***ABSTRACT***

***This study, entitled "PHENOMENA OF IPHONE USERS NEED PARAHYANGAN CATHOLIC UNIVERSITY BANDUNG". This study aims to reveal the underlying idea of studentsusing the iphone users iphone features as media fulfillment.***

***This study used qualitative research methods, data collection techniques through library researchand field study through in-depth interviews with ten participants of informants active users iphone features among students in the city of Bandung.***

***Basedon study, the researchers found that students in using the iphone users iphone features, in part of them not only mentions one motive. So there are some driving factors behind their use iphone feature, while also knowing how the social construction and the motives of the iphone user sinthe us eof smartphones and provide benefit to the reader.***

***Things you would like to recommend to students research iPhone user as input material that is to be notice that these things should be positioned as the portion. Although social media iPhone comes with all the advantages offered, however it all not in spite of harms to be avoided, one of which is to become unsocial individuals.***