ABSTRACT

PERCEPTION OF PEOPLE IN UJUNGBERUNG TO "BANDUNG SYNDICATE DEATH METAL COMMUNITY" SHOWING THEIR EXISTENCE"

(*Descriptive Study about Personal Perception Of People In Ujungberung To "Bandung Syndicate Death Metal Community" In Showing Their Existence*)

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The purpose *of these research was to deep describe about perception of people in Ujungberung to Bandung Syndicate Death Metal to showing their existence, to answer those research, appointed sub focus experienced, motivation, personality to analyzed focus of research was perception of people in Ujungberung to Bandung Syndicate Death Metal to showing existence.*

Those research *used qualitative approach with descriptive method, subject of research was perception of people in Ujungberung to Bandung Syndicate Death Metal used purposive sampling technical by 5 (five) people of informant, and supportes informant as 2 (two) people. Collected data technical used personal interviewed, honesty and disguised observation, notes, documentation, library review, internet searching, last research review. Analysis data technical with data collected, data reducted, data presentment, got conclusion, evaluated. Data validity test was improve the persistence, triangulation, discuss with friends, membercheck.*

Resulted *of research:* ***1)*** *Experience gained through communication and public musical performances organized by the community Bandung Death Metal Syndicat.e* ***2) Motivation*** *informant supports community Bandung Death Metal Syndicate positive because not disturbing them as motorcycle gang.* ***3) Personality*** *people do not have the worry that there is a community of Bandung Death Metal Syndicate for the community are positive.*

Conclusion *This study shows that people's perception in the community Ujungberung Bandung Death Metal Syndicate obtained in accordance with the experience, motivation and personality that they can from the community Bandung Death Metal Syndicate. Positive perception of informants research is the willingness of the community to keep preserve Sundanese culture began eroded by age and from the negative side of the community is in terms of appearance and habits, because in the community look impressed sloppy*

Suggestions *Research on Public Personal Perception Ujungberung In Bandung Death Metal Syndicate Communities In Shows existence is very interesting thing to do, for further research can consider doing research with a different theme. For example: communication patterns, communication style, self-concept, and so on.*

Keywords: Perception, Experience, Motivation,