***ABSTRACT***

***Taji Muhammad/62150006/2019/******The Social Identity of Grand Wisata Skateboarding Community/Advisor: Dyah Nurul Maliki, S.Pd., M.Si.***

*Skateboarding is considered to be a popular extreme sport in Indonesia at the moment. Skateboarding is a sport that defies earth’s gravity as it can be seen from the tricks, making it an extreme sport. As time goes by, skateboarding is always progressing and showing its existence by getting supported by the government as well as the growing community. One of the community that will be researched is Grand Wisata Skateboarding where the researcher will be analysing their social identity.*

*The theory that be used in this research is the Social Identity Theory from Henri Tajfel, a part of someone’s self-concept coming from their knowledge of an affiliation in a social group as well as their significance emotional value. This theory has four dimensions stated by Jackson and Smith, which are, Perception in inter-group contexts, In-group attraction, Mutual beliefs, and Depersonalization (Baron, 2010:162-163)*

*This research is analysed by applying descriptive qualitative method . Data collection techniques used are interviews, observation, and documentation. Data analysis is done by using Miles and Huberman which are separated into data reduction, data presentation and conclusion withdrawal and verification (Sugiyono, 2017:252)*

*Based on the research, it shows that Grand Wisata Skateboarding’s identity is corresponding to the four dimensions from the Social Identity Theory. The result from perception of inter-group is positive, in-group attraction has social activity and achievements, the mutual beliefs are comfort and no regrets of joining the Grand Wisata Skateboarding and the depersonalization is that they see themselves as a skateboarder and that having physical accidents is already a reasonable thing.*

*From this research, the researcher concludes the four dimensions from the Social Identity Theory stated by Jackson and Smith (Baron,2010:162-163) which are implemented the Grand Wisata Skateboarding Community. The conclusion is made from the basis of conformity that are stated by the three interviewees. Skateboarding is not necessarily a negative sport, as seen from the result of this research, Skateboarding has a positive side where Grand Wisata Skateboarding Community has social activities that are shared to those in need and not only that, this community gives positive things such as knowledge, not comparing the seniors to the younger ones and overall increasing relations. Being a skateboarder, there will be a high chance of getting into physical accidents and that is a normal thing, that’s why skateboarding is considered an extreme sport.*

***Keywords: Social Identity Theory, Community, Skateboard Sports***