

## **ABSTRACT**

In the modern era, not only technology has developed, but the photography genre has also developed following the existing trends and technology. However, even though many new trends are created, sometimes old trends become more popular again in line with existing new trends. This research study uses qualitative methods, in which the results of data collection are carried out by means of an interview process. So that it is expected to be able to dig up information related to the phenomenon of retro style in photography, in this study, the location chosen was in the city of Bandung. This study will interview several young people (millennial generation) as resource persons, and this research will take place during the period from October to November 2020.

The millennial generation realizes that everything that existed in the past is now being brought back so that the current retro popularity is back in line with the styles / trends that exist in the modern era like today. Hopefully, the photography trend, retro style does not just disappear, either it can be more developed so it can be enjoyed by creating the next one. In this study, what the author has not done is a survey to the location that applies the retro concept.

**Keywords:** Phenomenology, Photography, Retro Style.