ABSTRACT

PUBLIC PERCEPTION KECAMATAN LENGKONG ON CULINARY NIGHT AS A PROMOTION CULINARY CITY OF BANDUNG
(Descriptive Study Public Perceptions Kecamatan Lengkong On CulinaryNight As A Promotion Culinary City Of Bandung)
By:
Tika Ayu Pratiwi
NIM. 41808787

Under Supervision of:
Melly Maulin P, S. Sos., M.Si

The research purpose was to find out the Perception of Lengkong Sub-district's People on Culinary Night as a Culinary Promotion in Bandung City. The research dealt with four research questions, namely: sensation, attention, interpretation, and perception of Lengkong Sub-district's People on Culinary Night.

The research used a qualitative approach with a descriptive-qualitative method. The data collection techniques used were interview, observation, and library study, supplemented by internet browsing, and then the data was documented. The number of informants was 5, consisting of 1 from Bandung Lengkong Sub-district and 4 persons from Lengkong Sub-district who were considered as having knowledge and routinely visiting the Lengkong Culinary Night.

The research findings revealed that the people sensation could feel diverse culinary products, sensations that people can hear information about the culinary night from various media, and see the stand and creativity festival pattern of society, attention that attract people attention by selling lots of culinary products, and interpretation that could preserve traditional local foods. It was hoped that it will be a routine agenda every Saturday Night, so that the people may use the culinary night program as a promotional media in culinary area.

The conclusion was that the perception of Lengkong Sub-district's people on culinary night could be made as a promotional Medium of culinary with diverse traditional foods and beverages.

The suggestion that researcher presented was that the culinary night program should be made as a routine agenda in order for the community mazy feet diverse traditional local foods.

***Keywords**: People Perception, Culinary Night, Promotion, attention, sensation, interpretation.*