**ABSTRACT**

**Reynold Hartanto. S / 64150426 / 2019 / The Construction of Tattoo Artists Social Identity in Jakarta Blackworks / Advisor : Dyah Nurul Maliki, S.Pd., M.Si.**

*In Indonesia, tattoos are still underestimated by ordinary people. Not to mention the rise of tattoo studios that can be found in almost every city such as Circle Tattoo Studio, Mr.Ink Skin Maker, Black Dragon Tattoo Studio, Black Jack Tattoo, and Jakarta Blackwork Tattoo Studio with diverse expertise from tattoo artists from old school, geometry, tribal, coloring, black and gray, and others.*

*In this study, researchers used social identity theory according to Naomi Ellemers. Consisted of three components, namely the cognitive component, evaluative component, and emotional component. These three components related in accordance with research researchers.*

*This research was conducted using descriptive qualitative research methods. Data collection techniques using semi-structured interview techniques. Data analysis was performed using Miles and Huberman analysis, namely data and information collection, data reduction, data presentation, and conclusions.*

*The results of the analysis produced by the researchers indicate in this study were divided into three parts. The first part is what is the difference between a Jakarta Blackwork tattoo artist and an outside tattoo artist, the second part is the process of overcoming differences between fellow Jakarta Blackwork tattoo artists, and the third part is the bond that occurs between a Jakarta Blackwork tattoo artist.*

*The conclusion of the research conducted by researchers is to become a professional tattoo artist in Jakarta Blackwork based on having the ability to draw. The difference in ability to make Jakarta Blackwork tattoo artists learn from one another. And being a professional tattoo artist in Jakarta Blackwork gets its own pride for tattoo artists because the work he made is an eternal work that will be carried to death.*

***Keywords: Social Identity, Tattoo and Artist Tattoos***