PORTRAIT OF HEDONISM LIFESTYLE IN COMMUNITIES INDIGO

(Study of phenomenology Lifestyle Communities In Indonesia Denim Group

(INDIGO) in Bandung)

ABSTRACT

This study aims to determine how urban communities affects lifestyle of Indigo

community members in the city. Researchers examined how lifestyle influenced by the urban

community, internal and external motives influencing the actions of the members, and

communication behavior Indigo community members through the process of social

interaction in it.

This study uses a phenomenological research method which is based on the paradigm

of constructivism. Searches related to the theory of symbolic interaction is also a particular

concern in this study. Researchers trying to observe the lives of the community members of

Indigo, gestures during the gathering, and interaction used.

Urban communities are very dominant influence lifestyle where members are in an

environment whose members both like jeans. Gradually lifestyle Indigo affected community

members in order to receive acknowledgment in fellow members. With all the motifs

biogenetic and sosiogenetis existing motif makes the behavior of community members

increasingly love art jeans.

Keywords: Urban Communities, Community Indigo in Bandung, Lifestyle hedonism,

Symbolic Interaction