

PATTERNS OF COMMUNICATION AND CULTURAL COMMUNITY GROUPS VESPA

(Ethnographic Study of Komunitas Modern Vespa Chapter Bandung)

Abstract

This study discusses the cultural patterns of communication and community groups formed in Bandung chapter Modern Vespa which was then analyzed using ethnographic methods. Researchers used a social constructivist paradigm with qualitative approach that aims to interpret the meaning of which is owned by group members Bandung MoVe about their world. The collection of data by researchers include observation, to observe all the activities occurring at the location as well as secretarial MoVe Bandung community, conduct in-depth interviews with semi-structured questions, and utilize relevant literature study. Generally speaking community MoVe Bandung departing from a common hobby and love of modern Vespa, which later developed into a group with a positive activity that is conducted regularly to form a pattern of communication and cultural groups with strong solidarity. Community Modern Vespa Bandung chapter basically prioritize ride, share, and charity, not only is it momunitas embraces social values that have a positive impact internally, where it managed to become a role model and meghasilkan ketertarian from various parties who see and know the existence of the community this.

Keywords: Ethnography, Communication, and Culture Group