

ABSTRACT

Community is a social group which is formed due to interaction among individuals in a social structure existing in one place that is united by the same interest. Photography community is one of examples. This research aims to find out the condition of external environment (opportunity and threat) and internal environment (strength and weakness) and make alternative strategy that can be applied on the *Hobi Foto Bandung* (HFB) community in order to be able to continuously to survive and superior.

The method of this research is a qualitative method with explorative type. This research uses external and internal characteristics analysis and SWOT analysis. Based on external and internal factors analysis which were performed in the period from February to July 2015 in Hobi Foto Bandung (HFB) Community in Bandung, it was known that there are external factors include economic factors such as the rise in photographic tool prices and it affects HFB, art and culture conditions can have a positive impact, social phenomenon of vulgar photography models can have a negative impact, there is no government regulation regarding community yet, positive impact of technological development, positive competition with other communities. Internal factor analysis showed that HFB promotion through the internet and its activities, human resource management condition needs to be improved, financial management still not effective, HFB production aspect with assets / equipment for activities, this development is still in management discussion stage, HFB utilizes information media through facebook.

Alternative strategies that can be used by HFB in order to continue to survive and be superior are by increase human resources (HR) element, maximizing the promotion for attracting society in joining this community. utilizing the public space and the support from government, maximizing the photo hunting activities, maximizing the cooperation with other parties, conducting more activities which involve the members by utilizing the culture, nature, and public space in Bandung, maintaining a good relationship with other communities, minimizing the activities of photography using a sexy/vulgar model.

Keywords: Community, Photography, External Factor, Internal Factor, SWOT