

ABSTRACT

Healthy lifestyle become a part of Indonesian people and one of those city is Bandung city. The increasement of gymmer become a proof that healthy lifestyle in Bandung city is going better, one of them is fitness. Growth of gym number showed that fitness become one of interesting sport not only for men but also women often called gym freak. The reason why women do fitness beside from gaining good body proportion and get beauty. Women is identic with beauty, and every woman have different way to get the beauty meaning. It caused by the self concept that everybody had is different too. That's why, this research focused on how gym freak women get self concept of beauty.

This research use qualitative method with phenomenology approachment. Data collection method by semi-structured interview and observation. This research showed that women gym freak have good and healthy self-concept and influenced by environment like significant other, reference group and new media.

Key Word: Healthy Lifestyle, Self Concept, Beauty, Gym Freak Woman, Phenomenology