

THE ASSOCIATIVE MEANING OF THE ENGLISH TERM SNEAKERS IN THE BANDUNG SNEAKERHEAD COMMUNITY

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INFO ARTICLE	ABSTRACT
Diterima: 02 Maret 2026 Direvisi: 05 Maret 2026 Disetujui: 14 Maret 2026 Tersedia Daring: 30 April 2026 Kata Kunci: <i>Istilah, Makna, Semantik, Sneakers</i>	Penelitian ini berjudul "Makna Asosiatif Istilah Sneakers Berbahasa Inggris dalam Komunitas Sneakerhead Bandung". Penelitian ini bertujuan untuk mendeskripsikan makna asosiatif dalam istilah sneakers berbahasa Inggris. Penelitian ini menarik diteliti karena akan membedah makna istilah sneakers sesuai acuannya. Metode yang digunakan dalam penelitian ini adalah metode kualitatif-deskriptif, dengan teknik simak libat cakap dan catat. Data dalam penelitian ini diperoleh dari komunitas Sneakerhead Bandung. Teori utama dalam penelitian ini menggunakan teori Leech. Hasil penelitian menunjukkan bahwa makna asosiatif yang didapat dapat diklasifikasikan ke dalam beberapa acuan, di antaranya makna yang mengacu pada kemiripan bentuk dan sifat, kemiripan warna, kemiripan fungsi, sebuah tempat, kemiripan motif, dan sejarah tertentu.
Keywords: <i>Term, Meaning, Semantic, Sneakers.</i>	ABSTRACT <i>The title of this research is "An Associative Meaning of English Sneakers Terms in the Sneakerhead Community Bandung". This research aims to describe the associative meaning of English sneakers terms in the sneakerhead community in Bandung. This research is interesting to conduct because it explains the meaning of sneakers terms according to their reference. The method used is a qualitative descriptive method, with the techniques of listening, speaking, and taking notes. The main theory of this research is taken from Leech. The results show that the associative meanings can be classified into several references, including terms that refer to similarity of form and nature, similarity of colour, similarity of function, a place, similarity of motif, and a certain history.</i>

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1. Introduction

Language is used by people to communicate and identify themselves. As a form of self-identification, language has special terms to identify a certain group or society. In the online Great Dictionary of Indonesian Language (KBBI), "term" is "a word or combination of words that expresses a concept, process, situation, or characteristic of a particular field" (Language Development and Development Agency, n.d.). One example is the term in the sneaker lover community, or the so-called *sneakerhead community*. *Sneakers* are *light shoe*

worn for sport (Longman, 2000); Sneakers are lightweight shoes that are used for sports. But in this day and age, *sneakers* are not just footwear, but can be a lifestyle, symbol, culture, fashion, and innovation. *Sneakerheads* are individuals who have a great interest in shoe collections, especially *sneakers*; they have *sneakers* from various *brands* and have knowledge about *sneakers* (Smith, 2018). These *sneakerheads* are followers of culture or trends, especially in the use of *sneakers*. This study will examine the associative meaning in the terms of English *sneakers* in the Indonesian *Sneakerhead* Team Bandung community.

This research is inspired by previous research, namely "The Figurative Meaning of Weapons in Arabic Idioms (Semantic Studies)" (Sukiman, 2015) which examines the figurative meaning of idioms that have elements of the word weapon in Arabic; "Context Inference based on *Webtoon: Smile Brush My Old Pictures Meaning Relationship Analysis*" (Pehala et al., 2022) which examines the description of inference over context based on meaning relationships in *Webtoon Smile Brush My Old Pictures*; and "Compound Words in English *Sneakers* Terms in the IST Bandung *Sneakerhead* Community " (Fauziyah et al., 2020) which examines the forms and categories of compound words in the term *English-language sneakers*. In this study, the focus of the study is directed to the associative meaning of the terms of English *sneakers* in the Indonesian *Sneakerhead* Team Bandung community. The novelty of this research lies in the object of its study, namely the associative meaning of the term *sneakers*, which has not been studied in previous studies.

In addition, studies on associative meaning have been conducted by a number of researchers in recent years. Awalliyah et al. (2024) analyzed the associative meaning of song lyrics in the album *Laskar Cinta* by Dewa 19, while Ramdani and Yuniseffendri (2022) examined the associative meaning in the collection of Dewa 19 songs with a semantic approach. Nasution et al. (2025) apply seven types of Leech meanings to study the lyrics of Taylor Swift's songs. The study of meaning in a semantic perspective has also developed in various cultural objects, such as the analysis of the meaning of the words in the traditional ceremony of the Toba Batak (Limbong et al., 2026), the contrastive analysis of the lexical meaning of German words in Indonesian (Siringo-Ringo et al., 2026), and the representation of meaning through a semiotic approach (Daulay & Siregar, 2026). These studies show that the study of associative meaning and meaning in the field of semantics is still relevant and continues to develop; however, there has been no research that has specifically examined the associative meaning of the term *English sneakers* in the *sneakerhead* community.

This research is a study in the field of semantics. Semantics is a branch of linguistics that studies the meaning, both the meaning of words, phrases, and sentences (Yule, 2016). In line with that, semantics is a branch of linguistics that studies meaning in a language (Hurford et al., 2007). Furthermore, semantics is a grammar that studies meaning and interpretation (O'Grady & Archibald, 2016). Semantics is also the most important thing in communication (Leech, 1985). Semantics plays an important role in the human thought process; Through cognition and conceptualization, humans can convey meaning according to what they experience or think. From these four opinions, it can be concluded that semantics is a linguistic study that discusses the meaning of both words, phrases, and sentences and is the most important thing in communication.

Meaning is inseparable from semantic science. Meaning is a certain message or intention (O'Grady & Archibald, 2016). Furthermore, every language must have a meaning because all grammatical constructions in a language aim to know and compile the meaning or intent of the language (Langacker, as quoted in Rambaud, 2016). Meaning is a definition from a dictionary, an interpretation that a person has, or a symbol that refers to something (Leech, 1985). From these three opinions, it can be concluded that meaning is the meaning or intention that is concluded from a word, sentence, or information.

The meaning can be divided into several parts. According to Rambaud (2016), meaning consists of *lexical meaning* and *grammatical meaning*, *descriptive* and *non-descriptive meaning*, *literal* and *non-literal meaning*, *contextual meaning*, and *extension of meaning*. Kreidler (2002) divides the types of meanings into five, namely *denotation meaning*, *connotation meaning*, *lexical meaning*, *grammatical meaning*, and *referential meaning*. Leech (1985) divides meaning into two major parts, namely *conceptual meaning* and *associative meaning*; *Associative meaning* is then further divided into *connotative meaning*, *social meaning*, *affective meaning*, *reflected meaning*, and *collocative meaning*. The type of meaning that is the focus of this research is *associative meaning*.

Associative meaning is the meaning possessed by a word that is related to the relationship of the word with something outside the language (Leech, 1985). In this associative meaning, *connotative meaning*, *social meaning*, *affective meaning*, and *collocative meaning* are included (Leech, 1985). *Connotative meaning* is the meaning of a word that has a relationship or reference outside the language; in other words, a connotative meaning is a meaning that is added to the denotative meaning. For example, if the word "woman" has the conceptual/denotative meaning of "human, not male, and adult", then in the connotative sense the word has additional properties to refer to, such as its psychic properties: meek, timid, and so on. *Social meaning* is a meaning related to the social environment of its users, for example a person's dialect that indicates a geographical or social environment. *Affective meaning* is a meaning that reflects the speaker's personal feelings, including his attitude towards the listener or something he says; for example, the difference in feelings conveyed between the words "help me!!" and "can you help me, please?". *Collocative meaning* is a meaning that relates to certain characteristics that a word has from a number of synonymous words, so that the word is only suitable to be paired with certain words (Leech, 1985).

From this description, it can be concluded that associative meaning is a meaning that occurs due to the relationship between linguistic elements—in the form of words and sentences—and the world outside language. Associative meaning is related to references or references used by language users, namely meanings that are directly related to the references designated by words, whether in the form of shapes, colors, ideas, ideas, or certain concepts. This research is interesting to research because it will describe the meaning of *English sneaker* terms in the Indonesian *Sneakerhead* Team Bandung community.

2. Method

The method used in this study is a qualitative descriptive method. Method is a way that must be done or applied in a research (Sudaryanto, 2015). Furthermore, the descriptive qualitative research method is a method that produces descriptive data in the language community, namely to provide a factual, systematic, and accurate description and explanation of the nature or relationship of the phenomenon being studied (Djajasudarma, 2010). This method aims to describe the associative meaning that exists in the term *of the Sneakerhead* IST Bandung community. The data source in this study was obtained from the *Sneakerhead* Bandung community.

The data in this study was collected using the ability to engage and record techniques. The technique of listening to the ability is a technique that is carried out by participating in the conversation as well as listening to the conversation (Sudaryanto, 2015); In this technique, the researcher is directly involved in dialogue. Furthermore, the recording technique is a recording of the data that has been obtained, either using certain stationery or utilizing technological tools such as computers (Sudaryanto, 2015). In this study, the researcher conducted direct interviews with the chairman and members of *the Sneakerhead* IST Bandung community.

The analysis method used in this study is the distribution method with the technique for direct elements (BUL). The agih method is an analysis method whose determining tool is in the language itself (Sudaryanto, as quoted in Fauziyah et al., 2020). The BUL technique is a technique by dividing the lingual unit of data into several parts that form the lingual unit in question (Sudaryanto, 2015). Based on the purpose of the study, to obtain relevant data, the author used the BUL technique to analyze the associative meaning of the term English *sneakers* in the *Sneakerhead* IST Bandung community.

3. Result and Discussion

Based on the results of the analysis, the associative meaning *of the term English sneakers* in the *Bandung Sneakerhead* community can be classified into six references, namely similarity in shape and nature, similarity in color, similarity in function, reference in place, similarity in motifs, and certain history. The following is an analysis of each data and its discussion.

The Meaning of the English *Sneakers* Term Referring to the Similarity of Shape and Trait

Date: 1 *Clam Toe*

The term *clam toe* can be studied semantically. *Clam toe* consists of *the word clam* and the word *toe* /tou/. Lexically speaking, *the word clam* is "*large edible shellfish that has a shell in two parts that can open and close*" (Bull, 2008) and the word *toe* /tou/ is "*any of the 5 small movable parts at the end of the foot*" (Longman, 2000). In Indonesian, the word *clam* is "mussels" (Echols & Shadily, 2014) and the word *toe* /tou/ is "toe" (Echols & Shadily, 2014). The meaning of *clam toe* in the *sneakerhead* community is a term for *Adidas sneakers* that have the front of the shoe resembling the shape of a shell and covering the user's toes. The term *clam toe* means associative because of the similarity of shapes: *clam toe* (the part

of *Adidas sneakers* that covers the toes) has a resemblance to the shape of a *clam* (shell) in the sea, which is semicircular, white, and has circular stripes around the shell. In the *sneakerhead community*, the type of Adidas is called a *clam toe* or *shelltoe*.

Dates 2
Ice Cream

The term *ice cream* can be studied semantically. *Ice cream* consists of the word *ice* /aɪs/ and the word *cream* /kri:m/. Lexically, the word *ice* /aɪs/ is "water that has frozen and become solid" (Bull, 2008) and the word *cream* /kri:m/ is "thick yellowish fatty liquid that rises to the top of milk" (Bull, 2008). Equivalent in Indonesian, the word *ice* /aɪs/ means "es" (Echols & Shadily, 2014) and the word *cream* /kri:m/ means "cream milk" (Echols & Shadily, 2014). The meaning of *ice cream* in the *sneakerhead community* is the term for *Board Flip sneakers*; it is called *ice cream* because the sole resembles the shape of a *waffle ice cream cone* and on the back there is an image of an *ice cream cone* as a marker. The term *ice cream* means associative because of the similarity of shapes: *the sole of the Board Flip sneakers has a resemblance to the waffle pattern on the ice cream cone, which is the shape of small square lines*.

Data 3
Shelltoe

The term *shelltoe* can be studied semantically. *Shelltoe* is made up of the word *shell* /ʃɛl/ and the word *toe* /tu:/ . The *shell* word /ʃɛl/ is "hard outer covering of a nut, egg, fruit, or certain types of animal" (Longman, 2000) and the *toe* word /tu:/ is "any of the 5 small movable parts at the end of the foot" (Longman, 2000). In Indonesian, the word *shell* /ʃɛl/ is "shell" (Echols & Shadily, 2014) and the word *toe* /tu:/ is "toe" (Echols & Shadily, 2014). The meaning of *shelltoe* in the *sneakerhead community* is a term for *Adidas sneakers* whose shoe front resembles the shape of a shell and covers the user's toes. *Shelltoe* has an associative meaning because of the similarity of shapes: *the part of Adidas sneakers that covers the toe has a resemblance to the shape of a shell (shell), which is semicircle, white in color, and has circular stripes around the shell*.

Data 4
Eye Lace

The term *eye lace* can be studied semantically. *Eye lace* consists of the word *eye* /aɪ/ and the word *lace* /leɪs/. Lexically, the word *eye* /aɪ/ is "either of the two organs of sight" (Bull, 2008) and the word *lace* /leɪs/ is "fasten something or to be fastened with lace" (Bull, 2008). In Indonesian, the word *eye* /aɪ/ is "eye" (Echols & Shadily, 2014) and the word *lace* /leɪs/ is "rope" (Echols & Shadily, 2014). The meaning of *eye lace* in the *sneakerhead community* is the holes in the *sneaker strap* that are round. The term *eye lace* means associative because of the similarity of shapes: *the word eye (eyes) that is round refers to the shape of the holes of sneakers that are round like eyes*.

Data 5
Super Shell

The term *super shell* can be studied semantically. *The super shell* is made up of the *super* word /'su:.pə:/ and the *shell* word /ʃɛl/. Lexically, the word *super* is "wonderful; extremely good" (Longman, 2000) and the word *shell* is "hard outer covering of a nut, egg, fruit, or certain types of animal" (Longman, 2000). The equivalent in Indonesian, the word *super* is "great; unusually good" (Echols & Shadily, 2014) and the *shell* word /ʃɛl/ is "shell" (Echols & Shadily, 2014). The meaning of *super shell* in the *sneakerhead community* is a term for *Adidas sneakers* that have a unique image on the *shelltoe*. The term *super shell* means

associative because of the reference in the form of similarities in shape and properties. By nature, the word *super* refers to a special type of *sneaker* because it *has an animated image on the shelltoe; in shape, the word shell refers* to the part of Adidas sneakers *that resembles a sea shell, which is a semicircle with full stripes around the toe*.

Data 6
Puffy

The term *puffy* can be studied semantically. Lexically, the word *puffy* is "*the skin around the eye: swollen*" (Longman, 2000). The Indonesian equivalent, the word *puffy* is "puffy or puffy" (Echols & Shadily, 2014). The meaning of *puffy* in the *sneakerhead* community is a term for the *puffy part of the tongue of sneakers*. The term *puffy* means associative because of the similarity of shapes: *puffy* in the *sneakerhead* community is a *puffy shape of the sneaker's tongue*, similar to the shape of the skin around the puffy eyes.

Data 7
Swoosh

The term *swoosh* can be studied semantically. Lexically, the word *swoosh* /swu:ʃ/ is "*the act of swishing*" (Longman, 2000). Equivalent in Indonesian, *swoosh* means "sigh, roar, roar" (Echols & Shadily, 2014). The meaning of *swoosh* in the *sneakerhead* community is the term for *Nike sneakers*. *Swoosh* is the silhouette of *Nike sneakers*; *sneaker lovers* usually call *Nike sneakers* *water* or *swoosh*. The term *swoosh* means associative because of the similarity of shape: *the tick-shaped swoosh* bears a resemblance to the roar of the wings of the Greek Goddess. Initially, the name Nike was believed by the Greeks to be the goddess of victory and success, and the *swoosh* that became the silhouette of Nike was symbolized like the shape of a tick or the roar of the goddess's wings.

Data 8
Tongue

The term *tongue* can be studied semantically. Lexically, the word *tongue* is "*movable organ in the mouth used for talking, tasting, licking, etc.*" (Longman, 2000). The Indonesian equivalent, the word *tongue* /tʌŋ/ is "tongue" (Echols & Shadily, 2014). The meaning of *tongue* in the *sneakerhead* community is a term for the part of *the sneaker* that is under the straps of *the sneakers* and is flexible so that it can be adjusted according to the user's comfort. The term *tongue* has an associative meaning because of the reference in the form of similarities in shape and nature: in shape, *the tongue on sneakers* has similarities with the tongue on human limbs, which is oval; in nature, both are similar.

Data 9
Waffle

The term *waffle* can be studied semantically. Lexically, the word *waffle* /'wa:fəl/ is "*light sweet cake marked with raised squares*" (Longman, 2000). The equivalent in Indonesian, the word *waffle* is "kue sepi or waffle" (Echols & Shadily, 2014). The meaning of *waffle* in the *sneakerhead* community is a term for *Vans sneakers*. The term *waffle* means associative because of the similarity in shape: *the pattern of the sole of Vans sneakers has a similarity to the waffle pattern on a waffle cake*, which is the shape of small rectangular stripes.

2. The Meaning of the English *Sneakers* Term Referring to Color Similarity

Data 10

Gum Sole

The term *gum sole* can be studied semantically. *Gum sole* consists of the words *gum* /gʌm/ and *sole* /soul/. The word *gum* /gʌm/ means "fruit-flavoured sweet that you chew" (Bull, 2008) and the word *sole* /soul/ is "bottom surface of the foot or a shoe" (Bull, 2008). The Indonesian equivalent, the word *gum* is "chewing gum" (Echols & Shadily, 2014) and the word *sole* is "shoe soles" (Echols & Shadily, 2014). The meaning of *gum sole* in the *sneakerhead* community is a term for *sneakers* that have a brownish-yellow sole color, similar to chewed gum. The term *gum sole* means associative because of the similarity of colors: the color of the *sole of sneakers* has a resemblance to the color of *gum* (chewing gum) that has been chewed, which is brownish-yellow.

Data 11

Salmon Sole

The term *salmon sole* can be studied semantically. *Salmon sole* consists of the word *salmon* /'sæm.ən/ and the word *sole* /soul/. Lexically, the word *salmon* is "large fish with pink flesh of great value as food" (Longman, 2000) and the word *sole* is "bottom surface of the foot or a shoe" (Bull, 2008). Equivalent in Indonesian, the word *salmon* is "pink and yellowish salmon fish" (Echols & Shadily, 2014) and the word *sole* is "shoe soles" (Echols & Shadily, 2014). The meaning of *salmon sole* in the *sneakerhead* community is the name for *New Balance sneakers*; *salmon sole* is the sole color of *New Balance sneakers*. The term *salmon sole* means associative because of the similarity in color: the color of the soles of *New Balance sneakers* has similarities to the color of salmon meat, which is yellowish-pink.

3. The Meaning of the English *Term Sneakers* Referring to Function

Data 12

Aqua Sock

The term *aqua sock* can be studied semantically. *Aqua sock* consists of the word *aqua* /'æk.wə/ which is "water when it is used in make-up and beauty products" (Cambridge University Press, n.d.) and the word *sock* /sɑ:k/ which is "a piece of clothing worn over the foot and ankle, especially inside a shoe" (Bull, 2008). Equivalent in Indonesian, the word *aqua* is "distilled water; distilled water" (Language Development and Development Agency, n.d.) and the word *sock* is "sock" (Echols & Shadily, 2014). The meaning of *aqua sock* in the *sneakerhead* community is a term for *Nike sneakers* that are used specifically for underwater sports, such as *surfing* or *boating*. The term *aqua sock* means associative because of the reference in the form of functional adjustments: the word *aqua* refers to *sneakers* that are devoted to sports in the water, with a thick sole to make them strong and protect the foot when walking on rocks in the water; by nature, the word *sock* has something in common with socks, which is *flexible* to fit the size of the foot.

Data 13

Cross Ski

The term *cross skiing* can be studied semantically. *Cross skiing* consists of the words *cross* /kra:s/ and *ski* /ski:/. Lexically, the word *cross* is "go across something; extend from one side to the other" (Bull, 2008) and the word *ski* is "long narrow strip of wood, etc. attached to a special boot for moving over snow" (Bull, 2008). The Indonesian equivalent, the word *cross* is "crossing" (Echols & Shadily, 2014) and the word *ski* is "skiing" (Echols & Shadily, 2014). The meaning of *cross skiing* in the *sneakerhead* community is a term for

Puma sneakers that are specifically designed for skiing. *Cross skis* have an associative meaning because of the adjustment of function: the *fabric of the sneakers* is adapted to the needs of the sport *of skiing*, with the sole designed to resemble a *ski board*, somewhat long, and has a center line like a line on a ski board.

Data 14
Grounder

The term *grounder* can be studied semantically. The term *grounder* has the root word *ground* which is lexically "*solid surface of the earth*" (Bull, 2008) and the suffix *-er* which is "*a person or thing that has the thing or quality mentioned*" (Cambridge University Press, n.d.). The equivalent in Indonesian, the word *ground* is "land" (Echols & Shadily, 2014). The meaning of *grounder* in the *sneakerhead* community is a term for *sneakers* that are specifically used on grassy ground. The term *grounder* means associative due to the adjustment of function: the word *ground* refers to *sneakers* that function to be used on grass ground, with soles resembling the soles of football shoes to make it easier for the user to walk on grass ground.

Data 15
Fly Knit

The term *fly knit* can be studied semantically. *Fly knit* consists of the words *fly* /flaɪ/ and *knit* /nɪt/. Lexically, the word *fly* is "*move through the air as a bird or aircraft does*" (Longman, 2000) and the word *knit* is "*make clothes, etc. from wool or cotton thread using two long needles*" (Bull, 2008). Equivalent in Indonesian, the word *fly* is "flying" (Echols & Shadily, 2014) and the word *knit* is "knitting" (Echols & Shadily, 2014). The meaning of *fly knit* in the *sneakerhead* community is a term for *Nike sneakers* that are specifically used for running sports and have a very light weight. The term *fly knit* means associative because of the adjustment of function: *fly knit* functions as *a sneaker* for running; it weighs only about 160 grams, and the material used is the reason *the sneakers* are so lightweight.

4. The Meaning of the English Sneakers Term Referring to the Place

Data 16
City Series

The term *city series* can be studied semantically. *City series* consists of the word *city* /sɪti/ and the word *series* /sɪːrɪz/. Lexically, the word *city* is a "*large important town*" (Longman, 2000) and the word *series* is a "*group of the same or similar things coming one after another or in order*" (Longman, 2000). The equivalent in Indonesian, the word *city* is "big city" (Echols & Shadily, 2014) and the word *series* is "string" (Echols & Shadily, 2014). The meaning of *city series* in the *sneakerhead* community is a term for *Adidas sneakers* whose series name is taken from the names of cities in Europe. *City series* has an associative meaning because of the reference in the form of city names: the concept of *city series* refers to the name of a series taken from the names of beautiful cities in Europe, for example the Adidas Birmingham or Adidas Berlin series.

Data 17
Island Series

The term *island series* can be studied semantically. *Island series* consists of the words *island* /aɪ.lənd/ and *series* /sɪːrɪz/. Lexically, the word *island* is a "*piece of land surrounded by water*" (Bull, 2008) and the word *series* is "*a group of the same or similar things coming one after another or in order*" (Longman, 2000). The Indonesian equivalent, the word *island* is "island" (Echols & Shadily, 2014) and the word *series* is "string" (Echols & Shadily, 2014).

The meaning of *island series* in the *sneakerhead* community is a term for *Adidas sneakers* whose series name is taken from the names of beautiful islands in each country, for example the *island series* is taken from three island names in Indonesia, namely Adidas Borneo, Adidas Java, and Adidas Bali, which were made in France in the 70s. The term *island series* means associative because it has a reference to the name of a place: the concept of *island* refers to the name of the *sneakers series*.

5. The Meaning of the English *Sneakers* Term Referring to the Similarity of Motifs

Data 18

Beast

The term *beast* can be studied semantically. Lexically, the word *beast* /bi:st/ is a "large or dangerous animal" (Bull, 2008). The equivalent in Indonesian, the word *beast* is "wild animal" (Echols & Shadily, 2014). The meaning of *beast* in the *sneakerhead* community is a term for *basketball sneakers* from Puma that are specifically for basketball athletes. *The sneakers* are called *beasts* because they are made of animal skin and are patterned with a leopard, one of the beasts. The term *beast* means associative because of the similarity of motifs: the concept of *beast* refers to a *leopard* (leopard) that has brownish-yellow fur with black spots, and refers to Puma *sneakers* that have a leopard pattern, which is brown with black spots.

6. The Meaning of the English *Term Sneakers* That Refers to History

Data 19

Air Woven

The term *woven water* can be studied semantically. *Air woven* consists of the words *air* /er/ and *woven* /'wov.vən/. Lexically, the word *water* is a "mixture of gases that we breathe" (Longman, 2000) and the word *woven* is "form threads into material by drawing them singly under and over a set of longer threads" (Longman, 2000). The Indonesian equivalent, the word *water* is "air" (Echols & Shadily, 2014) and the word *woven* is "weaving" (Echols & Shadily, 2014). The meaning of *woven air* in the *sneakerhead* community is a term for *Nike sneakers* that are made by weaving, similar to the woven shape on a basket. *Air woven sneakers* were first released in the early 2000s with the theme of life in the countryside where their livelihood is weaving. The term *air woven* has an associative meaning because it has historical references: the concept of *woven* refers to life in the countryside whose livelihood is weaving.

Data 20

Jump Man

The term *jump man* can be studied semantically. *Jump man* consists of the word *jump* /dʒʌmp/ and the word *man* /men/. Lexically, the word *jump* is "push oneself off the ground with one's leg muscles" (Bull, 2008) and the word *man* is "adult male person" (Bull, 2008). Equivalent in Indonesian, the word *jump* is "jump" (Echols & Shadily, 2014) and the word *man* is "man" (Echols & Shadily, 2014). The meaning of *jump man* in the *sneakerhead* community is a term for *Nike sneakers*. The term *jump man* means associative because of a historical reference: *jump man* is Nike Jordan sneakers that refer to the phenomenal basketball player, Michael Jordan, who comes from America. The designation of *the jump man* refers to Michael Jordan because Nike became famous when it was used by the basketball player; therefore, Nike Jordan *sneakers* have the silhouette of a man who is jumping while carrying a basketball.

Data 21
BHM

The term *BHM* can be studied semantically. *BHM* stands for *Black History Month*. Lexically, the word *black* /blæk/ is "the colour of the night" (Longman, 2000), the word *history* /'his.tə.i/ is "the study of past events" (Longman, 2000), and the word *month* /mʌnθ/ is "one of the twelve divisions of the year" (Bull, 2008). The Indonesian equivalent, the word *black* is "black or black" (Echols & Shadily, 2014), the word *history* is "history" (Echols & Shadily, 2014), and the word *month* is "moon" (Echols & Shadily, 2014). The meaning of *BHM* in the *sneakerhead* community is a term for *Nike sneakers* that were created specifically to commemorate the struggles of citizens of African-American descent. *Black History Month* is an annual celebration in America to commemorate African-Americans who played an important role in American history. The term *BHM* means associative because it refers to the history. Therefore, *BHM sneakers* are released according to the existing theme; for example, in 2018 Nike released shoes with the *theme of Equality* to prioritize equality regardless of skin color.

4. Conclusion

Based on the results of the research, it can be concluded that the associative meaning in the term *English sneakers* in the *Sneakerhead* Bandung community can be classified into six parts, namely the meaning of the term *sneakers* which refers to the similarity of shape and nature, similarity in color, function, place, similarity of motifs, and certain history. Of the twenty-one terms analyzed, the reference to similarity in shape and nature was the most commonly found. This research is expected to contribute to the study of semantics, especially regarding associative meanings, as well as a reference for future research related to terms in certain communities.

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