

## **ABSTRACT**

Tattoos are part of the art that is a heritage of the Indonesian nation, the Mentawai tribe and the Dayak tribe are examples of indigenous Indonesians who still keep the traditional art of tattooing in Indonesia. Some people in Indonesia today view that tattoos are a negative thing, but there are also those who think that tattoos are works of art. Over time, tattoos are increasingly in demand by women, starting from various ages and starting to dare to appear confident in social circles by showing off the tattoos on their bodies.

In this study, the researcher chose the city of Bandung as the research subject because Bandung is one of the cities that has a free association, here the researcher chooses the city of Bandung as the research subject because Bandung is one of the cities that has a free association, here the researcher choose about how the self-concept of tattooed women in the city of Bandung can be formed so that they can appear confident without negative concepts aimed at themselves. In this study, researchers conducted research based on the theory of symbolic interaction which has three parts, namely Mind, Self, and Society.

The results of the study indicate that women who decide to understand knowledge about themselves both physically and internally. Behind the tattoos that most people think is negative, they have an optimistic attitude to show good things to show to the wider community who still think tattoos are negative things in order to respond wisely about tattoos and tattooed people.

At this conclusion, the writer concludes that the self-concept that is formed in women is influenced by their strong thinking patterns that according to them are negative things, besides that they are more able to get a friendly environment that accepts them as they are and supports them to be themselves, then this is what makes them feel they can appear confident so they are not affected by the bad stigma about tattoos in society.