

ABSTRAK

**PERSAINGAN ANTAR PELAKU USAHA SKATESHOP DI DAERAH
ISTIMEWA YOGYAKARTA: PENDEKATAN TEORITIS PIERRE
BOURDIEU TENTANG PRAKTIK SOSIAL EKONOMI**

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Penelitian ini menganalisis persaingan antar pelaku usaha skateshop di Yogyakarta dengan menggunakan perspektif teori praktik sosial Pierre Bourdieu. Teori tersebut menekankan pada interaksi antara habitus, modal, dan arena. Lima skateshop lokal yang memiliki keterlibatan aktif dalam komunitas skateboard dijadikan objek penelitian. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi, kemudian dianalisis secara kualitatif. Selanjutnya, penelitian memeriksa media digital masing masing pelaku untuk menguatkan analisis. Hasil penelitian menunjukkan bahwa keberhasilan skateshop tidak hanya ditentukan oleh kekuatan modal ekonomi, tetapi sangat dipengaruhi oleh kemampuan pelaku usaha dalam mengelola dan mengonversi kapital budaya, sosial, ekonomi menjadi modal simbolik/reputasi. Skateshop yang memiliki kedekatan kuat dengan komunitas dan sejarah panjang dalam budaya skateboard cenderung memiliki modal reputasi lebih tinggi meskipun dengan modal ekonomi terbatas. Sebaliknya, skateshop dengan kapital ekonomi besar tetapi minim keterlibatan kultural, cenderung kesulitan dalam membangun legitimasi simbolik. Strategi penempatan modal dan pembentukan reputasi menjadi kunci dalam memenangkan persaingan. Dengan demikian, arena bisnis skateshop di Yogyakarta lebih menekankan pada keaslian, partisipasi komunitas, dan legitimasi sosial, bukan semata profit ekonomi. Hal tersebut tercermin pula dalam strategi pengembangan media digital. Skateshop yang mampu memberikan ruang bagi modal sosial komunitas melalui media digital lebih memiliki reputasi baik. Penelitian ini memberikan kontribusi penting dalam memahami persaingan ekonomi kreatif dan bermakna penting bagi kebijakan perusahaan skateshop.

Kata Kunci: Skateshop, Pierre Bourdieu, kapital budaya, modal sosial, ekonomi kreatif, komunitas skateboard, Media Sosial.

ABSTRACT

**COMPETITION AMONG SKATESHOP BUSINESS ACTORS IN THE
SPECIAL REGION OF YOGYAKARTA: PIERRE BOURDIEU'S
THEORETICAL APPROACH TO SOCIO-ECONOMIC PRACTICES**

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This study analyzes competition among skateshop entrepreneurs in Yogyakarta using Pierre Bourdieu's theory of social practice, which emphasizes the interaction between habitus, capital, and the field. Five local skateshops actively involved in the skateboard community were selected as research subjects, with data collected through in-depth interviews, observation, and documentation, then analyzed qualitatively. The study also examined each entrepreneur's digital media presence to support the analysis. The findings show that skateshop success is not solely determined by economic capital, but significantly influenced by the ability to manage and convert cultural, social, and economic capital into symbolic capital or reputation. Skateshops with strong ties to the community and a deep-rooted presence in skateboarding culture tend to have higher reputational capital despite limited economic resources, while those with large economic capital but minimal cultural engagement often struggle to gain symbolic legitimacy. Strategic placement of capital and reputation building are key to winning competition, with the Yogyakarta skateshop arena placing greater value on authenticity, community participation, and social legitimacy rather than purely economic profit. This is reflected in their digital media strategies, as shops that provide space for community social capital through digital platforms tend to gain stronger reputations. The study offers meaningful insights into competition in the creative economy and provides important implications for skateshop business strategies.

Keywords: Skateshop, Pierre Bourdieu, cultural capital, social capital, creative economy, skateboard community, social media.

