**ABSTRACT**

**This research entitled public perception about cicendo square as the latest tourist attraction in bandung city.**

**The research uses the deddy mulyana perception theory consisting of sensation, attention and interpretation.**

**The purpose of this research is to see what kind of perception society about cicendo square as a tourist attraction in Bandung city.**

**This study uses a qualitative method. The data obtained through interviews and go directly to the field to find facts that occurred in the field and also through literature study. The simple unit is 9 key informants and one expert informant from the government**

**Based on the results of research community perceptions about the square cicendo then obtained the result that the cicendo square tourist attraction to get a positive response from the city of Bandung.**

**So the researchers concluded that the city of Bandung can enjoy a new tourist attraction in the area and Bandung city government managed to make the public perception of being positive to the attraction.**