



**THE EXTENDED SELF IN POSSESSING VANS SHOES**  
**(Case Study: Skateboarders Association – *Ikatan Skate Semarang*)**

**A FINAL PROJECT**

In Partial Fulfillment of the Requirement  
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In English Department, Faculty of Humanities  
Diponegoro University

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## **PRONOUNCEMENT**

I state truthfully that this project is compiled by me without taking the result from other research in any university, in S-1, S-2, and S-3 degree and in diploma. In addition, I ascertain that I do not take the material from other publications or someone's work except for the references mentioned in bibliography.

Semarang, December 2016

AfrianekFirstinandaPutriParamitha

## **MOTTO AND DEDICATION**

*So endure patiently, with a beautiful patience.*

**Surah Al Ma'arij verse 5**

*You can not alter your fate. However, you can rise to meet it.*

**Hayao Miyazaki**

*When you are in pain, when you think you have had enough.*

*Do not ever give up.*

**Coldplay**

**This final project is dedicated to  
my family and my future life ahead**

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The writer realizes that this final project is far from perfection. Therefore, she will be glad to receive any constructive criticism and recommendations to make this final project better.

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Semarang, December 2016

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1. Questionnaire (Bahasa Indonesia version)
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## ABSTRACT

Selain mengikuti tren fashion yang ada, tidak jarang seseorang mengekspresikan siapa diri mereka berdasarkan kepemilikannya. Bahkan, seseorang dapat menganggap barang yang mereka miliki sebagai bagian dari diri mereka. Perilaku konsumen tersebut dinamakan *extended self*. Ikatan Skate Semarang sebagai salah satu asosiasi skateboard merupakan objek yang menarik untuk dikaji tentang perilaku konsumen terhadap sebuah merk sepatu yang menjadi ikon skateboard bernama *Vans*. Tulisan ini bertujuan untuk menganalisis apakah sepatu *Vans* dapat mendukung kegiatan bermain skateboard pada anggota Ikatan Skate Semarang menggunakan teori Russell W. Belk, *the possession and the extended self*. Hasil dari studi ini adalah anggota Ikatan Skate Semarang menunjukkan bahwa mereka mengidentifikasi diri mereka sebagai pemain skateboard dari anggota asosiasi skateboard dengan didukung sepatu *Vans* yang mereka punya dan pakai untuk melakukan kegiatan bermain skateboarding.

Kata kunci: *extended self, possession, skateboard, sepatu, Vans*.

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

People usually will choose one popular culture as their lifestyle. Music, movie, fashion, food, drink, and sport are several artifacts or products of popular culture. According to William, “there are four current meanings of pop culture: well-liked by many people, inferior kinds of work, it works deliberately, setting out to win favor with people, culture actually made by the people for themselves” (Storey, 2010: 5).

One of the artifacts of popular culture is skateboarding which has been a popular part of culture in America since the early 1950s because it reflects values of personal freedom and self-expression. Unlike traditional sports where there are mandatory practices and rules, skateboarding has no rules and someone is free to skate in any manner (Bradley, 2012: 2). American popular culture has spread widely in many different countries, including Indonesia. Nowadays, Indonesian youngsters adopt skateboarding for their sport.

Besides a sport, skateboarding is more about fashion than function. Being an accomplished skater is not only knowing how to skate, but also wearing particular clothes and accessories (Buckingham, 2009: 2). These accessories include having a particular hairstyle, listening to particular kinds of music, and choosing specific products or brands (ibid). By looking at skateboarders’ outfit especially footwear, one of the most popular footwear brand among youth is called *Vans* because it is iconic in skateboarding. It has been selected by skateboarders as an identifier to represent them.

Recently skaterboarders who possess *Vans* as their footwear are easily found in skateboarders association, one of them is *Ikatan Skate Semarang*. We understand who we are and where we belong through the things that we possess and choose to buy. Possessing objects literally can extend self because people regard possession as part of self (Belk, 1988: 139). This phenomenon is considered as an interesting phenomenon to be analyzed. Therefore, the writer wants to analyze whether *Vans* shoes are reliable for supporting skateboarding activities in *Ikatan Skate Semarang* members.

## **1.2 Scope of the Study**

The writer limits the discussion on the values of *Vans* shoes for supporting skateboarding activities in *Ikatan Skate Semarang* members by applying theory of possessions and extended self (Belk, 1988).

## **1.3 Aims of The Study**

The aim of the study is to know whether *Vans* shoes are reliable to support skateboarding activities on skateboarder association members, especially in *Ikatan Skate Semarang*. Hence the writer will analyze the result with the possessions and extended self theory (Belk, 1988).

## **1.4 Hypothesis**

Hypothesis is a conceptual assumption about the result of the research before the research is done (Stokes, 2007: 58). The hypothesis of this research is the *Ikatan Skate Semarang* members who possess *Vans* shoes consider *Vans* as an integral part of their skateboarding activities. The operational definition of a skateboarder is one who learns skateboarding tricks, joins association, gathers with other skateboarders, organizes skateboarding events, and takes photos and videos footage of skateboarding. *Vans* shoes provide the basic needs and safety needs by covering the

feet and helping with the impact also develop confidence and competence to do skateboarding tricks.

## **1.5 Methods of The Study**

### **1.5.1 Method of Research**

The writer uses quantitative research as the method of research. Quantitative research is a method of research that obtains the statistics by using big scale survey with various methods, such as questionnaire or interview (Dawson, 2002: 15). In collecting data, the writer collects questionnaires from skateboarders association named *Ikatan Skate Semarang*. As the leader of skateboarders association, ReddykaSanjaya, explains that there are 80 active members, but there are only 30 members who become respondents for this study because the writer takes purposive sample as the method which specifies association members who wear *Vans* shoes. The writer distributes the questionnaire, collects the result of questionnaire, analyzes the data, and correlates it with the theory which the writer has chosen the possessions and extended self theory by Russel W. Belk.

### **1.5.2 Method of Approach**

The writer applies the possessions and extended self theory to analyze whether skateboarders find that *Vans* supports their identity as skateboarders in *Ikatan Skate Semarang* members. In the *Journal of Consumer Research*, Russell W. Belk (1988) discusses his theory about the correlation between possessions and extended self for understanding consumer behavior.

Extended self implies we possess things that help to verify, to fulfill, and to satisfy our personal identity. People regard possessions as parts of themselves because when one claims something is “mine”, one also believes that the object is “me”. Belk (1988: 141) defines that extended self is when one feels emotionally attached to things, body, even experiences and ideas. Based on the statement above, a

product not only used for personal uses, but also we attach it with emotions and the product becomes an extension of our personalities.

Possessing a product or a brand is a way to express ourselves and to show other people our personalities. People seek, express, confirm, and ascertain a sense of being through what they have (Belk, 1988: 146). Moreover, possession also has a function of helping understand who we are and where we belong to. Belk (1988:153) also claims that clothing, accent, grooming, and jewelry can distinguish an individual from others, express an individual sense of being, indicate group identity, and express belonging to a group.

Before people regard possession as a part of self, there are three primary ways of incorporating possessions into the extended self, which are:

- 1) Appropriating or controlling the object for our own personal use.
- 2) Buying the object is merely form of creating the object. The latent buying power of money contributes to shape extended self because money gives us the power to be selective acquiring or rejecting purchasable objects.
- 3) Knowing the object whether the object is known as a person, place, or thing (Belk, 1988: 150-151).

## CHAPTER II

### PROFILE OF THE RESEARCH OBJECT

Although skateboarding was established early 1950s in United States of America, skateboarding only became popular in Indonesia in 2000s through skateboarding videos on *Youtube* and international skateboarding magazines. American skateboarders and Indonesian skateboarders use the sport differently. American skateboarders consider skateboarding more than just a hobby and an art form; they use it as transportation and a professional career. Indonesian skateboarders do skateboarding in their spare time. They create skateboarder associations which are platforms to gather with other skateboarders.

*Ikatan Skate Semarang* (ISS) is one of the skateboarder associations in Indonesia located in Semarang. The members of the association play skateboard routinely with each other and organize some events. ISS feels having a responsibility to introduce Semarang citizen to skateboarding because the bad reputation of skateboarding. Eventhough ISS had been established since 2010, but the government had just supported this association by building skate park at Taman MenteriSupeno in 2014. They gave a good response for the skate park because they used to make their own skateboarding obstacles by using their own money and play around sidewalks such as in front of Balaikota or Simpang Lima which could disturb pedestrian.

ISS consists of 80 active members with 15-35 range of age. They usually play on Saturday night or Sunday morning and the senior skateboarders have a role to teach the beginners. They sometimes try some tricks at public and street spots where are more challenging for taking video footage or photo documentation. However, this association does not only play to develop their skateboarding skill, but also creates events. Every 21<sup>st</sup> June, they celebrate International Skate day by making *Go Skate*

*Day* event. Moreover, *HarapMaklum Competition*, another annual event, is also the most awaited event for local skateboarders. They often become participants for exhibition in senior high school events or music events.



## CHAPTER III

### ANALYSIS

#### 3.1 Research result

The writer asks three identification questions for 30 respondents such as name, telephone number, and gender. The function of the identification questions is to identify the *Ikatan Skate Semarang* members that more likely to wear *Vans* shoes. The writer also asks an additional 30 questions to each respondent.

Questions number 1 and number 2 are related to the identification information of the respondents. The first question gives the information about the range of age and most (20/66,7%) of them are in the age of 20 – 25 years old as shown in Table 3.1.1.

**Table 3.1.1**  
**Range of Ages of the Respondents**

Range of Ages	Number	Percentage
Less than 20 years old	6	20%
20 – 25 years old	20	66,7%
More than 25 years old	4	13,3%
Total	30	100%

Source: Primary Data 2017

The second question clarifies the occupation of the respondents. Table 3.1.2 shows that most (15/30%) respondents are college students.

**Table 3.1.2**  
**Status or Occupation of the Respondents**

Statues	Number	Percentage
Student	4	13,3%
College Student	15	50%
Employee	11	36,7%
Entrepreneur	0	0%
Total	30	100%

Source: Primary Data 2017

The purpose of question number 3 and number 4 is to find out the economic background of the respondents. It is needed to know due to the facts that the skateboarding shoes will get damaged and the price is quite expensive. The result answer for the third question shows that most (18/60%) of the respondents' outcome is between Rp 1.000.000 until Rp 2.000.000 /month as described in Table 3.1.3.

**Table 3.1.3**  
**The Outcome of the Respondents**

Outcome	Number	Percentage
Less than 1.000.000	10	33,3%
1.000.000 – 2.000.000	18	60%
2.000.000 – 5.000.000	1	10%
More than 5.000.000	1	10%
Total	30	100%

Source: Primary Data 2017

The answer of fourth question reveals that most (18/60%) of the respondents' income is between Rp 1.000.000 until Rp 2.000.000 /month as presented in Table 3.1.4.

**Table 3.1.4**  
**The Income of the Respondents**

Income	Number	Percentage
Less than 1.000.000	7	23,3%
1.000.000 – 2.000.000	18	60%
2.000.000 – 5.000.000	4	13,3%
More than 5.000.000	1	10%
Total	30	100%

Source: Primary Data 2017

The question number 5 represents about how long are the respondents start to play skateboarding and to join *IkatanSkatan Semarang*. As shown in Table 3.1.5, most (19/63,3%) of them have joined the association for more than five years since this association has been established in 2010.

**Table 3.1.5**  
**The Respondents' Length of Playing Skateboarding and Joining *Ikatan Skate Semarang***

Length	Number	Percentage
Less than one year	0	0%
1-5 year	11	36,7%
More than 5 year	19	63,3%
Total	30	100%

Source: Primary Data 2017

The study found that most respondents fell into the category of 20- 25 years of age in which half of them are still college students. Regularly, they get an income Rp 1.000.000to Rp 2.000.000 per month whereas the cost of a pair of *Vans* shoes is around Rp 500.000 to Rp 1.500.000. Moreover, most respondents have been

involved with *Ikatan Skate Semarang* for more than five years. For buying their skateboarding equipment, it indicates that the respondents have to do an extra effort during skateboarding to buy *Vans* shoes which costs as much as their income by saving money or asking money from their parents.

The aim of question number 6 until number 9 is to reveal about the *Vans* shoes collection of the respondents. The sixth question asks about how many varieties of *Vans* shoes that the respondents have and mostly (24/80%) they own two to four varieties of *Vans* shoes as described in Table 3.1.6.

**Table 3.1.6**

**The Number of the Respondents' *Vans* Collection**

Varieties of <i>Vans</i> Shoes	Number	Percentage
Less than 2 pairs of shoes	4	13,3%
2-4 pairs of shoes	24	80%
More than 5 pairs of shoes	1	10%
Total	30	100%

Source: Primary Data 2017

The seventh question finds out whether the respondents buy the original *Vans* shoes or the fake *Vans* shoes because the quality of each shoes will impact the skateboarding performance. All (30/100%) of the respondents stated that they own original *Vans* shoes as mentioned in Table 3.1.7.

**Table 3.1.7**

**The Choices of the Respondents Regarding the Authenticity of *Vans* Shoes**

Authenticity	Number	Percentage
Original	30	100 %
Fake	0	0 %
Total	30	100%

Source: Primary Data 2017

The eighth question attempts to uncover what kind of activities that the respondents do while wearing *Vans* shoes. In Table 3.1.8., it describes that almost all (21/70%) of the respondents use *Vans* shoes for skateboarding and hanging out.

**Table 3.1.8**

**The Activities of the Respondents While Wearing *Vans* Shoes**

Activities	Number	Percentage
Skate	4	13,3%
Skate and hangout	21	70%
Skate, go to school/college, and hangout	3	10%
Skate, work, and hangout	2	6,7%
Total	30	100%

Source: Primary Data 2017

The ninth question is a consumer-related question that aims to find out which media outlets influences the respondents to purchase *Vans* shoes. As mentioned in Table 3.1.9., most (21/70%) of the respondents mention that they know about *Vans* shoes through friends and the skateboarders association.

**Table 3.1.9**  
**The Influencing Media of the Respondents to Buy *Vans* Shoes**

Media	Number	Percentage
Advertisement from mass media (TV, radio, or magazine)	1	3,3%
Internet (website, Youtube, Instagram, etc)	8	26,7%
Friends / association	21	70%
Clothing store	0	0%
Others	0	0%
Total	30	100%

Source: Primary Data 2017

As a skateboarder, the respondents who already joined skateboarders association surely have an experience buying skate shoes that will enhance their skateboarding performance. Skateboarding is a social event, it offers men not only a fun opportunity to show off their tricks but also share consumer-related knowledge about the brands for their sport. Thus, most respondents who own two to four varieties of original *Vans* most likely receive information about *Vans* shoes from their friends and skateboarders association members. *Vans* shoes are used for other activities, such as hanging out with friends; even go to school or college and work. It indicates that *Vans* shoes are suitable and versatility for any kind of activities. Based on those results from question number 6 - 9, the respondents know information about *Vans*, buy it, and use it as skateboarding shoes. This is in accordance explanation from Russel W. Belk about three primary ways regarding possession into part of self which are appropriating the object as personal use, buying the object, and knowing the object (Belk, 1988: 150-151).

The purpose of question number 10 -15 tries to figure out about the respondents' fashion orientation and level of confidence specifically when they wear *Vans* shoes. The tenth question proves whether the respondents like or dislike the design of *Vans* shoes and the result shows that almost all (29/96,7%) of the respondents like the design of *Vans* shoes as described in Table 3.1.10.

**Table 3.1.10**

**The Respondents' Opinion towards Design of *Vans* Shoes**

Design	Number	Percentage
Like	29	96,7%
Dislike	1	3,3%
Total	30	100%

Source: Primary Data 2017

The eleventh question offers insight into whether the respondents feel that *Vans* shoes are suitable or unsuitable with their style. All (30/100%) of the respondents agree that *Vans* shoes are suitable for their fashion style as presented in Table 3.1.11.

**Table 3.1.11**

**The Respondents' Perspective about *Vans* Shoes Are Suitable with Their Fashion Style**

Suitability	Number	Percentage
Yes	30	100%
No	0	0%
Total	30	100%

Source: Primary Data 2017

The twelfth question helps to find out whether the respondents have a skateboarding role model who influences their fashion. Almost all (27/90%) of

therespondents have a professional skateboarder who influences their fashion as described in Table 3.1.12.

**Table 3.1.12**

**The Respondents' Role Model in Influencing Their Fashion Style**

Role Model	Number	Percentage
Yes	27	90%
No	3	10%
Total	30	100%

Source: Primary Data 2017

The thirteenth question aims to reveal whether the respondent's feel inferior or superior when they played skateboarding without wearing *Vans* shoes. Most (25/83,3%) of the respondents do not feel inferior as presented in Table 3.1.13.

**Table 3.1.13**

**The Respondents' Opinion towards Feeling Inferior While Playing Skateboarding Without Wearing *Vans* Shoes**

Inferiority	Number	Percentage
Yes	5	16,7%
No	25	83,3%
Total	30	100%

Source: Primary Data 2017

The fourteenth question reveals whether the respondents feel accepted or rejected in *Ikatan Skate Semarang* while wearing *Vans* shoes. All (30/100%) of the respondents think that they are accepted by fellow skateboarders while wearing *Vans* shoes as shown in Table 3.1.14.



**Table 3.1.14**  
**The Respondents' Perspective about Feeling Accepted in Skateboarder Association While Wearing *Vans* Shoes**

Acceptability	Number	Percentage
Yes	30	100%
No	0	10%
Total	30	100%

Source: Primary Data 2017

The fifteenth question aims to figure out whether the respondents could socialize with other skateboarders while wearing *Vans* shoes. Most (18/60%) of the respondents think that *Vans* shoes do not affect them to socialize with their fellow skateboarders as described in Table 3.1.15.

**Table 3.1.15**  
**The Respondents' Ability to Socialize While Wearing *Vans* Shoes**

Socialization Ability	Number	Percentage
Yes	12	40%
No	18	60%
Total	30	100%

Source: Primary Data 2017

*Vans* has established in 1960s in the United State of America. Because of concerning to make skateboarding shoes, this product is always making new innovative product depending on skateboarders' needs. *Vans* shoe varieties include such as *Authentic*, *Chukka*, *Era*, *Half Cab*, *Oldskool*, *Sk8 Hi*, *Slip On*, and *Syndicate*. Although consistent in improving the quality of the shoes, the *Vans* trademark includes its iconic side-strip design because it becomes their signature. Most of the respondents like the design of *Vans* shoes because it has simple pattern and colour,

consistent yet timeless design. Moreover, *Vans* shoes sometimes collaborate with several famous brands (e.g., *Disney*, *Kenzo*, *Marvel*, *Marc Jacobs*, *Supreme*, etc.), bands (e.g., *Metallica*, *Motorhead*, *The Beatles*), movies (e.g., *Star Wars*, *Toy Story*, and *Snoopy*), and professional skateboarders (e.g., Tony Alva, Stacy Peralta, Steve Caballero, Kyle Walker, etc.). Those limited designs are also one of the speciality of this brand compared with the other skateboarding brands.

Every variety of *Vans* shoes are suitable to be combined with skateboarders' fashion trend in the skateboarders association called street wear style which are T-shirt, pants, jumper, etc. The skateboarders need casual and comfortable fashion that will not make them feel inconvenience while skateboarding because their job is to show off their impressive tricks. They also have role model in fashion that inspires them how to have a professional skateboarder style who also wears *Vans* shoes such as Dustin Dollin, Kyle Walker, Chima Ferguson, etc. It indicates that the respondents look fashionable which represents youth style as a skateboarder by wearing *Vans* shoes. Belk states that clothing could express an individual sense of being (Belk, 1988:153).

Wearing *Vans* shoes while skateboarding affect the skateboarders' social life; most of the respondents feel accepted in the association because they wear *Vans* shoes. *Vans* shoes are well respected in skateboarders association due to the image of *Vans* shoes as a historical skateboarding footwear brand. However, the respondents will not feel inferior if they wear another skateboarding footwear brand while skateboard. They will feel inferior to their fellow skateboarders if they could not perform well. It is useless if a skateboarder has a good famous footwear brand without having skateboarding skill. In addition, wearing *Vans* shoes will not make the respondents being able to socialize easily with other skateboarders. Most of them think that personality is more important thing to socialize with people. It can be concluded that *Vans* shoes are not the priority to make them feeling confidence among the skateboarders association.

The aim of questions number 16-30 is to prove that the material of *Vans* shoes has impact in the respondents' performance. The sixteenth question shows whether *Vans* shoes are easy or difficult to wear and all (30/100%) of the respondents agree that *Vans* shoes are easy to wear as shown in Table 3.1.16.

**Table 3.1.16**

**The Respondents' Opinion towards The Easiness to Wear *Vans* Shoes**

Easiness	Number	Percentage
Yes	30	100%
No	0	0%
Total	30	100%

Source: Primary Data 2017

The seventeenth question asks whether the respondents' feet fit or unfit in to the shape and size of *Vans* shoes. Table 3.1.17 presents that almost all (29/96,7%) of the respondents' feet fit properly into *Vans* shoes.

**Table 3.1.17**

**The Respondents' Feet Fit into *Vans* Shoes**

Fit	Number	Percentage
Yes	29	96,7%
No	1	3,3%
Total	30	100%

Source: Primary Data 2017

The eighteenth question figures out whether *Vans* shoes are having a soft or hard insole. The result indicates that all (30/100%) of the respondents agree that *Vans* shoes has a soft insole as mentioned in Table 3.1.18.

**Table 3.1.18**  
**The Respondents' Perspective about the Insole of Vans Shoes**

Insole	Number	Percentage
Soft	30	100%
Hard	0	0%
Total	30	100%

Source: Primary Data 2017

The nineteenth question tries to reveal whether outsole of *Vans* shoes is easily getting thinner. Almost all (27/90%) of the respondents say that the outsole of *Vans* shoes are not easy to get thinner as described in Table 3.1.19.

**Table 3.1.19**  
**The Respondents' Opinion towards the Outsole of Vans for Getting Thinner**

Outsole	Number	Percentage
Easy	3	10%
Difficult	27	90%
Total	30	100%

Source: Primary Data 2017

The twentieth question finds out whether *Vans* shoes are light or heavy. Mostly (26/86,7%) the respondents consider *Vans* shoes have light weight for skateboarding shoes as shown in Table 3.1.20.

**Table 3.1.20**

**The Respondents' Perspective about the Weight of Vans Shoes**

Weight	Number	Percentage
Light	26	86,7%
Heavy	4	13,3%
Total	30	100%

Source: Primary Data 2017

The twenty-first question has a purpose to know whether *Vans* shoes are flexible and easy to maneuver. As mentioned in Table 3.1.21., all (30/100%) of the respondents agree that *Vans* shoes have good flexibility and maneuverability.

**Table 3.1.21**

**The Respondents' Opinion towards the Flexibility and Maneuverability of Vans Shoes**

Flexibility and Maneuverability	Number	Percentage
Yes	30	100%
No	0	0%
Total	30	100%

Source: Primary Data 2017

The twenty-second question aims to find out whether the respondents ever had an injured while wearing *Vans* shoes. Table 3.1.22 shows that most (22/73,3%) of the respondents never had an injured because of *Vans* shoes.

**Table 3.1.22**

**The Respondents' Foot Injury Experience While Wearing *Vans* Shoes**

Foot Injury	Number	Percentage
Yes	8	26,7%
No	22	73,3%
Total	30	100%

Source: Primary Data 2017

The twenty-third question functions to reveal whether *Vans* shoes are easily damaged or not. Most (21/70%) of the respondents consider that *Vans* shoes are strong and not easily damaged as presented in Table 3.1.23.

**Table 3.1.22**

**The Respondents' Perspective about the Endurance of *Vans* Shoes**

Endurance	Number	Percentage
Yes	9	30%
No	21	70%
Total	30	100%

Source: Primary Data 2017

The twenty-fourth question asks about how many times the respondents play skateboarding in a week. Most (14/46,7%) of the respondents play skateboarding three to four times in a week as shown in Table 3.1.24.

**Table 3.1.24**

**The Skateboarding Exercise of the Respondents**

Range of Time	Number	Percentage
1-2 times in a week	10	33,3%
3-4 times in a week	14	46,7%
5-6 times in a week	4	13,3%
7 times in a week	2	6,7%
Total	30	100%

Source: Primary Data 2017

The twenty-fifth question tries to figure out how long *Vans* shoes will last. Most (14/46,7%) of them estimate their *Vans* shoes still can be used to play skateboarding for two to six months as mentioned in Table 3.1.25.

**Table 3.1.25**

**The Respondents' Opinion towards the Durability of *Vans* Shoes**

Range of Time	Number	Percentage
Less than 2 months	6	20%
2-6 months	14	46,7%
More than 6 months	10	33,3%
Total	30	100%

Source: Primary Data 2017

The twenty-sixth question reveals whether the treatment of *Vans* shoes is difficult or easy. As presented in Table 3.1.26., almost all (23/76,7%) of the respondents answer that it is easy to treat *Vans* shoes.

**Table 3.1.26**

**The Respondents' Perspective about the Treatment of *Vans* Shoes**

Treatment	Number	Percentage
Easy	23	76,7%
Difficult	7	23,3%
Total	30	100%

Source: Primary Data 2017

The twenty-seventh question tries to know whether *Vans* shoes are protecting the respondents' feet while playing skateboard. All (30/100%) of the respondents feel that *Vans* shoes can give a protection for their feet as presented in Table 3.1.27.

**Table 3.1.27**

**The Respondents' Opinion towards the Protection from *Vans* Shoes**

Protection	Number	Percentage
Yes	30	%
No	0	%
Total	30	100%

Source: Primary Data 2017

The twenty-eighth question helps to reveal whether the respondents feel secure while wearing *Vans* shoes. Mostly (24/80%) they do not feel afraid to fall while skateboarding because they wear *Vans* shoes as described in Table 3.1.28.



**Table 3.1.28**  
**The Respondents' Perspective about the Security of *Vans* Shoes While Playing Skateboard**

Security	Number	Percentage
Yes	24	80%
No	6	20%
Total	30	100%

Source: Primary Data 2017

The twenty-ninth attempts to know whether *Vans* shoes may support the respondents' performance in skateboarding and most (19/63,3%) of the respondents agree that *Vans* shoes may affect their performance to play skateboard as mentioned in Table 3.1.29.

**Table 3.1.29**  
**The Respondents' Opinion towards *Vans* Shoes May Support Their Skateboarding Performance**

Performance Support	Number	Percentage
Yes	28	93,3%
No	2	6,7%
Total	30	100%

Source: Primary Data 2017

The thirtieth question aims to prove whether *Vans* shoes may support the respondents to develop skateboarding tricks and most of them think that *Vans* shoes has a role to develop skateboarding tricks as shown in Table 3.1.30.

**Table 3.1.30**  
**The Respondents' Perspective about *Vans* Shoes May Develop Their**  
**Skateboarding Tricks**

Trick Development	Number	Percentage
Yes	18	60%
No	12	40%
Total	30	100%

Source: Primary Data 2017

Besides having a skateboard, a skateboarder should pay attention to their skate shoes. Skate shoes are very different from normal shoes because they are designed solely for skateboarding because it connects directly to the board. Skateboarding tricks can put a lot of strains on your feet, so it is important to have shoes that will provide proper support. Choosing right pair of skate shoes is by looking for how comfortable the shoes are. Most of the respondents agree that *Vans* shoes are convenient, light, flexible, painless, and maneuverability. It indicates that *Vans* shoes have a good qualification as skate shoes. If the shoes are heavy or inflexible, it makes the skateboarders difficult to move their feet and to feel the board while playing skateboard. It helps to learn tricks and to control the riding.

Not only constantly developing technologies to make skate shoes more comfortable, or to provide more board-feel, but also help the skateboarders to avoid injuries and rapid degradation. Having a soft insole and strong outsole are also the important thing to choose skate shoes due to the skateboarders' safety. The outsole and insole are the critical contact points between the skateboarder and the board because the grip tape will grind away the exteriors. Eventhough all of the respondents say that *Vans* shoes have good quality both insole and outsole which could protect their feet well, but they sometimes still get foot injured especially sprain while they failed landing. However, almost all of the respondents do not feel afraid if they will

have foot injury while skateboarding because they have *Vans* shoes as a protector. In addition, skateboarding is a part of their lifestyle, it means that they should accept the risk and motivate to be better.

The durability of skate shoes depends on how often the skateboarders use it for skateboarding. Most of the respondents play skateboarding three to four times in a week and mostly their *Vans* shoes will be last two to six months. It indicates that *Vans* shoes have a good durability as skate shoes, whereas skate shoes that have low quality will get damaged in one to two months. When the sole flaps, form a hole, come apart at the stitching, those mean that the shoes are no longer secure for feet.

Having good material will impact the skateboarder's performance in skateboarding. As the explanation above, *Vans* shoes which have good material, durability, and safety as skate shoes make the respondents feeling comfortable while using it for skateboarding. Moreover, *Vans* shoes also have impact for the respondents to develop skateboarding tricks because comfortable skate shoes may make them explore more maneuvers. It could be concluded that the respondents express themselves as a skateboarder through *Vans* shoes. Belk (1988:146) states that people express a sense of being through something what they have.

## CHAPTER IV

### CONCLUSION

Based on the results of the research, it can be drawn that the skateboarders in *Ikatan Skate Semarang* are 20-25 year old male in which mostly they are college students. Joining this association for several years makes them collecting two until four varieties of Original *Vans* shoes. Besides wearing *Vans* shoes for playing skateboard, they also wear it for going school and for hanging out. The simple yet timeless design of *Vans* shoes is suitable to be combined with skateboarders street wear style which could make them more fashionable. However, they do not feel confident while wearing *Vans* shoes because it could not make them being able to socialize by wearing *Vans* shoes although they feel accepted and get respect from the other skateboarders. Moreover, they will not feel inferior if they wear the other skateboarding shoes.

*Vans* always improves the quality of their shoes for fulfilling the skateboarders' needs. The good quality of skateboarding could be determined by lightness, flexibility, painless, convenience, durability, and maneuverability. Moreover, *Vans* shoes have soft insole and strong outsole for protecting feet and providing board-feel. Comfortable shoes could affect to skateboarders' performance because those help to control riding the board and to develop the skateboarding tricks. In the conclusion, the hypothesis has proven to be proper that *Vans* shoes are reliable to support skateboarding activities on skateboarder association members, *Ikatan Skate Semarang*.

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## QUESTIONNAIRE

**NAMA** : .....

**NO. HP** : .....

**JENIS KELAMIN** : .....

1. Berapakah usia Anda?
  - a. Kurang dari 20 tahun
  - b. 20 – 25 tahun
  - c. Lebih dari 25 tahun
  
2. Apakah pekerjaan Anda sekarang?
  - a. Pelajar
  - b. Mahasiswa
  - c. Pegawai Negeri / Swasta
  - d. Wiraswasta
  - e. Pengangguran
  - f. Lain-lain
  
3. Berapakah biaya pengeluaran per bulan Anda?
  - a. Kurang dari 1.000.000
  - b. 1.000.000 – 2.000.000
  - c. 2.000.000 – 5.000.000
  - d. Lebih dari 5.000.000
  
4. Berapakah penghasilan/uang saku bulanan Anda?
  - a. Kurang dari 1.000.000
  - b. 1.000.000 – 2.500.000
  - c. 2.500.000 - 5.000.000
  - d. Lebih dari 5.000.000

5. Sudah berapa lama Anda bermain skateboard dan bergabung dalam Ikatan Skate Semarang?
  - a. Kurang dari 1 tahun
  - b. 1 – 5 tahun
  - c. Lebih dari 5 tahun
  
6. Berapa dan apa saja jenis sepatu *Vans* yang Anda punya?
  - a. Kurang dari 2 pasang sepatu
  - b. 2 – 4 pasang sepatu
  - c. Lebih dari 5 pasang sepatu
  
7. Sepatu *Vans* apa yang Anda beli?
  - a. Asli
  - b. KW
  
8. Aktifitas apa saja yang Anda lakukan dengan menggunakan sepatu *Vans*?
  - a. Skate
  - b. Skate dan jalan-jalan
  - c. Skate, jalan-jalan, dan sekolah
  - d. Skate, jalan-jalan, dan kerja
  
9. Darimanaakah Anda mengetahui informasi mengenai sepatu *Vans*?
  - a. Iklan media media (TV, radio, or majalah)
  - b. Internet (website, Youtube, Instagram, etc)
  - c. Teman / komunitas
  - d. Toko
  - e. Lain-lain

10. Apakah Anda menyukai desain, warna, dan jenis dari sepatu *Vans*?
  - a. Iya
  - b. Tidak
11. Apakah desain, warna, jenis dari sepatu *Vans* cocok dipakai dengan pakaian yang Anda kenakan saat bermain skateboard?
  - a. Iya
  - b. Tidak
12. Apakah Anda mempunyai role model pemain skateboard yang menggunakan *Vans*?
  - a. Iya
  - b. Tidak
13. Apakah Anda merasa rendah diri ketika bermain skateboard tanpa menggunakan sepatu *Vans*?
  - a. Iya
  - b. Tidak
14. Apakah Anda merasa diterima di asosiasi skateboard ketika menggunakan sepatu *Vans*?
  - a. Iya
  - b. Tidak
15. Apakah Anda merasa lebih mudah bersosialisasi dengan pemain skateboard lainnya ketika menggunakan sepatu *Vans*?
  - a. Iya
  - b. Tidak
16. Apakah sepatu *Vans* mudah dan praktis untuk dipakai?
  - a. Mudah
  - b. Sulit
17. Apakah ukuran dan bentuk sepatu *Vans* sesuai untuk kaki Anda?
  - a. Iya
  - b. Tidak
18. Apakah insole sepatu *Vans* empuk ketika digunakan?
  - a. Empuk
  - b. Keras



19. Apakah outsole sepatu *Vans* mudah menipis?
- a. Mudah
  - b. Sulit
20. Apakah bahan sepatu *Vans* ringan?
- a. Ringan
  - b. Berat
21. Apakah sepatu *Vans* lentur dan mudah untuk digerakkan saat bermain skateboard?
- a. Iya
  - b. Tidak
22. Apakah kaki Anda pernah mengalami cedera, rasa sakit, luka, lecet ketika memakai sepatu *Vans*?
- a. Iya
  - b. Tidak
23. Apakah sepatu *Vans* yang Anda punya mudah mengalami kerusakan (jebol, robek, dll)?
- a. Iya
  - b. Tidak
24. Berapa kali Anda latihan skateboard dalam seminggu?
- a. 1 – 2 kali
  - b. 3-4 kali
  - c. 5-6 kali
  - d. Setiap hari
25. Berapa lamakah sepatu *Vans* anda layak untuk dipakai bermain skateboard?
- a. Kurang dari 2 bulan
  - b. 2-6 bulan
  - c. Lebih dari 6 bulan

26. Apakah sepatu *Vans* mudah untuk dirawat?
- a. Mudah                      b. Sulit
27. Apakah sepatu *Vans* melindungi kaki Anda ketika terjatuh saat bermain skateboard?
- a. Iya                          b. Tidak
28. Apakah Anda tidak merasa takut untuk bermain skateboard lagi ketika memakai sepatu *Vans*?
- a. Iya                          b. Tidak
29. Apakah performa Anda selama bermain skateboard menjadi lebih baik ketika menggunakan sepatu *Vans*?
- a. Iya                          b. Tidak
30. Apakah kemampuan memainkan trik skateboard Anda berkembang selama bermain skateboard menggunakan sepatu *Vans*?
- a. Iya                          b. Tidak

**TerimaKasih**

## **QUESTIONNAIRE**

**NAME** : .....

**PHONE NUMBER** : .....

**GENDER** : .....

### **Question number 1-5 : the general information about the respondents**

1. How old are you?
  - a. Less than 20 years old
  - b. 20 – 25 years old
  - c. More than 25 years old
  
2. What is your occupation?
  - a. Student
  - b. College Student
  - c. Employee
  - d. Entrepreneur
  - e. Others
  
3. How much is your outcome per month?
  - a. Less than Rp 1.000.000
  - b. Rp 1.000.000 – Rp 2.000.000
  - c. Rp 2.000.000 – Rp 5.000.000
  - d. More than 5.000.000
  
4. How much is your income per month?
  - a. Less than Rp 1.000.000
  - b. Rp 1.000.000 – Rp 2.500.000
  - c. Rp 2.500.000 – Rp 5.000.000
  - d. More than 5.000.000

5. How long have you been playing skateboard and joining *Ikatan Skate Semarang*?
- a. Less than 1 year
  - b. 1 – 5 years
  - c. More than 5 years

**Question number 6 - 9: the information about the respondents' *Vans* collection**

6. How many pair of *Vans* shoes do you have?
- a. Less than 2 pairs of shoes
  - b. 2 – 4 pairs of shoes
  - c. More than 5 pairs of shoes
7. What kind of *Vans* shoes do you buy?
- a. Original
  - b. Fake
8. What kind of activities do you do by wearing *Vans* shoes?
- a. Skate
  - b. Skate and hang out
  - c. Skate, hang out, and go to school
  - d. Skate, hang out, and go to work
9. Where do you get information about *Vans* shoes?
- a. Advertisement of mass media (TV, radio, or magazine)
  - b. Internet (website, Youtube, Instagram, etc)
  - c. Friends / community
  - d. Clothing store
  - e. Others

**Question number 10 – 15: the design of *Vans* shoes affects to the respondents' style and confidence**

10. Do you like the design and the colour of *Vans* shoes?
  - a. Yes
  - b. No
  
11. Do the design and the colour of *Vans* shoes suitable with your fashion style for skateboarding?
  - a. Yes
  - b. No
  
12. Do you have a professional skateboarder who wears *Vans* shoes to become your role model in fashion?
  - a. Yes
  - b. No
  
13. Do you feel inferior while skateboarding without wearing *Vans* shoes?
  - a. Yes
  - b. No
  
14. Do you feel accepted in skateboarders association by wearing *Vans* shoes?
  - a. Yes
  - b. No
  
15. Do you feel that you could socialize with other skateboarders by wearing *Vans* shoes?
  - a. Yes
  - b. No

**Question number 16 – 30 : the material of *Vans* shoes**

16. Are *Vans* shoes simple to wear?
  - a. Easy
  - b. Difficult
  
17. Are *Vans* shoes fit properly in your feet?
  - a. Yes
  - b. No

18. Is the insole of *Vans* shoes soft?  
a. Soft                      b. Hard
19. Is the outsole of *Vans* shoes easily getting thinner?  
a. Easy                      b. Difficult
20. How does the weight of *Vans* shoes?  
a. Light                      b. Heavy
21. Are *Vans* shoes flexible and easy to maneuver?  
a. Yes                      b. No
22. Have you ever got foot injury while wearing *Vans* shoes?  
a. Yes                      b. No
23. Are *Vans* shoes easily to get damaged?  
a. Yes                      b. No
24. How many times do you play skateboard in a week?  
a. 1 – 2 times /week  
b. 3-4 times /week  
c. 5-6 times /week  
d. Everyday

**Question 25-28: *Vans* shoes as a protection**

25. How long your *Vans* shoes will be durable?  
a. Less than 2 months  
b. 2-6 months  
c. More than 6 months

26. Are *Vans* shoes easy treated?  
a. Easy                      b. Difficult
27. Do *Vans* shoes protect your feet while skateboarding?  
a. Yes                      b. No
28. Do you feel afraid to play skateboard while wearing *Vans* shoes?  
a. Yes                      b. No

**Question number 29-30: *Vans* shoes affect skateboarders' performance in skateboarding**

29. Do you feel that your skateboarding performance becomes better while wearing *Vans* shoes?  
a. Yes                      b. No
30. Do you feel that your skateboarding skill is developed while wearing *Vans* shoes?  
a. Yes                      b. No

**Thank You**