

ABSTRACT

This research is entitled Identity Politics of Punk Children's Community in Building a Positive Image of the Community in Malabar Village. This research aims to find out in depth and obtain a detailed picture of the Identity Politics of the Punk Children's Community in Malabar Village. This research is a qualitative research using qualitative descriptive methods, with random sampling from the population of the Punk Children's Community around the Malabar Village environment, approximately numbering 5-10 people using the Theory of Identity Politics and Social Movements. The results of research studied on the punk community as a social group that experiences discrimination from the surrounding environment so that to maintain its identity the punk community carries out strategies aimed at fighting for a positive image and building an identity for its existence by managing its community well by carrying out several strategies which are divided into internal strategies. and External Strategies include developing skills that are carried out in a business to meet life's needs, increasing solidarity between members, and expanding relationships, introducing their identity to the community by taking part in social activities, participating in activities organized by other groups and also actively participating in background problems. Political background includes taking part in elections as a form of social movement for the Punk Community in building its identity, so that the existence of this Punk Community can instill a sense of trust and can give birth to a positive image for the Punk Community as a social group in Malabar Village.

Keywords: Identity Politics, Punk Community, Social Groups, Positive Image