

ABSTRAK

Muhammad Nailul Absor. 210521100131. Sosiologi. Habitus Pembentuk Citra Anggota Komunitas Motor (Studi Kasus YVCI Chapter Surabaya)

Komunitas motor merupakan salah satu bentuk kelompok sosial untuk seorang yang mempunyai kesukan dan hobi sama menggunakan sepeda motor. Upaya menjaga nama baik komunitas memerlukan kesadaran penuh atas semua anggota dalam komunitas. Tujuan penelitian ini adalah untuk mengetahui bagaimana Habitus anggota komunitas motor studi YVCI Chapter Surabaya.

Penelitian menggunakan metode kualitatif deskriptif. Teori Habitus dari Pierre Bourdieu. Teknik pengumpulan data melalui wawancara semi terstruktur, observasi partisipan dan dokumentasi. Teknik penentuan informan menggunakan purposive sampling, terdiri dari informan utama yaitu anggota komunitas dan informan pendukung yakni pengurus komunitas YVCI Surabaya. Menggunakan teknik wawancara semi terstruktur dengan tujuan menggali informasi lebih terbuka. Penelitian ini menggunakan triangulasi sumber sebagai teknik keabsahan data. Analisa data model Miles dan Huberman dengan proses analisis setelah data terkumpul pada periode tertentu.

Hasil penelitian menunjukkan bahwa habitus komunitas YVCI Surabaya melalui tiga proses. Pertama, pembiasaan anggota dalam berbagai kegiatan seperti kopdar, kopsan, *touring* wajib, *touring* anniv, *touring* insidentil. Kedua, relasi dan solidaritas komunitas ini terlihat terutama dalam kegiatan *touring* bersama dengan tujuan eksplorasi. Galang dana bencana alam, santunan janda dan kunjungan panti asuhan serta membantu *stut* pengendara lain. Ketiga, penciptaan citra positif dalam bentuk pelatihan *safety riding* oleh trainer bersertifikat nasional serta bagi takjil.

Kata Kunci: Habitus, Komunitas Motor, Citra, YVCI

ABSTRAK

Muhammad Nailul Absor. 210521100131. Sociology. Habitus of Shaping the Image of Motorcycle Community Members (Case Study of YVCI Chapter Surabaya).

The motorcycle community is one form of social group for individuals who share the same interests and hobbies in riding motorcycles. Efforts to uphold the reputation of the community require full awareness from all members within the community. The aim of this research is to understand how the habitus of members in the motorcycle community, specifically the YVCI Chapter Surabaya, is formed.

Research employs a descriptive qualitative method, utilizing Pierre Bourdieu's Theory of Habitus. Data collection techniques include semi-structured interviews, participant observation, and documentation. The informant selection technique utilizes purposive sampling, consisting of primary informants who are community members and supporting informants who are the administrators of YVCI Surabaya. The semi-structured interview technique is used to elicit more open information. This research employs source triangulation as a technique for data validity. Data analysis follows the Miles and Huberman model, with analysis conducted after data collection over a certain period.

The research results indicate that the habitus of the YVCI community in Surabaya occurs through three processes. First, the habituation of members in various activities such as meet-ups, community gatherings, mandatory touring, anniversary touring, and incidental touring. Second, the relationships and solidarity of this community are evident, particularly in joint touring activities aimed at exploration, fundraising for natural disasters, providing assistance to widows, visiting orphanages, and assisting other riders in need. Third, the creation of a positive image is reflected in safety riding training conducted by nationally certified trainers, as well as in providing iftar meals.

Keywords: Habitus, Community, Image, YVCI