

ABSTRACT

Kustom kulture is a culture that originated in America, at the beginning it developed in the second world war, when at that time many war veterans turned their war vehicles into everyday mobility tools. Until now, custom culture has continued to evolve according to trends, not just cars or motorbikes to carry clothes to hairstyles. The ease of reaching information now makes Kustom Kultur grow very rapidly in various countries up to Indonesia. In Indonesia, the demand is quite a lot like in the city of Bandung. The number of Kustom Kultur enthusiasts in Bandung makes several characters or workshops have different characters in making works such as Glanets Radical, Yasashii Garage, Flying Piston. The research in designing this book is divided into two methods, namely data collection and data analysis. Data collection uses qualitative descriptive methods, namely interviews and direct observation in the field to get accurate data. While the analytical method used is SWOT. From the results of research and analysis in the field of workshops in Bandung, they have different characters or ways of creating. Like Radical Glanets that are thick with performance but do not forget the other culture of things with Yasahii Garage having a strong character with Japanese culture ranging from the concept to the Japanese work ethic that is applied in the workshop and Flying Piston thick with old school chopper characters.

The results of this study that the author wants to convey through photography books, because photography books have a fairly intimate delivery of messages. This is what the writer wants to say that custom culture is not just a form of passing character.

Keywords: Bandung, custom motorcycles, Photography book