

ABSTRACT

This research entitled "PHENOMENA LIFE STYLE COMMUNITY REPTIL LOVER IN BANDUNG CITY", Phenomenology Study of Lifestyle of Reptile Lovers Community in Bandung. The focus of this research is How the phenomenon of lifestyle of Reptile Lovers Community in Bandung. The purpose of research to know the motives of informants, social interaction, and the meaning contained in Kominitas Reptile Lovers in Bandung.

The purpose of this research is to find the phenomenon contained in Community Reptile Lovers in Bandung, and also to know the motives of informants, social interaction, and meaning in this community.

This research method used qualitative research method with phenomenology study which is a thinking view arising from a sense of awareness to know human subjective experience. The perspective of this study is the phenomenology of Schutz.

Based on the result of the research, it can be seen that the motives of the informants joining the reptile lovers community are very diverse, such as seeking experience, adding friends, sharing and openness.

Furthermore, social interaction with members of reptile lovers community is one of the reptile lovers community is always open to sharing, always create an atmosphere of exciting chat, nurturing each other.

Then, the meaning of the informant join the reptile lovers community is to find friends who are hobbyist, searching for information, and forge the bonds of friend reptile lovers.

Suggestions that researchers can convey are For the members of reptile lovers community is expected to be able to further increase socialization and education to the community, schools, and other public places so they know what reptiles like. And reunite reptile lovers who have not joined the community yet.