

### **Abstract**

*This research aims to answer what the informant do and how they construct the meaning of experience in Rebo Nyunda phenomenon. This research use constructivism paradigm. By using qualitative research method and phenomenology approach. The phenomenology trying to reveal and understand about typical and unique phenomenon that experienced by someone related about certain phenomenon. Deep interview observation are become the data collecting method in this research. There are six research subject, such as three man and three woman studied in SMA Pasundan 1 Bandung and all of them is sundanese also wearing sundanese costume in every Rebo Nyunda. Based on the interview result of six respondents deliver that they wearing sundanese costume in every Rebo Nyunda because it has rules and non-rules. Motive of the informant wearing Sundanese costume is past motive, present motive, and future motive. After that, they interpret Rebo Nyunda phenomenon as formality, Sundanese identity, and Sundanese ethnic preservation.*

**Keywords :** *construction of meaning, sundanese ethnicity, phenomenology, rebo nyunda.*