

## **ABSTRACT**

*This study is about the self-concept of metrosexual men using skincare in Bandung. This research is in the background of the growing trend of skin care for men in Indonesia, The man who used to be unconcerned about the new appearance now Men who are aware of their appearance Stereotypes in the community that say men care too much about their appearance lead to negative things like revolution. Apart from the negative perception of this male community, it is also required to appear attractive in the world of work. In this study researchers wanted to find out how metrosexual men respond to it and how this man's self-concept. This study uses a qualitative phenomenology research method with a social constructivism paradigm. Data obtained from the results of in-depth interviews. The informants of this study were five metrosexual men in Bandung. The results of this study metrosexual men use skincare just to support their appearance, they understand that skincare is the supporting tool. Attractive appearance such as the obligation to be able to get a job that suits their desires and also to attract the opposite sex.*

**Keywords:** *Self-concept, Metrosexual men, Phenomenology, Men skincare users*