ABSTRACK

PHENOMENON OF PIERCING USER AMONG STUDENTS IN BANDUNG

(*Study of Phenomenology on Piercing User among Students in Bandung*)

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This study intends to find out the phenomenon of piercing user among students in Bandung. The purpose of this study was to determine the background, the symbolic meaning, the self-concept, the reality, and the phenomenon of piercing user among students in Bandung.

This study used a qualitative approach to the informants who totaled seven students. Data obtained through in-depth interviews, observation, book study, documentation, internet searching, and triangulation. The data analysis techniques used are data reduction, data collection, data presentation, drawing conclusions, and evaluation.

The results showed the background is the act of piercing the use of imitation to represent the "style". Symbolic meaning of the piercing used to convey the message that "I am different", there has been no specific meaning of piercing used. In their self-concepts, more confident when it has been using piercing. They still use the piercing even though the social realities that exist tend to judge negatively.

From the results of this study can be concluded that the phenomenon that occur from the use of piercing among students in Bandung is only as the interpretation of socialization style used to show others that they have something different.

Suggestion that the researcher can give is to think back carefully before choosing a decision to do piercing. Piercing also has unfavorable impact on health for the user. Piercing user should be ready with the negative assessment of social environment around them.