**ABSTRACT**

**This study titled, "Phenomena LIFESTYLE BANDUNG VAPORIZER COMMUNITY.**

**The purpose and usefulness of this research is to investigate the phenomenon of the use Vaporizer Vaporizer community located in Bandung, how to motive the use Vaporizer, Vaporizer use actions and how the meaning of the use of vaporizer in this community.**

**The method used in this research is phenomenology, with the type of qualitative research. While data collection techniques used in this research is the study of literature and field studies, observation field (field observation) and in-depth interviews (depth interview). Selection of informants is through a process of observation.**

**Based on the research results, a picture that motif use in community Vaporizer Vaporizer Bandung is wide - range, as it is less costly Vaporizer, Vaporizer has qualified specification, Vaporizer has a good performance, and there is also just try to use it.**

**Furthermore, the actions in the community use Vaporizer Vaporizer Bandung there are those who use a vaporizer because the invitation of friends, there is also a vaporizer after hearing and seeing the news about Vaporizer on the internet, and there is also a vaporizer after given advice by relatives to use a vaporizer.**

**Then, the meaning of the use in the community Vaporizer Vaporizer Vaporizer Bandung is the community as a medium to seek relationships there is also a community Vaporizer as a medium to find friends via social media using Vaporizer community Bandung. The users also use a vaporizer community as a medium for art work coiling. Vaporizer is trusted by informants as suction devices are inexpensive but not cheap.**

**Advice - advice to researchers convey to all adolescents Bandung is Yang should be researched 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.**