**ABSTRACT**

 **This study entitled "ANI-ANI PHENOMENA AMONG the PUBLIC". The location of this research was conducted in the city of Bandung.**

**This research aims to determine the motives, behaviors and meanings in order to know the phenomenon of ani-ani in the community who is currently a concern.**

 **A method that researchers use in this research i.e. qualitative research methods because the methods of qualitative researchers can get data by using interview techniques and observations directly so that such data can complement this research. As well as generating descriptive data in the form of the written word or spoken of people and behavior that can be observed.**

 **Based on the research results then the researchers found elements of the phenomenon in the form of individual actions. the fulfillment of the needs of each individual is driven by the presence of a motivation behind belakanginya the informant this into ani-ani.**

 **Things like to researchers recommend to the Ani-Ani is aware that the profession like this is taboo and would never provide a positive impact for those who lived through it and not stylized live consumerist so need not undergo profession as ani-ani.**