**ABSTRACT**

*This study entitled "PHENOMENON OF WOMEN ON THE USER vaporizer increasing levels SMOKER ON". The purpose and usefulness of this research is to investigate the phenomenon of women who are in the vaporizer usage Fisip Pasundan University, how meaning Vaporizer usage, usage patterns and how the interaction Vaporizer use in Fisip this Pasundan University.*

*This research method uses qualitative research methods with the tradition of phenomenology is the view of thinking that arises from a sense of awareness to know the human subjective experience. Perspective of this research is phenomenology Schutz.*

*Based on the research results, meaning the use of vaporizer in Fisip Pasudan University is a tool for entertainment and there is also a vaporizer as a means to follow the modern age technology.*

*Furthermore, the use of a picture that motive Fisip Vaporizer at the University of Pasundan is diverse, such as the currently popular vaporizer, Vaporizer interested in for a friend, Vaporizer as entertainment, and there is also a menjadinkannya as a substitute for conventional cigarettes.*

*Then, the interaction of women use Fisip Vaporizer at the University of Pasundan there are those who more often interact directly face to face, there are also interacting through social media.*

*Suggestions to researchers convey to all users Vaporizer Fisip Pasundan University is to be examined in the purchase and use of vaporizer is a need, whether in accordance with your personal as a user or just to follow the prestige simply using the vaporizer. For a brand that is being developed and developing Vaporizer already have all the necessary facilities above average.*