

## **ABSTRACT**

This bachelor thesis explores the environment hip hop subculture and investigates how it looks identity member subculture. The purpose is to determine what everything is for a member of the hip hop subculture important, what characteristics should a member of the hip hop subculture have. The research method was semi-structure interviews with people who have hip hop subculture know well and are active in it. Based on the interviews were identified basic categories and subcategories. The work consequently determines the relationship between them and how these categories affect the identity of the member of the hip hop subculture.