**ABSTRACT**

*This**study titled “The Phenomenon of Lapis Bogor Sangkuriang among the Public”.**This study aims to determine The Phenomenon of Lapis Bogor Sangkuriang among the Public as reference for the public who want get food souvenirs icon of Bogor City.*

*This study aims to determine The Phenomenon of Lapis Bogor Sangkuriang among the Public. How the public motive to get Lapis Bogor Sangkuriang.*

*Methods in this study using qualitative research then methods using the phenomenology theory of Alfred Schutz. Technique of collecting data sourced from literature study and field study that is observation and depth interview.*

*The result of this study, that people's motive to buy Lapis Bogor Sangkuriang because it has a good taste and makes people feel addicted. The action that people do after enjoying Lapis Bogor Sangkuriang buy it back. How society meaning that Lapis Bogor Sangkuriang make people feel happy and get their own satisfaction after enjoying Lapis Bogor Sangkuriang.*

*Suggestions that researchers want to convey is when visiting Bogor City Bogor Sangkuriang can be used as a souvenir for family at home.*