***Abstract***

*The purpose of this study is to determine the extent to which the background and motifs reads comics digital noblesse on the application webtoon with answers research objectives that consists of behavior change, the process of interactions and motifs reads comics noblesse among teenagers in Bandung.*

*subject in this study is informants are random, which consists of high school students on BPI 1 Bandung and the Pasundan University Lengkong Besar 68 Bandung. informant in this study totaling 10 and use the approach phenomenology and qualitative research methods. a method done to describe a situation or area specific populations that is factual systematically and accurate. data collection techniques used is the interview, literature, search online data.*

*The results obtained is behavior change informants occurring during their reading comic digital, that is so clearly visible if advanced technologies such as the comic digital able to change the attitude of someone where they are focused on gadegetnya each and ignore the surrounding environment. although only a few informants like that, but at least researchers able to see changes attitude that occur in the informant. in addition to change the attitude, the process of interaction can occur in the comic digital premises each other reverb comments with readers comic noblesse other, and the last motif underlying. where they read the comic because recommended friends and needs to a relation. researchers not only to see the perspective of the informant alone, but also trying to understand the framework that has been established each individual, from time to time, to establish their response to the event and their experience.*

 *in conclusion, from the above description can be concluded that the comic digital able to change the person's life, how to interact and motifs underlying. the influence of technology and the tendency of use the Internet has been a lifestyle among informant. technology smartphone and Internet access, they are able to access the comic digital anywhere for free with access so easy.*

*suggestions for researchers expected, to increase the thoughts and insight into the community through the Internet technology this. should people reading comic noblesse and use the application webtoon expected to build ideas, creativity and the led to the work of the high-value, also use the application as well as possible properly.*