

ABSTRACT

The need of automotive not only becomes a mere means of transportation but for some people has become a part of the lifestyle. The development of the automotive world until now still able to attract attention. Motorcycle is the most used transportation in Indonesia that the selling number of motorcycle since 2005 until 2017 has been increased. Motorcycle community is a familiar name among the general society, especially in Surabaya. These motorcycle communities are formed because of the same interest among members in the automotive field. More specifically, sometimes, the existence of motorcycle community is formed because the members have and love the same motorcycle brand. Brand community is a different form of social group and is personally chosen based on the similarity of attractiveness to a particular product class, brand, and consumption activity. Surabaya Vixion Solidarity (SVS) this community is the first and only vixion motorcycle brand community in Surabaya. Youth consumption and self identity become ones of the theme for this research. As the purpose of the study is to examine the brand that affects the willingness of Surabaya Vixion Solidarity members to consume Vixion motorcycle and to find out consumption behavior of Surabaya Vixion Solidarity members to construct their identity. This study used qualitative research which is based on field research. Surabaya Vixion Solidarity might not as bad as what social or media think of motorcycle community due to the fact that Surabaya Vixion Solidarity members consume Vixion brand and become a part of the community because they have their own image about this brand.

Keywords: *Community, Automotive, Brand, Self Identity, Consumption*