

ABSTRACT

Humans as social creatures, living in groups has become a human instinct since they were born to gather with other humans. Community is a group in the society, which has its own characteristics in expressing the same interests in togetherness. The formation of a community occurs because of the goals to be achieved through the community. The emergence of the extreme Vespa Community Gejlig Independent aims to be a place for the gathering of extreme Vespa scooterists to create, do positive things and change the negative image that exists in the community against extreme Vespa which is considered as resistance to the establishment in the midst of hedonic and materialistic mainstream culture, because of their appearance which is considered shabby or sloppy. Interaction of human self (self) to others (society) such a process the formation of the meaning of the message. Interaction made between one human with another human being the way he understands the world and himself (the self). Because everyone has their own self-concepts. This study aims to determine aspects and factors that shape the self-concept of the scooterist extreme Vespa community and how the self (the self) and the surrounding community (society).

This research study uses a qualitative method with a phenomenological approach. Data collection methods using semi-structured interviews and observation, with the subject of active members of the Vespa extreme scooter community minimum of two years as a subject. The results of this study are the extreme Scooterists have a self-concept that is a sense of togetherness, solidarity, and kinship, it affects how they show their self-concept with the lifestyle they live in their community. Factors that influence the self-concept of the extreme Vespa community scooterist of SCOOTERIST GEJLIG INDEPENDENT are significant others and reference groups.

Keyword : Extreme Vespa, Self-concept, establishment, phenomenology