

ABSTRACT

With the growing development of internet users in Indonesia, digital ethics is very crucial in today's digital era. An understanding of digital ethics is very important because every internet user has a different character when using the internet. Youtube is the most popular social media used in Indonesia and has a percentage of 93.8%. Youtube as a social media platform already has its own digital ethics called "community guidelines" as rules for using Youtube. Everyone has a different perception of an object. So the purpose of this study was to measure the perceptions of the people of Bandung City regarding the YouTube community guidelines. The method used in this research is descriptive analysis method, with the sampling technique using the slovin formula with an e2 of 10%, the results obtained with 100 respondents. The indicators in this study are cognitive, affective, and conative. The results of this study indicate that the perceptions of the Bandung City community towards cognitive indicators are in a good category with a percentage value of 79.99%, affective indicators are in a good category with a percentage value of 78.62% and conative indicators show a good category with a percentage of 83, 86%. So that the overall results of the indicators are in a good category with a percentage score of 80.08%, and get a total score of 26,029.

Keywords: *Public Perception, Digital Ethics, Youtube*