***ABSTRACT***

***TheIstudy entitledI"theIPHENOMENONIof DREADSIand TEENAGE IATTITUDEIofIBANDUNG". ThisIresearch is focusedIon understandingIthe IIIIphenomenon of ownership among teenagers dreadlocks dreadlock studio.***

***This research aims to find out how the ownership of the dreads give the action a positive attitude, a positive attitude and a positive attitude that underlies the emergence of someone so menggimbalkan her hair.***

***This type of research using this type of qualitative research by using the theory of Phenomenology of Alfred Shutz. This research uses data collection techniquesin theIformIof observation, studyIof librarianship, and inIdepth interviews. TheIdata analysisItechniques in qualitative research itItookIseveral stages, namely theIreduction of the data, the presentation of the data and the withdrawal of the conclusion.***

***TheIresultsIobtained from thisIresearch isIthat the ownership amongIteenagersdreads Dreadock studio Bandung interpret dreads as anIexpression inItermsIofIlook, dreadlocks are a result of the creation of man that has elements offreedom in his appearance. WhileIthe formIof theirIpositive attitude is theIscopeIof the guidelines asIwell as basedIon fondness toward art isIgood art or artImusic. AsIfor theIgrowing positiveIattitude theyIare addingIto theIimpressiondraws more presentable forIitsIlooks so notIin aInegative pointIofIview and inuseIas something thatImakesIthem become confidentIin socializing, howevermost ofIthe ownership dreads like to be lookedIat equally because the lookpresentable notInecessarily have aIpositive***

***attitude.***