

BIBLIOGRAPHY

- Artosa, R. (2022). Skateboarding sebagai bentuk ekspresi kreatif anak muda di Indonesia. *Jurnal Seni dan Budaya Indonesia*, 9(2), 45–59.
- Atencio, M., Beal, B., & Wilson, C. (2009). The distinction of risk: Urban edgework, extreme sports and the consumption of experience. *Journal of Consumer Culture*, 9(3), 307–330. <https://doi.org/10.1177/1469540509341503>
- Beal, B. (1995). Disqualifying the official: An exploration of social resistance through the subculture of skateboarding. *Sociology of Sport Journal*, 12(3), 252–267.
- Beal, B., & Weidman, L. (2003). Authenticity in the skateboarding world. In J. Sugden & A. Tomlinson (Eds.), *Power games: A critical sociology of sport* (pp. 337–352). Routledge.
- Beal, B., & Wilson, C. (2004). “Chicks dig scars”: Commercialisation and the transformation of skateboarding. *Journal of Sport & Social Issues*, 28(1), 31–54. <https://www.taylorfrancis.com/chapters/edit/10.4324/9780203646069-7/chicks-dig-scars-becky-beal-charlene-wilson>
- Borden, I. (2001). *Skateboarding, space and the city: Architecture and the body*. Berg.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <https://doi.org/10.1191/1478088706qp063oa>
- Firmansyah, R., & Nasution, M. I. (2021). Mapping Indonesian local fashion brands: A quantitative overview of market position and growth strategy. *Journal of Indonesian Business and Entrepreneurship*, 7(1), 12–24.
- Haq, R. (2023). The reconfiguration of streetwear identity through social media interaction in Indonesia. *Jurnal Komunikasi dan Budaya*, 10(1), 80–95.
- Hebdige, D. (1979). *Subculture: The meaning of style*. Routledge.
- Howell, O. (2008). Skateparks as sites for youth culture and urban resistance. *City & Community*, 7(4), 475–496.

- Kapferer, J.-N. (2012). *The new strategic brand management: Advanced insights and strategic thinking* (5th ed.). Kogan Page.
- Keller, K. L. (2019). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.). Pearson Education.
- Lalaounis, S. T. (2021). *Strategic brand management and development: Creating and marketing successful brands*. Routledge.
- Mandung, R. (2024). Storytelling dan loyalitas konsumen dalam iklan digital. *Jurnal Ilmu Komunikasi Terapan*, 6(1), 30–42.
- Rahmadhan, M. A., & Yuliani, D. (2022). Fashion sebagai simbol dalam pembentukan identitas komunitas skateboard Bengkulu. *Jurnal Komunikasi Visual dan Budaya*, 5(1), 23–36.
- Reach3 Insights. (2023). *The future of brand loyalty: Culture, storytelling, and youth engagement*.
- Santoso, Y., & Siswanto, H. (2019). Desain branding lokal skateboard Indonesia dengan pendekatan budaya visual Nusantara. *Jurnal Desain Komunikasi Visual Nirmana*, 11(1), 13–27.
- Teraiya, T., Namboodiri, A., & Jayswal, S. (2023). The role of storytelling in modern advertising: A behavioral analysis. *Journal of Consumer Research Studies*, 15(2), 115–130.
- Thanksinsomnia. (2024). *Because You Jealous* [Video]. YouTube. <https://youtu.be/PSiza4pNqWk>
- Thanksinsomnia. (2026, January 11). *Skateboarding campaign reel* [Video]. Instagram. <https://www.instagram.com/reel/DTW2KvSkiJa/>
- Vivoni, F. (2009). Skateboarding, street space, and the architecture of play. *Journal of Sport & Social Issues*, 33(2), 130–154. <https://doi.org/10.1177/0193723509332587>
- Wardhana, M., & Ellisa, R. (2024). Urban space and cultural identity in Jakarta skateboard communities. *Jurnal Urban Studies Indonesia*, 8(1), 56–72.

Wheaton, B. (2004). *Understanding lifestyle sports: Consumption, identity and difference*. Routledge.