

ABSTARCT

This research is to understanding the way society of Mercedes-Benz Club Bandung represent a meaning and motives based on communication through symbols which is in shape and agreed on the interaction and daily life of the Mercedes-Benz Club Bandung community. Researchers used with the approach phenomenology with constructivism paradigm, with analysis and withdrawal of meaning and motives of symbolic communication to do something abaout community Mercedes-Benz Club Bandung in implying a meaning of “solidarity”. The process has been held by research by following community activity, as well as any assembly or with schedule made by community. Research conducted by researchers by means of do observation, interview at the field with several informants, and in-depth interview and pick up some field evidence during the process activity by this community. In this part from community to Mercedes-Benz Club Bandung is an organization that have rules and regulation like another community in Indonesia. Mercedes-Benz Club Bandung formed by the same hobby, like have another people like in to automotive the basis and passion for love at automotive. The results showed that the meanings arising from each member of the community were formed through a solid communication process with symbols and the unification of the meaning of solidarity from various activities carried out. Interaction is carried out with fellow members and with the general public who are involved in some of the activities of the community. With the motto Proud-Loyal-Fraternity, this community has a meaning and symbol which is a form of feeling and harmony among fellow community members, and also with people outside the community.

Keywords: *Meaning, Motives, Solidarity, Phenomenology, Symbolic Interactions*