

ABSTRACT

This thesis is called the phenomenon Rooftopping in Jakarta (Phenomenology Study on Rooftoppers in Jakarta). The purpose of this thesis research to determine the motives and the meanings Rooftoppers in conducting any activity Rooftopping, and knowing Rooftoppers motives uploading results Rooftopping in social media in Instagram. This research uses qualitative method with Alferd Schutz phenomenology approach. The key informants in this study were Rooftoppers and supporting informants were close friends of key informants. The results of this study indicate that there are seven motives behind the Rooftoppers Rooftop activities such as Encourage Following Others, Want to Introduce Photography of Jakarta through Height, Want to Earn Income, Want to show self existence, Want to Compete with fellow Rooftoppers, and Hobby Encouragement. Rooftoppers has one motive for uploading photos to social media instagram which is want to get response from others. In addition, The meaning of Rooftoppers in this activity as Making Friendship, Adding experience and knowledge about Rooftopping, and add knowledge about technique and type of photography.

Keyword : Phenomenon, Rooftopping, Rooftoppers, Motives, Meaning