***ABSTRACT***

*This research entitled "Phenomenon of Mechanical Keyboard Users In Students of Bandung". The purpose of this research is to know how the phenomenon of mechanical keyboard and reveal what exactly the motives, actions, and meaning done by the users who come from among the Students in Bandung.*

*The aim of this study is to find out how the phenomenon of mechanical keyboard among Students in Bandung can change the behavior and lifestyle of a person. This research using qualitative research method by using phenomenology theory Alfred Schutz.*

*Based on the results of research Phenomena Mechanical Keyboard Users In the Students of Bandung, the results obtained that students at some University of Bandung have motives and different reasons to use mecahnical keyboard. Ranging from hobby in the field of technology, especially computers, seeking satisfaction, personal needs, to break the stereotype in the community that a keyboard just as a regular typewriter that has no more value.*

*Suggestions that researchers want is to convey the users of mechanical keyboards are expected to be more wise in channeling hobbies into things that are more useful, nor do they force the will because of being consumed by the environment around and the times.*