ABSTRACT

SELF-CONCEPT TATTOO USER IN COLLAGE STUDENT BANDUNG CITY AS LIFE STYLE

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This research under the guidance

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This research aims to determine the User Self Concept Students Amongst the Bandung City Tattoo For His life style. To find out the views, the researcher picked up sub focus Tattoos Amongst Students User view of Bandung For His life style, sense of Users Amongst the students of Bandung Tattoos For Her life style, Self Concept Students Amongst Users Bandung Tattoos For Her life style.

This research used a qualitative approach with descriptive methods with the informant, amounting to 6 (six) people. Data were obtained through in-depth interviews, observation, literature study, searching the internet. The data analysis technique is the first collection of data, both data classification, three data analysis, the final data analysis ..

The results are, 1) User views tattoo Amongst the Bandung Student Styles Her life as they view tattooing as an art, how to express themselves, as an identity, distinguishing between themselves and others. 2) Feelings Amongst Users Tattoos Bandung Student Styles Her life as they have for her own satisfaction that having a tattoo despite the negative perception of the people around him. 3) User Self Concept Students Amongst the Bandung City Tattoo For His life style influences their behavior to associate with tattoos more motivation, they assess the tattoo can make more confident.

The conclusion from this study indicate that self-concept on student users tend to judge a tattoo is a tattoo because of his interest in art, a form of how to express themselves through tattoos that are supported by environmental factors, music and media information that is currently growing.

Suggestions for student users can make tattoos so much a tattoo sebgai own motivation is not a barrier for himself and his future after passing the academic stage.