

ABSTRACT

MAULANA HAKIM MP. 1204110031. *Self Identity of Offroader Paguyuban Jeep Bandung (Phenomenology Study About Offroader Lifestyle)*

This research started from author's interest in offroader's lifestyle in Bandung city and author chooses a community which has strong interest in off road world. Because of that, author decided to brought up a community called Paguyuban Jeep Bandung, because it is different from others. To understand the result of this research, author formulates problems which is how self identity of offroader solidarity was formed and how they put a meaning to their self identity as an offroader through interaction in group communication in Paguyuban Jeep Bandung. The method used in this research is qualitative with phenomenology approach. Various types of data used in this research are primary data: data was obtained through interview with 5 informants, consist of founder, leader, and member of Paguyuban Jeep Bandung and direct observation in the field. Secondary data: data was obtained through literature study. Data analysis used in this research is Alfred Scutz's phenomenology theory, Mead's interactional symbolic theory and also communication theory. The object of this research are lifestyle and self identity, in scope of self identity of solidarity in Paguyuban Jeep Bandung. Based on Self Identity of Offroader Paguyuban Jeep Bandung (Phenomenology Study About Offroader Lifestyle) where there are motives from informants of choosing a jeep as his lifestyle and indirectly formed his self identity, in connection with Self Identity of Offroader Solidarity, communication becomes a main factor which played the most part, this thing is also intensively formed a strong self identity of solidarity in the community.

Keywords: *Phenomenology, Self Identity, Lifestyle, Community, Paguyuban Jeep Bandung*