

ABSTRACT

Indonesian society perceives tattoos as a sign that sticks to criminals and other morale identities' body. Since tattoos were used to be criminal moral identity marker in 1980s, they were perceived as goons' image (negative stigma). Indonesian Tattoo Assembly is one of communities, which some of the members have tattoos and dark pasts. It is shown by the paragraph written in Instagram account of the community, which said, "An assembly for sinners that invites them to hijrah, improve their selves, and improve their morals starting from hijaiyah until lillah". This research aims to understand the motive of hijrah in Indonesian Tattoo Assembly Community in Bandung city. This research is a qualitative research that uses Alfred Schutz phenomenology study, which said that one's action has two motives, namely because motive and in-order-to motive. The data is collected by primary data collecting technique, while the data is analysed by data reduction technique. There are 3 informants in this research. The results of this research conclude that there are four motives that causes someone to hijrah, namely past motive, friend motive, desire to influence others motive, and future motive.

Keywords: motive, hijrah, Indonesian Tattoo Assembly community