ABSTRACT

At this time the growth of technology is growing rapidly. One of the growing presence of technology is the application of the concept of Smart City. Many large cities are beginning to apply the concept of Smart City and Bandung is a big city in Indonesia that apply. Bandung has a wide range of Smart City concept is executed. One of the runs is the Bandung Wifi Juara program. Thus, the authors conducted a study entitled "The Study of Public Perception Toward Bandung Wifi Juara Program Based internet access attributes".

The purpose of this study was to determine the public perception of the Bandung Wifi Juara. There are internet access attributes associated with Bandung Wifi Juara referenced in this study consisting of Internet access services, internet access tool, the cost of internet access, internet access time and internet access network.

This research is a descriptive study. The scale used in this study is a Likert scale. As well as the sampling technique used in this research is non probability sampling with purposive sampling method. The data in this study are a univariate data analysis technique.

Based on the results of data processing, attribute internet access services, tools and internet access internet access time show a good perception. Attributes Internet access charges show a good perception once and attributes of the internet access network show the excellent perception.

Based on the results of the study, the overall perception of the public showed a good perception. As well as the necessary repairs on the attributes of the internet access network to improve the speed and stability of the Internet to improve the public perception of the Bandung Wifi Juara Program.

Keywords: Perception; Bandung Wifi Juara; Wifi attributes; Attributes Internet access