

ABSTRACT

This study aims to determine the causes of the lack of growth of members in a modern Vespa brand community. The researcher used the foundation of consumer culture theory to find the cause of the lack of growth of members in the modern Vespa community "MoVe" in the Semarang chapter.

The approach taken in this study is qualitative with a single case study model. By using a practical theory called rational choice theory that prioritizes rational choice in helping humans to make decisions.

The results obtained from this study are the lack of growth of members of the MoVe Semarang community caused by perceived costs that are greater than the benefits felt when entering into it. The MoVe community must be able to increase value more so that the possibility of attracting new members is greater.

Keywords: Brand Community, Consumer Culture Theory, Vespa, Value.