

**INDONESIAN YOUNG ADULTS' PERSPECTIVES TOWARDS AMERICAN  
SNEAKERS**



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**STATEMENT OF ACADEMIC INTEGRITY**

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The researcher hereby states that the thesis entitled *Indonesian Young Adults' Perspectives towards American Sneakers* is neither a plagiarism nor work written by others. All the statements that do not belong to the researcher are written in quotations, citations, and bibliography as well.

The researcher takes full responsibility for the article. If there is any statement that proven plagiarism or not original, the researcher feels disposed to take any consequences, including the cancellation of the research.

Surakarta, January 29<sup>th</sup>, 2021



Renaldi Ranggaditya

## MOTTO

“So be patient. Indeed, the promise of ALLAH is truth” – (Quran 30:60)

“He is with you wherever you are” – (Quran 57:4)

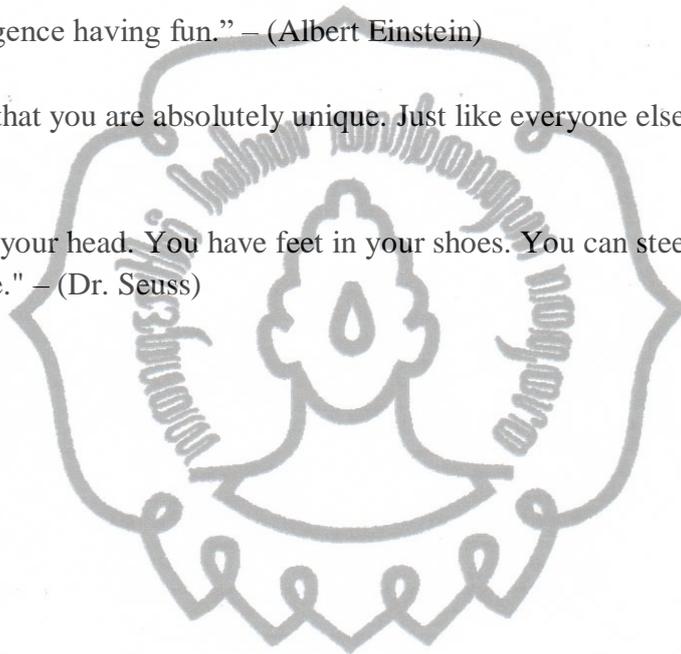
"The future belongs to those who believe in the beauty of their dreams." – (Eleanor Roosevelt)

“Don’t let yesterday take up too much of today.” – (Will Rogers)

“Creativity is intelligence having fun.” – (Albert Einstein)

"Always remember that you are absolutely unique. Just like everyone else." – (Margaret Mead)

"You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose." – (Dr. Seuss)



## DEDICATION

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah, The Most Beneficent, The Most Merciful.  
I thank Allah SWT for the all the blessing and wonderful possibilities that He gives upon me.

By the grace of Allah, I can finally finish this thesis with a lot of perseverance.  
I present the thesis for:

**My Beloved Parents** who always encourage me to finish my thesis as soon as possible and give me lots of advice.

**My Sister**, who always give me confidence and moral supports.

**My Family and Relatives**, who always pray for me.

**My Soulmate** who always gave me positive energy, and it gave me the spirit to move and finish my thesis.

**All of My Dearest Friends** in American Studies 2016, Donuts fam, English Department 2016, KKN Borobudur batch 2, and many more whom I cannot mention one by one. Thank you for all of your support and I hope you will have a successful life and keep spreading positive energy.

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Surakarta, January 29<sup>th</sup>, 2021

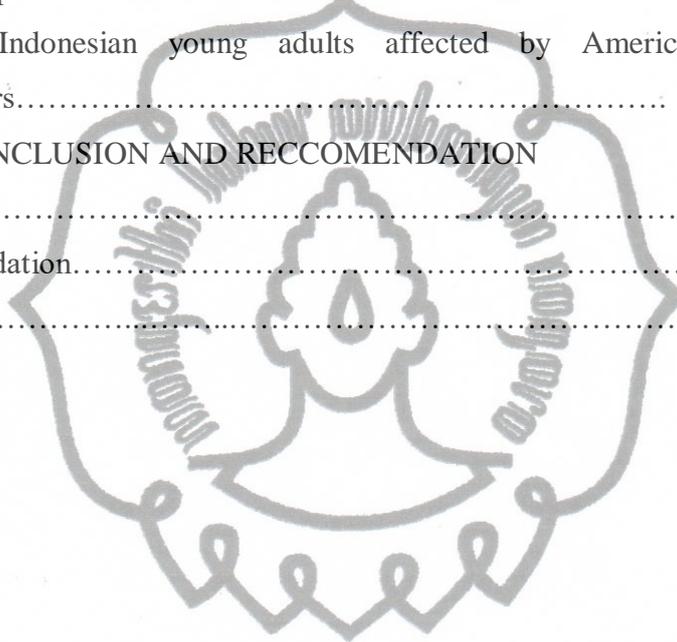


Renaldi Ranggaditya

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## ABSTRACT

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In the 1990s, street-wear is considered as one of the most popular fashion in the world because of the influence of Hip Hop music. In the past five years, street-wear fashion becomes a popular trend in Indonesia. Numerous sneakers events were held by several Indonesian sneaker's enthusiasts, such as, Urban Sneakers Society and Jakarta Sneakers Day, eventually attract public's, especially groups of sneakers community and sneaker heads and it leads to the emergence of numerous groups of sneakers enthusiasts. Along with the development of sneaker events in Indonesia, the number of Indonesian sneaker's enthusiast has started to increase. For that reason, this research has aimed to investigate the perspective of Indonesian young adults on the street-wear phenomenon, especially American sneakers.

This research focuses on the impact of Americanization to Indonesian young adults on American sneakers and also their perspectives about the American sneakers. This research finds that media play a big part of the Americanization itself, for example is social media, considering that Indonesian young adults love to play social media. The research has applied the qualitative-descriptive method. The primary data are collected through interview process with five respondents, while the secondary data are obtained from the questionnaire, information taken books, articles and/or news related to street-wear. This research reveals that some Indonesian young adults have a "different" perspective towards American sneakers, some of the informants think that sneakers can also represent their personality and identity, although, the majority of these young adults still think that American sneakers are luxurious items. The result has proven that there is a shifting perspective about American products. Indonesian young adults define American products not only based on the luxuriousness, but also the culture behind the products.

***keywords:* Indonesian adolescences'; street-wear; americanization; social identity; audience reception; descriptive-qualitative**