***ABSTRACT***

**This study titled "*Persepsi Masyarakat Pada Pemberitaan Aliran Sesat Gafatar*". Perception or gazebo in the community vary depending on point of view, experiences and messages received by each individual. Perception arising from a process that is selecting, organizing, interpretating, and meaning. Therefore, researchers interested in studying about the public perception on the news gafatar cult in West Java.**

**The aim of this study was to determine the active process of selecting, Organizing, Interpreatating And Meaning happened to the people to an event, event messages that occur at news Gafatar cult in West Java.**

**The method used by the researchers is a qualitative descriptive by conducting in-depth interview to the informant or informants are closely related to the research.**

**Based on the research that has been conducted by researchers, the researchers conclude that the community has been able to digest or understand the news wisely, without any particular barriers and affected by the news, it shows the people of Indonesia are now able to assess what is good and bad to absorb information through the mass media, the news gafatar not much affected communities to persuasion against the organization.**

**Things i want researchers recommend on reports cult gafatar recommend that the mass media could be a protector and enlightenment to the public in providing information reporting, such as the case of his preaching gafatar must be in accordance with the actual facts, and that happens on the field, not too much khiasan or even a bouquet of news that is not necessarily true.**