

ABSTRACT

Huda, Fatikhul. 2015. Brand Community (Mutual Awareness, Ritual Tradition and Moral Responsibility) Ninja Kawasaki Sport Bike, NIC'S (Ninja Club Sport), Malang, (Case Study On Community of Ninja Kawasaki Sport Bike, NIC'S (Ninja Club Sport), Malang. Thesis. Department of Psychology, Faculty of Psychology , State Islamic Maulana Malik Ibrahim University (UIN), Malang.

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Keywords : Brand Community, Ninja Club Sport (NIC'S)

Having a sport motobyke brings its own prestige for men in big cities. Not only the toughness of the engine and innovative designs that become the important factors in choosing a dream sport motor cycle. Many advent of sport motors make sport motor lovers are required to choose in accordance with consumers' tastes, Kawasaki Ninja known as Kawasaki's flagship products always get a premium welcome of the big motor and sport motor lovers.

This study aims to know the forms of brand community (collective consciousness/awareness of being together, ritual traditions and moral responsibility) Kawasaki Ninja sport bike, NIC'S (ninja club sport), Malang. This study used a qualitative method with case study approach. The subjects are administrators and members of Kawasaki Ninja bike, NIC'S (ninja club sport) sport community, Malang. Data collection techniques was 'Snowball Technique). While ways of obtaining the data were from (1) observation (2) interviews (3) documentations. Efforts of checking the validity of data such as data triangulation, member checking, persistence observation, and audit trail. Technical analysis of the data in this study was using an interactive model.

Based on the results of research and analysis, four conclusions could be obtained, those are the forms of brand community done by the sport bike Kawasaki Ninja community (1) mutual awareness included: helping each other among members of the community and other communities, sharing the link of politics and businesses, ready to respond and accept all kinds of properties, characters, and the behaviors of members, not creating forums in a forum, solving problems together, solid, maintaining the tradition, turning on the community, keeping the good name of the community and making it better than other communities, the existance of members' regeneration, loyalty to the AD ART community, orderly traffic, contribute to nature, awareness towards surrounding or citizens and members of the community, silaturrahmi. (2) Ritual traditions included: social work, policing partners as safety riding, coffee mainland, rolling, travel touring, touring activities, celebrating the community stands. (3) moral responsibility included: members' regeneration, conditioning, supporting, reunion of large families, provide stewardship responsibilities, solve problems, unite the members, conduct programs and awareness needed to bring the community and understand what the members wanted to. Assist in the use of the brand, that is the way to open the community for public in order to consult about their bike, way of word of mouth, harnessing the community as a walking advertisement. (4) Simplicity include: a) it does not have to be an exclusive on an item, b) simplicity culture in the community.