**ABSTRACT**

**This research is titled PERCEPTION TEEN ON TYPES OF FOOD PRODUCTS TODAY (descriptive qualitative study of adolescent perception on Dimsum house in dark street nyawang city bandung). Bandung is a culinary paradise. Almost every month, maybe even every week, in this city there are always new cafes, restaurants and street vendors. One that is fairly new is Dimsum House In Dark Nyawang which is targeted for the gathering place of young lovers dimsum.**

**This study aims to determine the sensation, attention, and interpretation so as to know the perception of adolescents at Dimsum House which until now became the center of attention and many in the interest of citizens of Bandung, especially teenagers.**

**The method that researchers use in this research is by using qualitative research methods, with the theory of perception from Deddy Mulyana, because with qualitative methods, researchers can obtain data by using interview and observation techniques directly so that the data can complement this research. And produce descriptive data in the form of written or oral words of the people and behavior that can be observed.**

**The results obtained from this research is the perception or experience of the object of teenagers at Dimsum House with a comfortable and unique place, at a very affordable price and not inferior to dimsum-dimsum sold in big restaurants and famous cafes Usually his prices are exorbitant. And the place is good to be used to gather the teenagers who are happy and fond of eating dimsum. That is after the community visited several times Dimsum House and in comparison with cafes or large retoran that exist in the city of Bandung. The impact is felt by the teenagers with the dimsum house, now teenagers in the city of Bandung can gather with his friends while discussing or doing tasks, not just talking ordinary, but to get together with a quality and useful. Although unknowingly teenagers become classified as a hedonistic society who just want to look luxurious and a life that looks affluent.**

**Looking at the reality that there is actually not Dimsum House that changed the pattern of community life, especially teenagers, but Dimsum House follow the lifestyle of teenagers now because the name of business especially in the field of culinary competing each other so should see the market share or habits of the community itself, especially the habits or lifestyle of the Adolescent in bandung city.**