

ABSTRACT

Nowadays, there are many automotive communities such as motorcycle community in Indonesia, but sometimes the motorcycle community has bad cultural identity in society. The culture would be successfully formed if uses the good interaction and rules, so that will create a positive identity in the society, such as Depok Tiger Club or DeTiC.

DeTiC is a group of people who have a hobby in two-wheel drive which ride Honda Tiger, they are one of the motorcycle communities that known as safety riding and safe from alcohol and drugs consumption. Good identity of DeTiC is certainly inseparable from the role of culture they have. This study aims to know the culture through interactions, norms and rituals of Depok Tiger Club. This study uses a qualitative approach methodology with Ethnographic methods.

The research data was obtained through direct interviews with six administrators and members of DeTiC and one person from the public society. The results of this study is Depok Tiger Club has a culture that contains typical symbols in social interaction, social norms and rituals.

Key Words: Culture, Community, Group, Social Interaction, Social Norms, Ritual Culture, Depok Tiger Club