

ABSTRACT

A community can be a vessel for youth people to interact with each other. With the existence of these interactions, they can develop themselves in order to become a fully human. In Bandung, current community development, in particular the motorcycle community is growing rapidly. Komunitas Motor Box (KOMBO) Bandung is one of the newly formed motorcycle community and currently growing. However, there are problems of various aspects from the community. Study analyzes of external and internal factors of KOMBO community is required, in order to let the community recognize which aspects should be fixed or maintained so that the community can continue to grow.

The method used was qualitative research with the type of exploratory research. The study period began in February 2015 and ended in August 2015 in the city of Bandung. The variables studied were communities' external and internal variable. Primary data were collected through observation, interview, and documentation while collecting secondary data through library and article. The data was analyzed to get an idea of the condition of community external and internal environment as well as its strengths, weaknesses, opportunities and threats factors.

The results showed, based on internal analysis there are 3 factors of strengths and 5 factors of weaknesses while based on external analysis there are 5 factors of opportunities and 3 threat factors. This study also provided 9 alternative strategy suggestions that can be undertaken by the community in order to survive and continue to grow.

Keywords: Community, external and internal analysis, SWOT