

## ABSTRACT

*This study titled COMMUNITY ACTION FIGURES ANIME PHENOMENON in BANDUNG. This research is focused on understanding the phenomenon of pengermar existing Gundam action figure in Bandung.*

*The purpose of this research is to know what motivates the initial informants like thegundam action figure and how fan, in this case members of the community to interpret the presence of Advance Bandung Gundam action figure.*

*Qualitative research is a research method. The theory is the theory of Phenomenology by Husserl. Data collection techniques used in data collection is in-depth interviews, Observation and the study of librarianship.*

*The research results showed that members of the community, or in this case a fan of action figures, action figure we contemplate that they have such as a place to share information, area of study, until kunpu-togethers with sesame members. The members have a motive that is following the development of the times and to improve creativity.*

*After doing research on the phenomenon of Community Action Figure Anime in Bandung, researchers recommend that members better understand how to assemblea gundam, modify it, or even create a unique shape and different from the other.*