

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Sports are activities performed by humans and can be carried out using equipment by individuals or groups, such as communities. Unbeknownst to many, sports are now commonly practiced everywhere; these activities involve physical movement, play, and recreation (Gumantan, Sina 2020, 103–14). Many sports also test one's adrenaline, one of which is skateboarding. Skateboarding has become one of the most popular extreme sports among young people today; in fact, it has even evolved into a lifestyle for today's youth. A skateboard is a long, rectangular board designed with four wheels for gliding on streets or in designated areas. In this activity, the user must be able to push the board with one foot while keeping the other foot on the board (Aqua 2024).

The skateboard was first invented by a group of young people in California, in the United States. It all began when a group of young surfers, bored with the conditions at a particular beach in the United States, wanted to go surfing (Putra 2025). Since the weather at that beach was not conducive to surfing at the time, the idea emerged to create a land surfboard by attaching wheels from roller skates to a surfboard and connecting them with trucks from very thick and heavy skates. At that time, people did not yet know it as a skateboard, but rather as land surfing or sidewalk surfing.

From 1959 to 1965, skateboarding grew increasingly popular in the United States. The states along the East and West Coasts were the most affected regions. As times changed, the status of skateboarding shifted from that of a mere toy to that of sports equipment. In 1962, a surf shop called "Val-Surf" in Hollywood sold its first self-produced skateboard (Gibran Aulia Muhammad 2022). The board had the distinctive shape of a surfboard with roller skate trucks and was sold as a complete set. In the same year, the Patterson Forbes company developed the first industrially produced complete skateboard with significantly better trucks. A key event in 1963 was the first skateboarding competition held in Hermosa Beach, California. Skateboarding was no longer just about cruising the streets. Skateboarders began showcasing their skills, such as performing tricks or freestyle, and several skateboard brands also started forming teams to sponsor riders. As the popularity of skateboarding continued to rise, the first skateboarding magazine, titled "The Quarterly Skateboarder," was published in 1964.

The only constant is change, and eventually, the time came when everything about skateboarding changed completely. Frank Nasworthy's invention of urethane wheels in 1972 brought skateboarding back into the spotlight. Nasworthy founded Cadillac Wheels, and this new material allowed skateboards to move more smoothly, faster, and, of course, more comfortably. Various disciplines like freestyle and downhill were at their peak during that time. Then, new magazines like "Skateboarder Magazine" began publishing in 1975, and various new competitions started being held. The first skatepark was officially opened in 1976, followed by new skateparks that began popping up with new features like vertical ramps and kickers.

Skaters' enthusiasm for skateboarding nearly faded when a health expert warned that skateboarding was no longer a safe sport to practice due to the risk of serious injury to skaters' limbs; however, skateboarding made a comeback after several years of decline with the emergence of new tricks that revived the sport. However, at that time, skaters still faced various challenges, particularly regarding the makeshift skateboarding facilities available at the time. Then, in 1973, skateboarding was officially recognized as a sport (Putra 2025).

A wide variety of skateboarders, each with their own unique style, introduced many new tricks. Since then, skateboarding equipment has continued to evolve: board shapes have changed, boards have become wider, feature deeper concaves, and are equipped with noses and tails. In 1978, a skateboarder named Alan Gelfand, commonly known as "Ollie," created a maneuver that sparked a revolutionary leap in skateboarding. The ollie is considered the mother of all tricks. He planted his back foot on the tail of the board and jumped, causing himself and the board to launch into the air. The ollie technique was born, and many of today's tricks are based on this technique (Galang 2021). However, generally speaking, there are two main types of skateboarding activities: street skateboarding (on public streets) and park skateboarding (in dedicated skateparks).

Massive alterations were then made to the raw materials and design of the boards or decks. Deck manufacturers opted for maple wood, which is known for being flexible, lightweight, and resistant to heat and rain. The original 9-inch width was reduced to about 7.5 inches in the early 1980s, and Tim Puerta, one of the founders of Santa Cruz Skateboards, added a concave design to the back of the skateboard for the first time. In 1981, a highly iconic magazine emerged that we still know today: "Thrasher Magazine," which is synonymous with street skateboarding, punk rock music, and the memorable slogan "Skate And Destroy."

As skateboarding increased in global popularity, it was introduced to Indonesia. Skateboards first arrived in Indonesia in 1976, brought by young people from Western countries who were living in the Menteng area of Central Jakarta at the time. The tide of globalization accelerated lifestyle changes that were also evolving dynamically. Additionally, advancements in technology and communication have further facilitated lifestyle transformations, particularly among the youth (Ramadhani and Rosa 2024, 63–79). Initially, skateboarding was viewed more as a hobby than a sport. Skaters used the streets and public spaces as their playgrounds. However, their passion for gliding on skateboards and performing tricks caught the attention of those around them, and skateboarding began to gain popularity among teenagers.

Throughout time, the world has transformed the surroundings us, particularly in the realm of extreme sports in the city of Surabaya. One such sport is skateboarding. Skateboarding is an extreme sport that is growing increasingly popular among young people, especially in Indonesia. This activity is not only viewed as a hobby but also as a way of life. One factor driving the rapid growth of skateboarding in Indonesia is that the sport embodies the freedom of its participants. Players are free to perform any moves or tricks on the skateboard, which is also why nearly all participants are teenagers (Abdul Aziz et al. 2024, 15–22). The growth of skateboarding has accelerated significantly since the sport was officially included as a competitive event at the 2020 Tokyo Olympics. International sporting events like the Olympics are part of sports diplomacy. Sports, politics, and diplomacy are indeed intertwined.

International sports provide an opportunity for governments to demonstrate various forms of superiority. From the capabilities of their athletes to the ideology they wish to express (Syuhada 2024, 1). However, what has sparked and increased the interest of the younger generation in trying and learning about extreme sports is skateboarding. Although the number of people interested in skateboarding continues to rise, there are still many beginner skateboarders who have not mastered the basic techniques, safety rules, and etiquette for skateboarding in public spaces or at skateparks. An understanding of social etiquette must be inculcated from an early age. Social norms that have existed for a long time and are maintained by society gradually become deeply ingrained and eventually turn into habits, known as etiquette. The measure of politeness in social interactions can be seen in one's way of life and the practice of ethics in daily life (Mulyani 2022, 50–58).

The availability of easily accessible educational resources suitable for late adolescence and young adults (ages 18–21) is often limited, which frequently leads to difficulties and results

in technical errors, a high risk of injury, and challenges in developing skills in a focused manner. Data and information about skateboarding are generally obtained only through social media or from friends in the community. Study communities are informal spaces that can be utilized to gain additional learning. A study community is a group where members share common learning goals and interact with one another to achieve those goals. Because they share common goals, every member participates in every learning process within the group (Sekar and Kamarubiani 2020, 10–15).

According to the results of a questionnaire completed by 264 respondents, the majority of respondents were male, accounting for 92.8%, while female respondents made up only 7.2%. This dominance of male respondents indicates that skateboarding is still more popular among men, although it does not rule out the potential for growing interest among women. In terms of age, the respondents were predominantly in the 18–21 age group, accounting for 89.8%, followed by respondents over 21 years old at 8.7%, and those under 18 at 1.5%. This indicates that skateboarding remains highly relevant to the late-teen to young-adult age group, who are generally in a phase of exploring interests, lifestyles, and community activities.

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Based on the completed questionnaires, 78.4% of respondents expressed interest in reading educational books on skateboarding, while 21.6% expressed little interest. This high level of interest indicates that books are still viewed as a relevant learning medium, particularly for respondents who wish to learn about skateboarding gradually before engaging in hands-on practice. This indicates a significant opportunity for the development of educational books as a learning support tool for beginner skateboarders. Regarding the content considered most important in a skateboarding educational book, the questionnaire results show that 64.7% of respondents rated basic skateboarding techniques as the primary material that must be included in the book.

In addition, 21.2% of respondents emphasized the importance of discussing safety aspects, such as the use of protective gear and injury prevention, while 14.1% of respondents considered an introduction to skateboarding equipment to be important content. In terms of effectiveness, the survey results showed that 81.8% of respondents believed that educational skateboarding books could help beginners understand the basics of skateboarding, while 18.2% of respondents felt that books were merely supplementary. The majority of respondents believed that educational books could help reduce technical errors, improve initial understanding, and prepare beginners before they dive straight into practice. Regarding book design preferences, the questionnaire results show that 69.3% of respondents prefer a visual, dynamic, and illustration-rich design, 18.9% prefer a simple and minimalist design, and 11.8% prefer a text-heavy design. These findings indicate that a visual approach plays a significant role in boosting reading interest and facilitating comprehension of the material.

Therefore, educational books can be one solution to this problem. By using books as a medium or source of information, information can be conveyed in a structured, engaging, and easy-to-understand manner. Changing behavior, particularly among school-age children, differs in its implementation from that among the general public or adult groups; therefore, it is crucial to provide media that is appropriate for their age group and easily accepted. One such highly engaging medium is the picture book, which combines visual and textual elements with attractive colors and illustrations (Indri Ardiyanti Saleh , Andi Asrina1 2021, 84–90).

This educational book on skateboarding not only provides an understanding of basic techniques, the necessary equipment, safety considerations, but also some advanced tricks. Designed specifically for beginner skateboarders aged 18–21, this book aims to help beginners grasp the fundamentals of skateboarding in a way that is accurate, safe, and fun.

Therefore, there is a need to create an educational book on skateboarding that is informative, engaging, and visually appealing, so that it aligns with the characteristics and needs of the target audience. This design is expected to make a significant contribution to educating beginner skateboarders, thereby ensuring that the growth of skateboarding in Surabaya proceeds in a more focused and sustainable manner.

1.2 Identification of the Problems

Based on the explanation and background description provided, the following problems can be identified:

1. A lack of knowledge and experience in skateboarding can lead to a high incidence of injuries, based on direct observations and interviews.
2. There is a minimum of educational books on skateboarding available at local bookstores
3. There is a lack of educational materials with visuals that are appealing to beginners.

1.3 Statement of the Problem

To address these issues, how to design a beginner's skateboarding guidebook in Surabaya?

1.4 Limitation of the Problems

1. To prevent injuries caused by a lack of knowledge, educate beginners on equipment, foot positioning, and basic tricks.
2. The book's content is adjusted to the target audience, which is teenagers aged 18–21..
3. The book is designed in hard copy form.
4. The book's content emphasizes educational visual elements, making it easier for beginners to understand.
5. The design study only involves visual communication design theory and recreational sports.

1.5 The Objectives of the Design

A. Sharing information about skateboarding

This visual book is designed to provide beginner skateboarders with a basic understanding of the sport, featuring illustrations and other visual elements. The objective of this book is to provide knowledge on the fundamentals of proper skateboarding technique.

B. Expand knowledge and provide a reference for beginner skateboarders

This book is intended to serve as a guide for beginner skateboarders, helping them learn the techniques and basic steps for skateboarding safely.

1.6 Significance of the Design

The significance of designing an educational visual book on skateboarding based on this background includes:

A. For the Author

1. To provide a platform for sharing information and experiences about skateboarding more effectively, especially for beginners.
2. To improve skills in design and create visually appealing and effective graphics

B. For the Community

1. To educate the public about skateboarding as an extreme sport, not just a teenager's hobby.
2. To help improve relations between skateboarders and the community by fostering a deeper understanding of the sport.

C. For the Alma mater

1. Support educational programs, particularly for youth who are interested in extreme sports such as skateboarding.
2. Enhance the institution's image as a supporter of hobbies and extreme sports, and contribute to the creative empowerment of youth.

1.7 Framework

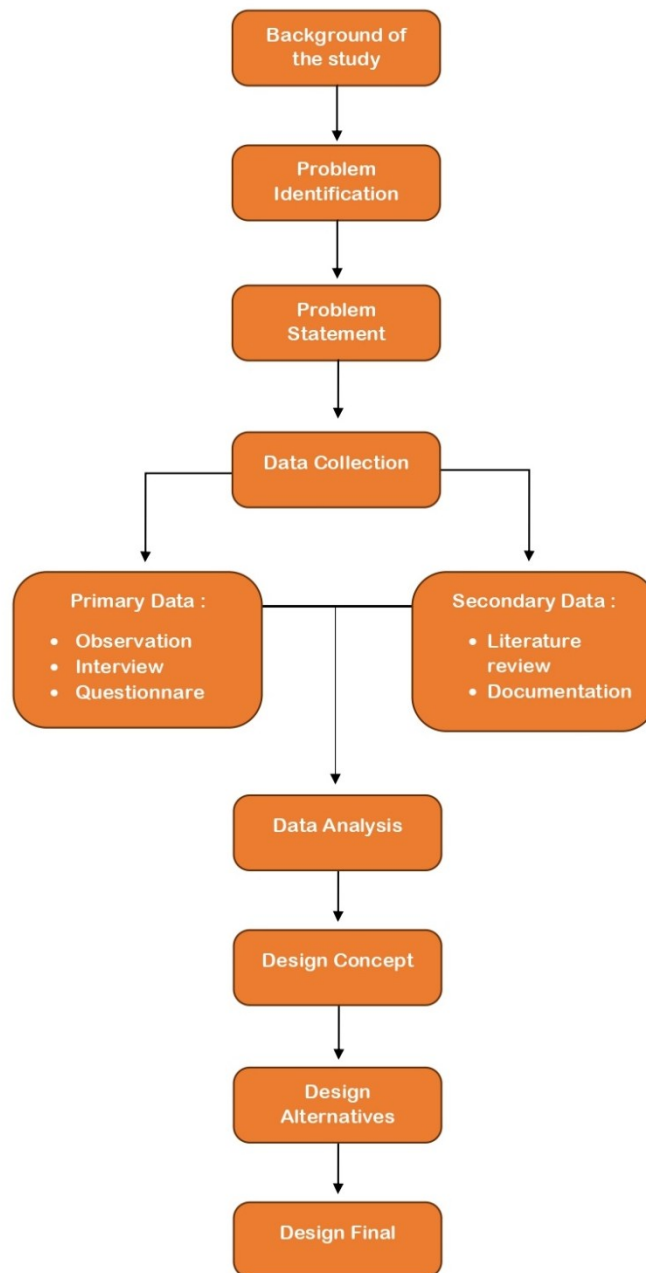


Figure 1. 1Framework

(Source : Personal Document, 2025)