**ABSTRACT**

**This study entitled "SOCIAL MEDIA FACEBOOK FUNCTION TO INCREASING POSITIVE IMAGE COMMUNITY PUNK AND SKINHEAD AT BANDUNG CITY ".**

**The objective of this study was to determine how the function of Social Media "Facebook" relates to increasing the positive image of punk and skinhead community in Bandung city and to know the constraints and what efforts have been made by the Community punks and skinheads in the city of Bandung in performing imaging through Social Media "Facebook" to the people of Bandung.**

**The research method used is descriptive method, while data collection technique is a literature study and field studies through observation, interviews and distributing questionnaires to 100 respondents.**

**Based on the research results showed that the community especially punk and skinhead music lovers know about the activities of punk and skinhead community through Social Media "Facebook”. Things that wanted to researchers recommend as an input for the Community punk and skinhead Bandung is increased further function of social media in conveying the message, to convey the message that interesting and easily understood by the public in order to achieve the goal of sustainable inter PUNK AND SKINHEAD COMMUNITYwith the society.**