

ABSTRACT

This study focuses on studying communication identity for members of the MAXI Yamaha Bandung community. The aim of this research is to understand perceptions about a motorized community in the city of Bandung. This research is descriptive qualitative research using interview methods and literature study. This research looks at the activities of community members through the communication identities of their members. The results show that the existence of culture and norms in a community shows the identity of that community. It is important for a community to make an agreement between members about what it wants to show to the community

Keywords: Perception, Community, Identity, Brand, Motorized