ABSTRACT

LIFESTYLE PHENOMENON OF USE BLACKBERRY SAMRTPHONE

AMONG THE STUDENTS

CITY OF BANDUNG

By

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The purpose of this study is to determine the extent to which lifestyle Blackberry usage by answering the purpose of research that consists of a pattern of action, identity, function and lifestyle interactions Blackberry Smartphone users among students of Bandung

The primary object of this research are students and university student residing in Bandung. The informants in this study amounted to 4 people. To investigate this phenomenon used a qualitative approach with descriptive methods (Descriptive Research) is a method which is to describe a situation or a specific population area that is factual and accurate in the system. Data collection techniques used were interviews, literature studies, Search online data and documentation.

The results obtained are action patterns that have a Blackberry use applications that make mobile home owner held it, As a symbol of identity or characteristics that represent the image in ourselves, interaction function in a way to use this phone in every activity to make its users even lazy, lifestyle in view as a feature of the technology is already developing countries.

In conclusion, from the discussion above we can conclude that the influence of technology and trends of Internet usage has become a lifestyle among students. With facilities such as Blackberry mobile technology makes it easier tendency of students to access the data anytime.

Suggestions For Researchers expected that can add insight and knowledge for researchers in the field of Communication Studies, particularly in the development of communication technology. Suggestions for University research is expected to be the Literature and reference for students who will conduct further research, especially regarding the development of Telecommunications.