ABSTRACT

Loyalty Of Scooter Owners Group (SOG) Community atSubangin Enhancing The Existenceamong The Motorcycle Community

(Descriptive Study about Loyalty of Scooter Owners Group (SOG) Community atSubangin Enhancing The Existenceamong The Motorcycle Community)

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This research has many purposes*to answer how the loyalty of Scooter Owners Group (SOG) Community at in Enhancing The Existenceamong The Motorcycle Community.This study to answer the above problems, it is no sub researchment focuses on the following:: loyalty, devotion, faith, love and responsibility.*

The research approach*is qualitative with descriptive study, subject wasScooter Owners Group (SOG) Community. Informants selected by purposive sampling technique, the informants of the study was of 4 (four), and to clarify and strengthen the informant data, there are 3 (three) as a key informant. The research data obtained through in-depth interview data, observation, documentation, literature and online searches. To test the validity of the data used triangulation techniques date. Techniques of data analysis is data reduction, data collection, presentation of data, draw conclusions, and evaluation.*

The results *showed that: 1) SOG community loyalty in the show with their earrings do not want to leave the community ini.2) Services performed for SOG community by following all the existing activities in the community 3) trust in the community SOG premises to accept the rules 4). A love which is owned by the community SOG Subang because of the attention that makes them willing to do whatever is in Subang SOG ordered community. 5) The responsibility is on the show by this community to maintain the good name of the community.*

In conclusion*, loyalty there is a community of scooter owners group (SOG) in Subang town in increasing its presence among the motorcycle community evidenced by the loyalty, devotion to faith in which there is a sense of love and responsibility to the community members.*

Suggestions *for Community SOG more positive activities. By way of social service legiatan not only done in the month of Ramadan (fasting), but also done in other months.*

Key Word : Loyality , Loyalty, Services performed, Trust, A love. The responsibility