

ABSTRACT

The study is titled "***LOYALTY PHENOMENOLOGY BOBOTOH PERSIB BANDUNG in CELEBRATING the CHAMPIONSHIP 2014 LSI***". This research is focused on understanding the phenomenon of loyalty bobotoh Persib Bandung in celebrating the victory. This research aims to find out how the bobotoh interpret loyalty, motives of past and future motive underlying the bobotoh so loyal in celebrating the victory of Persib Bandung.

This type of research using this type of qualitative research by using the theory of Phenomenology of Alfred Shutz. This research uses data collection techniques of observation, study of librarianship, and in-depth interviews. The data analysis techniques in qualitative research it took several stages, namely the reduction of the data, the presentation of the data and the withdrawal of the conclusion.

The results obtained from this research is that loyalty in celebrating the victory meant by the bobotoh Persib Bandung as a call of the heart, a must for the moment eagerly awaited by the bobotoh bobotoh meluapkannya, so that with a wide range of actions such as the motorcade or convoy, by singing shouted crunch write off his body with paint, opening up his clothes and followed the motorcade and a variety of other actions to bubbling up on what they are proud of.

Researchers want to convey suggestions are expected throughout the bobotoh being polite and courteous as well as further improve the karma for this already berjalan well when celebrating a championship football-wherever it is. In accordance with the expectation to paradigm change bobotoh community supporter ball that anarchists and arrogant and should be more concerned about the performance of community and cooperation with various parties such as Governments, sponsors, West Java, PSSI and established sisterhood with other Club supporter.