**ABSTRACT**

**This study titled, "PHENOMENON OF TRAVELOKA USERS AMONG STUDENTS FISIP PASUNDAN UNIVERSITY BANDUNG".**

**The purpose and usefulness of this research is to investigate the phenomenon among students traveloka existing FISIP Pasundan University, how to use traveloka motives, actions traveloka use and how meaning traveloka use among these students.**

**The method used in this research is phenomenology, with the type of qualitative research. While data collection techniques used in this research is the study of literature and field studies, field observation and in-depth interviews. Selection of informants is through a process of observation.**

**Based on the research results, a picture that motive traveloka user among students FISIP Pasundan University is wide - range, such as the motif because traveloka has a cheap price, traveloka easy to use, traveloka saving they time, and there is also the motive of urgency.**

**Furthermore, the actions of traveloka user among students FISIP Pasundan University there are those who use traveloka to find tickets for return home, some are using traveloka to go on vacation, and some are using traveloka as the first reference when pressed in search for plane tickets.**

**Then, the meaning of traveloka user among students FISIP Pasundan University as a site or web-based applications in booking air tickets and hotels online in a way that is very helpful. The users also rate that traveloka as booking reference plane tickets and hotel were reliable, the cheapest, most convenient, most complete and easiest.**

**Suggestions that researchers can conveyed is to all students in FISIP Pasundan University Bandung are, recommended that consumers choose e-commerce which already have a name or a positive image as traveloka. To company traveloka-based e-commerce, it is necessary to build the trust that originated from the system reliability of service. Belief determine opportunities for future relations between the parties.**