

## ABSTRACT

In Indonesia, there has been a lot of progress now, progress is happening in terms of technology and its industry. This progress is very visible in the increasing field of Indonesian fashion and its has made indonesian designer's even more creative to create extraordinary and unque works. In this work Indonesian designers also don't forget to display models that are more of less suitable to bring the work and may unque models with looks like the Androgyny model there are many people who give different comments especially the female characters and also the vision and mission of the city of Bandung, which further shows the religius nature

This study aims to determine how perceptions of female characters (X) with the current androgynous fashion models, so that in this study three concepts are viewed in the perception of female characters namely Cognitive (Understanding), Affective (Feeling), Conative (action) by distributing questionnaires to female leaders in the city of Bandung.

The method used in this research is descriptive quantitative with non probability sampling side technique, namely Purposive Sampling also came from female figures in the city of Bandung as many as 100 respondents.

So the results obtained that the perception of female figures on the Fashion Model of Androgyny both Cognitive, Affective and Conative are still very lacking or "Low" so that they still have not received a positive response from Women and Society Leaders.

***Keywords: Perception, Female figure, Androgyny Fashion Model***