ABSTRACT

*The title of this research is "**THE PHENOMENON OF ONLINE APPLICATION GO-JEK USER IN BANDUNG COLLAGE STUDENTS**". Currently the appearance of GO-JEK becomes a phenomenon among the societies, especially among the collage students. This research is focused for understanding how the phenomenon of GO-JEK appearance among FISIP Pasundan University students.*

The purpose of this research is to know the action of the students, student-awareness, and how the students interpreting GO-JEK's appearance. Surely, all the students have theirs difference motive. So, the viewpoint and factors that encouraging them as the user of GO-JEK will emerge in their minds.

The research method is analyze of qualitative and the theory used is phenomenological theory by Edmund Husserl. Data collage technique used in observation, deep interview and study of literature.

After doing the research of phenomenon of online application GO-JEK user in Bandung collage students, researcher would like to suggest the users of GO-JEK application could be supported GO-JEK appearance for beneficial purposes and the users could be utilized GO-JEK appearance wiser. So that not arise the next lazy generation and the users wouldn't too dependent on the appearance of 3rd-party applications which provide many kind of easiness.