

ABSTRACT

This study aims to explore how symbolic interaction shapes the social identity of the creative subculture community IAM2Nasional Bandung. This community serves as a platform for Mazda 2 enthusiasts in Bandung, functioning not only as a space to share automotive interests but also as a social environment that fosters identity, a sense of belonging, and solidarity among its members. This research employs a qualitative method with a case study approach. Data were collected through in-depth interviews, direct observation, and documentation. The findings reveal that verbal symbols such as the jargon "IAM2NASIONAL BANDUNG WELL!!" and nonverbal symbols such as the community logo, numbered stickers, and official attributes play a crucial role in the process of symbolic interaction. These symbols not only signify membership but also strengthen the members' sense of belonging and pride towards the community. Furthermore, the vehicle modification style, which emphasizes aesthetics and driving ethics, also serves as a form of social identity expression. These findings support George Herbert Mead's theory of symbolic interactionism, which states that self and social identity are constructed through meaning exchanges involving collectively understood symbols.

Keywords: *symbolic interaction, social identity, mazda 2 community, iam2asional bandu*