

ABSTRACT

This research entitled the Existence of Stoners (Rolling Stones lovers) Bandung Community through social media. Existence is a form of human adaptation as an individual or a human being as a group or community. Basically human is a social creature, so they have a sense of wanting to maintain self-existence. Especially when in the environment of a community, the sense of want to be known will be more pronounced because they are in an environment that has the same vision, mission, and ideas. Therefore, researchers are interested to examine the existence of Stoners Bandung community through social media.

The purpose of this research is to find out the existence of Stoners Bandung community through social media utilization from the beginning until developed as it is today. Researcher want to find out how the strategies of Stoners Bandung community to maintain their existences, especially in social media. With this study, researcher examines it through the stages, from the background how the community formed, their goals and benefits, community development, to social media utilization conducted by the community.

The method used by the researcher is qualitative descriptive by conducting in-depth interviews to informants or resource persons located in the research location. Based on the result of this study, the researcher tried to draw the conclusions and almost all the informants gave the same views that Stoner Bandung community is able to maintain its essence in the middle of society (especially music lovers) and also utilize social media as a tool to maintain its existence.

Stoners Bandung is one of the community of music group lovers in Bandung. This community idolized the British Rock and Roll band, the Rolling Stones which is a legendary band and an icon Rock and Roll in every countries. This community is not like any other band of group lovers, it is growing in a more professional direction, even having its own show on the radio. Even further, this community has become a community that can be considered beneficial both for some members and public in general. It indicates that this community still maintains its existence, especially through social media.

The suggestion from researcher is that a community exists because based on the same vision, mission, goals and several other factors. So, along with the developments that occur in this community should be able to have a positive share for the general public. So, it would be good if the community could be an agent of change or example for the public to progress and develop in a positive direction.