

ABSTRAK

This study is titled "PHENOMENOLOGY AMONG COLLEGE STUDENTS TATTOOS FISIP PASUNDAN BANDUNG". This research focuses on understanding the phenomenon of users of tattoos among students Fisip Sudan University Bandung.

This study aims to determine how users interpret tattoos tattoo, the motive of the past and future of the underlying motives of someone who uses tattoos.

This research uses qualitative research using a phenomenological theory of Alfred Schutz. This study uses data collection techniques such as observation, literature study and in-depth interviews. Data analysis techniques in this qualitative research conducted several stages, namely, data reduction, data presentation and conclusion.

The results obtained from this study is that user tattoos among students Fisip Pasundan University Bandung interpret the tattoo as a work of art, tattooing is the result of human creation that has elements of beauty. Although beyond their pleas in the field of partnership and love for art. As for the future of their motive is to add interest to the look and feel of a tattoo of something that could be used as a reminder of the things the meaning behind the tattoo, but that some users want to remove tattoos because of remorse in it after using tattoos

Suggestions want the researcher expects users among University Students Tattoos Fisip Sudan should make tattoo meaning that can propel himself into a better person than before, and the reasons of the past do something positive, although no reason last negative change be positive, to provide future reason could prove tattoo was not always negative. The work, trying to prove that today the tattoo is not negative or even limit to achieve a bright future