

ABSTRACT

Bandung Planning Gallery is Bandung planning platform as a form of transparency in terms of development by the government of Bandung. In claim as a platform of city planning with the most advanced technology facilities in Indonesia such as interactive touch screen, augmented reality technology, to virtual reality technology. The presence of Bandung Planning Gallery is expected to be a step appropriate communication strategy in conveying information related to urban development planning to the people of Bandung. The purpose of this research is to know the role of knowing how communication strategy used by Bandung Planning Gallery in socializing Bandung development plan. Departure by qualitative descriptive method, this research use some data collecting technique that is deep interview technique, observation and document. The research finds that Bandung Planning Gallery has an important role and strategy used in conveying the development planning of Bandung city in the past, the city of Bandung today, and the development planning of Bandung city in the future.

Keywords : Bandung Planning Gallery, sophisticated technology, development planning of Bandung city