

ABSTRACT

Indonesian Idol is a talent in singing field, in which the program is successful appeal to prospective participants that the event is always long - awaited by the audience. The singer gave birth Auditions - talented young singers in Indonesia. This study entitled 'Study **Phenomenology In the Making Faculty of Business Communication at the University of Telkom as Indonesian Idol Auditions Participants**' with the object of research students of the Faculty of Business Communication at the University of Telkom. the focus of this study is to describe the meaning of the students of the Faculty of Business Communication at the University as Indonesian Idol audition participants and describe the motives of the student to participate in an audition.

This study used a qualitative approach with the method of phenomenology. The purpose of this study is to describe the meaning of the students of the Faculty of Communication at the University of Telkom, as well as their motives as *Indonesian Idol* audition participants. Data collection techniques used are in-depth interviews and observations

This research reveals the meaning of the students of the Faculty of Business Communication on Indonesian Idol audition, the most prestigious talent in Indonesia. Then there are several motives for the participants including Indonesian Idol audition, social motives, motives of curiosity, and the motive of hope by the informants.

Keywords: Meaning, Motive, *Indonesian Idol*, Phenomenology