

### ***Abstarct***

*Tattoo is something that still considered taboo especially for people from Indonesia, writer believe student who has tattoo have their own message because student known as someone who's studying in university are considered to have a high level of intellect , intelligence in thinking, also plans in acting quickly and precisely. Method that used in this study is qualitative method and the purpose of this study is to know how student with tattoos in Bandung to build their self concept by interaction with others. The result of this study shows that students with tattoos knows precisely about them self physically and also their behavior inside them self. Behind tattoos that many people think in a negative way, they are optimistic to show good things to the society who still see tattoos as a negative thing so that they will think wisely about people with tattoos. The conclusion are students with tattoos know well and also have many good potential inside them which they always try to develop and use them in positive ways, beside that they also people who have good education which is until now still being an active students of universities in bandung.*

*Keyword : Self concept, Student who has tattoo, Tattoos*