

ABSTRACT

In this research, the context of understanding and the focus under study is how the meaning of the slogan "Satu Vespa Sejuta Saudara" for members of the Vespa Antique Club Bandung Community and how the Symbolic Convergence of "Satu Vespa Sejuta Saudara" forms Solidarity with the Vespa Antique Club Bandung Community. In the research discussion, the researcher uses a constructivist paradigm with a Phenomenology approach. This was done by the researcher to conduct a Phenomenology study of members of the Vespa Antique Club Bandung community in the formation of Solidarity from the Symbolic Convergence of "Satu Vespa Sejuta Saudara". The research process is carried out by researchers by following the flow of activities, activities, and associations or routine agendas made by the community. Research conducted by researchers by conducting field observations, conducting in-depth interviews, and taking some field evidence through taking pictures and photos in the field during the activation process by the community. In general, the Vespa Antique Club is one of the many Vespa communities that have developed in Indonesia, especially Bandung, which is one of the oldest clubs in the city of Bandung. The Vespa Antique Club community has professional management and also has AD / ART and a neat organizational structure. This community is formed from a common hobby and also an interest in automotive, especially Vespa motorbikes, which apply the slogan "Satu Vespa Sejuta Saudara" which creates a symbolic convergence between members to form Solidarity.

Keywords: Phenomenology, Symbolic Convergence, Solidarity.