

Abstract

This study discusses the Poison *dance cover group* in living their lifestyle and how to interpret them in their lifestyle. This study is located in Bandung City, because it is one of the regions that have the highest number of dance cover in Indonesia. This study discusses how the lifestyle and the meaning of Poison *dance cover group* to undergo their lifestyle. This research was qualitative approach of phenomenology (Alfred Schutz), researcher also uses the theories of self-concept and lifestyle to solve these problems such as self-concept of Mead which is divided into three concepts which are: *mind*, *self*, and *society*. Researcher also using the lifestyle theory in dress, fashion, and form of hedonistic lifestyle and using the data collection techniques through in-depth interviews and observations on the resource that is included in a resource category according to the research methods and in accordance with the characteristics of a resource.

To answer the research question and the categorization elected six categories representing a resource statement. If seen through large line results, this study can be seen in the results and the discussion of research. In this study explains that lifestyle in dress and fashion could be interpreted as a form of hedonistic lifestyle, in addition, this study also examines the meaning of the lifestyles lived by members of Poison dance cover group in Bandung .

Keywords: Dance Cover, Lifestyle, Phenomenology, Self Concept

