, dan berbeda dengan permainan lain
 - b. Hanya mengikuti trend/gaya dilingkungan sekitar
 - c. Lainnya? Jelaskan _____
6. Menurut anda, apakah Keunggulan bermain skateboard?
 - a. Dengan bermain skateboard menunjukkan bahwa saya adalah orang yang modern dan selalu mengikuti perkembangan jaman.
 - b. skateboard sesuai dengan selera/kepribadian saya.
 - c. Melalui skateboard saya mendapat kepuasan dan kesenangan diri.
 - d. Lainnya? Jelaskan _____

***** TERIMA KASIH ATAS PARTISIPASI ANDA *****