

ABSTRAK
DESIGN OF SOCIAL CAMPAIGN
STREET VENDORS SEVEN RED ZONE IN BANDUNG

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The issue of street vendors in Bandung is an important aspect that should be considered because it can support the convenience of the city. It is inevitable that over the years the problems of street vendors arrangement was never completed. The street vendors arrangement set out in PERDA No. 4 of 2011 and No. 571 PERWAL 2014 doesn't run optimally. This is strengthened by several phenomenon like many street vendors who broke the rules, the rogue elements of officer who cheated and cooperated with vendors, socialization regulations to the public than isn't maximum, and the level of awareness and sense of community that is low against the order of Bandung. To answer the issues above, the authors collected the data through multiple methods such as observation, library research, informant interviews and questionnaires to respondents. The authors also analyzed by comparing program other campaigns to become the reference design. Required the participation of civil society to maintain order Bandung area where many street vendors do their business. After collecting the data and analysis, the authors designed a campaign with the purpose to "increase awareness and public awareness of the importance of maintaining order on the 7th Street Vendors red zone" in Bandung. With a simple concept and a creative and humorous approach. Media is used in design of this final project is a poster, e-posters, banners, billboards, facebook, twitter, instagram, stickers, souvenirs (pins and t-shirts) and signssystem.

Hopefully, by the design of this final assignment, will increase the participation citizens of Bandung be discipline because maintained by its own citizens. And also could help The Government of Bandung in realizing the ideals of that *Bandung Juara*

Key words: Campaign, Awareness, red zone, Bandung.