

ABSTRACT

This study is titled, “Social Movement of Urang Tasik Community in Building Tasikmalaya as a Creative City”. This study aims to find out the social movement of urang tasik community in building Tasikmalaya as a creative city with the potential for creativity and culture in the City of Tasikmalaya. the Urang Tasik (URGTSK) community is a creative community in the City of Tasikmalaya wich was founded in 2010. This community was founded by several young people who have concern for their birthplace and aware of the creative potential that exists in the City of Tasikmalaya. The social movements carried by this community is a movement mobilization of resourches that direct and invite citizens to do creative things that are expected to make Tasikmalaya as a creative city. The theory used in this study is New Social Movement with the paradigm of resource mobilization. The method used in this study is a qualitative method with a case study approuch. The technique of data collection uses purposive sampling where resourchers are only looking for informants who really know the problem being studied. The data obtained in this study are from observations, interviews, and documentations.

The result of the study is that social movement carried out by Urang tasik Community is a new social movements because the issues are modernist representations of increasing creativity though community creative with the aim of making the city of Tasikmalaya into a creative city by the programs such as: (1) making training crft, especially from bamboo; (2) promoting the creative ekonomy sector through media social; (3) collaborate with other communities andthe governments; (4) initiate the estblishment organization of a creative economy namely The Creative nd Innovative Committee (TCIC).

Keyword: *urang tasik community, social movement, Tasikmalaya City.*