***ABSTRACT***

***The thesis entitled "ATTITUDE OF THE PHONE USER IMPLEMENTS RE-REGISTRATION ABOUT TELKOM UNIVERSITY STUDENTS" The purpose is to find out from the cognitive, affective and conative aspects of Telkom University students in receiving information about the Minister of Communication and Information Regulation number 14 of 2017 concerning telecommunication services.***

***The methods in this study are descriptive qualitative methods that include scientific studies to describe the various events or processes that are taking place by collecting data first and the aim to consulate phenomena in a social context by prioritizing the process of communication that takes place between researchers and phenomena. researched. Therefore in qualitative research is as a source of data used directly, using the Theory of Social Assessment (theory and social considerations) developed by Muzafer Sherif, a psychologist from the University of Oklahoma, USA.***

***Collecting data, library research and interviews as technical data by researchers. Data analysis techniques in qualitative research carried out several stages, namely data reduction, data presentation and reduction of conclusions.***

***The results of this study prove that Telkom University students will know information about the Minister of Communication and Information regulation number 14 of 2017 regarding the registration of telecommunications services. However, public responsibility is different from people who are directly involved with the regulation and who are not too involved. Internal and external factors influence a person in responding to action on the information received.***