

ABSTRACT

Mineral water in Indonesia's 2020 was polluted with fecal waste. UNICEF said, nearly 70% of the 20,000 household drinking water sources tested in Indonesia are waste pollution resulted in the transmission of diarrheal diseases virus, with early trigger for deaths under five. In 2021, there was 1,217 villages in West Java affected by water pollution. In Indonesia, bottled water companies are very widely found. AMDK has the market leader in Indonesia for 7 years, brand is AQUA. With the largest percent of market share, it concluded that consume more Aqua brand AMDK than other brands. The results of the study explain, in West Java currently still considers water pollution due to fecal waste for themselves, they only know about pollution cases but doesn't explore it. Unwise, the public behavior regarding the dangers of water pollution due to fecal waste will continue if not prevented. People must be wisely, to remind each other by following the rules by the government. The perception of the people of West Java towards aqua products is good, in this case the perception from the public regarding water pollution due to fecal waste doesn't concern the AQUA products.

Keywords: Perception, public, fecal waste, aqua