

# Industri kreatif merchandise olahraga dan suporter klub Persatuan Sepakbola Indonesia Bandung (PERSIB) (studi kasus: the original viking Persib fanshop) = Creative sports merchandise industry and club supporters of Persatuan Sepakbola Indonesia Bandung (PERSIB) (case study: the original viking Persib fanshop)

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## Abstrak

Skripsi ini meneliti perkembangan industri kreatif merchandise di dalam suporter klub sepak bola, khususnya suporter klub sepak bola Persib Bandung yang memiliki industri kreatif merchandise The Original Viking Persib Fanshop. Konsep yang digunakan adalah creative industry, contextual knowledge, arena, habitus, modal, jaringan sosial, dan produk budaya. Penelitian ini menggunakan metode pendekatan kualitatif, peneliti melakukan wawancara mendalam dan observasi langsung terhadap subjek yang diteliti serta mengkaji berbagai literatur terkait.

Hasil dari penelitian ini menunjukkan bahwa inovasi produk yang dihasilkan oleh industri kreatif merchandise The Original Viking Persib Fanshop ini dipengaruhi oleh suporter Viking Persib Club dan masyarakat kota Bandung, serta adanya hubungan atau jaringan sosial dengan pihak terkait, seperti konveksi pakaian, industri kreatif lain (merek lain), media massa, pihak sponsor atau perusahaan, serta para pemain dan official Persib Bandung.

.....This paper examines the development of creative merchandise industries in the fans of football team, especially fans of Persib Bandung football team who has a creative merchandise industry called 'The Original Viking Persib Fan Shop'. The concept used is the creative industry itself, contextual knowledge, arena, habitus, capital, social networks and cultural products. This study uses a qualitative approach in which the researcher conducted in-depth interviews, direct observation of the studied subjects and review the related literature.

The results of this study indicate that product innovation produced by the creative merchandise industry 'The Original Viking Persib Fan Shop' is influenced by Viking Persib Bandung supporters and the community, the association or social network with the related parties, such as convection industry of clothing, other creative industries (other brands), mass media, sponsors or companies, as well as the players and the official of Persib Bandung.