**ABSTRACT**

*This study is entitled " THE PHENOMENON OF MY TRIP MY ADVENTURE AMONG TRAVELLER: Phenomenology Study on Community Djalan-Djalan Murah Bandung". The focus of this research is how the phenomenon of My Trip My Adventure amongs the Travellers. The purpose of this study to determine the motives, actions and meanings about the impression of my trip my adventure traveler among members of the community Djalan Djalan Murah (DJAMUR) Bandung.*

*The research method that uses here is qualitative research methods to the study of phenomenology view of thinking that arises from a sense of awareness to know the human subjective experience. The Perspective of this research is phenomenology Schutz.*

*Based on the research results, It can be obtained that an idea of the motive for the traveler in watching my trip my adventure was very diverse, such as the demand for information about traveling is getting higher, because of the similarity with the hobby, and there is also watching with no purpose at all.*

*Furthermore, the action of travelers after watching my trip my adventure is that they are affected by the activities of traveling that is shown, they are also affected by how the host in the show, and some are not affected at all by my trip my adventure show.*

*Then, the meaning of my trip my adventure show for the travelers of which, is considered as an educational tool for some the travelers itself, and there is also interpret as a meanning of only entertainment and information about traveling show.*

*Suggestions to the entire travelers who often watch my trip my adventure is that the travelers are expected to become more understand and selective in accepting the message conveyed by the media. Because not all message that conveyed by the media is good for us. We must be able to choose what is good and what is bad for us. Besides of that, the travelers must also are expected to maintain and preserve more in every tourist place they visit.*