**ABSTRACT**

**This research entitled “ROGAINE FOAM MINOXIDIL USER PHENOMENA IN STORY OF BANDUNG CITY STUDENTS” Phenomenology is a generic term that refers to all social views that considers human consciousness and subjective meaning. Of course, in relation to cultural research any subjective view of informant is necessary. Subjective will be valid if there is an intersubjective process between the researcher and the informant. The experience that is influenced by that consciousness, in time will lead to new problems and among them will be related to the particulars of the culture itself. As a result of the growth of awareness is not impossible if the researchers of cultural phenomenology began to be faced with a number of cultural problems.**

**This study aims to determine the motives, meanings, and behaviors of Rogaine Foam Minoxidil users. The goal is that researchers can know that the problem of this research, which later the problem was by researchers will be researched into a scientific work, hopefully the scientific work that researchers make, able to answer from problems to users Rogaine Foam Minoxidil.**

**The method used in this research is qualitative research using the theory of phenomenology from Alfred Schutz. This research uses data collection techniques such as observation. Literature uses study, and in-depth interviews with informant who understand or also use Rogaine Foam Minoxidil. Data analysis techniques in this qualitative research conducted several stages, namely data reduction, data presentation and drawing conclusions.**