ABSTRACT

PUBLIC PERCEPTION ON CAR FREE DAY AS A PRIORITY SECTOR ENVIRONMENTAL AGENDA CITY OF BANDUNG
(Descriptive study Crezz Gear Community Perceptions of Bandung About Car Free Day In the City by the Blue Sky and Clean Air)

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This study aims to determine the Community Perceptions About Car Free Day. This study discusses the four pieces of research questions, among others, the sensation, attention, interpretation and public perception of the car free day.

This study used a qualitative approach with descriptive methods, data collection techniques used in this study were interviews, observation, book study, supported by internet searching and documenting the number of informants seven people consisting of one person from the Environmental Management Agency of Bandung and 6 communities of people belonging to the community crezz gear which is considered representative of the public who routinely visit the area car free day.

From the results of research through interviews presented to the seven informants. Can be seen that at early stages of the community welcomed the priority agenda of car free day, but with the growing number of people who come to visit the area car free day, people's perceptions about the car free day in the end turn, where now people feel less comfortable in the area of car free day, because now the area car free day more densely filled with people who make the community itself can not freely exercise in the area of car free day.

The conclusion that the public perception about the car free day was pleased with the priority agenda of this car free day. Advice to be conveyed by investigators of Environmental Management Agency of Bandung in regulating the course of car free day should be improved so that people who attend can enjoy the real atmosphere.