**ABSTRACT**

*This study entitled* ***"PHENOMENON OF MUSIC ONLINE USERS JOOX AMONG STUDENTS FISIP UNPAS".*** *Phenomenology (phenomenon) is one method of searching the data in research methods kualitatif.Fokus of phenomenological research is to see whether the object has a universal similarity .*

*This study aims to determine how the phenomenon of Online Music JOOX among University Students Pasundan Bandung can change the behavior and lifestyle seseorang . Metode in this study using qualitative research method by using the theory of phenomenology Alfred Schutz*

*The results of this study, Online Music Phenomenon JOOX is a new phenomenon among the students of the University of Pasundan Bandung for smartphone users who love music apps available on the App Store.Fenomena PlayStore and JOOX Online Music This is a new lifestyle among students at the University of Pasundan Bandung.Perilaku the students who use the Online Music Apps JOOX tend to want to get entertainment of the song they want.*

*Suggestions to be conveyed to the user researcher Online Music Apps JOOX expected to take advantage of social media applications are those applications as well as possible without forgetting the essence.*