***ABSTRACT***

***The tittle of this research is “PHENOMENLOGY LIFESTYLE HEDONISM TEENAGERS IN BANDUNG CITY” This research is focused on understanding the phenomenon about lifestyle hedoism study in Bandung City.***

***This research aims to know about how communication phenomenon lifestyle hedonism teens in Bandung city seen from verbal communication hedonism of interaction and non verbal communication hedonism of interaction, and then behavior hedonism seen from motif association.***

***This type of research using this type of qualitative research by using the theory of Phenomenology of Alfred Schutz. This research uses data collection techniques of observation, study of librarianship, and in-depth interviews. The data analysis techniques in qualitative research it took several stages, namely the reduction of the data, the presentations of data and the with drawal of the conclusion.***

***The results of the research show that the communication done by teenagers hedonism can be viewed from the herbal communication, non verbal and behavior. On verbal communication the researcher presents a discussion that there is a term verbal term they use when interacting with the social environment that is when group hedonism gathered. In non verbal communication the researcherssee that there is something different from their appearance, as well as they have a special gesture that they use to attract attention. Then on the behavior, motives association teenagers hedonism, because the background of life so that they become socialite, the factors that influence him become hedonism that is family and environmental factors.***

***The conclusion of this study is the behavior of the communication is done by hedonism is unnatural behavior. It is shaped by several factors. Factor is the role of parents is to have a large stake. Finally, the researchers suggest the role of parents is expected to be the main pillar of affection givers in educating a child. Wherever possible parents and children were open with each other, so since the early mindset of parents and children to become good surrounding environment.***