

ABSTRACT

This research is about the identity of dandy man in Bandung which is motivated by the changes of masculinity meaning that requires guys to prink oneself up and makes the emergence of the term “metrosexual”. The emergence of that term gives consequences to society that there is negative stereotype of the term “metrosexual” which is same as homosexual. There are three focuses on this research, they are: How the dandy man in Bandung intrepret metrosxual, what their identity is, and how they interpret masculinity. The writer is using phenomenology method and critical paradigm in this qualitative research. The data were obtained through participant observation and in-depth interviews. Informants of this research are four metrosexual men in Bandung. The results revealed that dandy man in Bandung interpret metrosexual man is a man who is very concerned about his appearance such as preening and caring for his body. So, they have more value in the social world, following trends that exist, and live in big cities. Moreover, the identity of dandy man in Bandung is divided into two which are the strong self-identity with a concept of metrosexual and self-identity that does not have a basis on the concept of metrosexual. On this research, the dandy man in Bandung intepret masculine men as adult men in behave, look attractive and have the ideal body shape.

Keyword: Self Identity, Masculinity, Phenomenology, Metrosexual Men.