***ABSTRAK***

*The study entitled "PHENOMENON OF USER ACTION CAMERA GOPRO AMONG STUDENTS OF PASUNDAN UNIVERSITY BANDUNG " . Phenomenology is a science that started everything with silence, and aims to find out the world from the point of view of people who experience it or directly related to the nature of the human experience itself. Man in view as social beings, so awareness of the everyday life of the world is a social consciousness.*

*This research aims to find out how the phenomenon Action Camera GoPro among students From the pasundan University, can change a person's behavior and lifestyle. Meode in this research uses qualitative research methods by using the theory of Phenomenology of Alfred Schutz.*

*The results of this research, the phenomenon Action Camera GoPro is a new phenomenon among the students From Bandung to Unpas users and lovers of photography or sports action, the phenomenon of this GoPro Camera Action is a necessity and a new lifestyle among students. The behavior of the students that use Action Camera GoPro tend more to the rides and amusements as well as expression can perform Exchange of information or messages between users.*

*Suggestions that you want to convey to the user researcher Action Camera GoPro is expected to make use of an image or picture in the get through the Action with cameras as well-it's good. so that it can be beneficial to ourselves as well as others, so as not to harm others.*