

ABSTRACT

Bandung City Government built thematic park, which is construct as Alun-alun Bandung Park as a representative public space that is intended for citizens to conduct social interaction. This study aims to determine the role of urban parks in Bandung as a the medium for social interactional activity for the citizens. The research method is qualitative with descriptive analysis, using phenomenologi paradigm. The research unit are social contact and interpersonal communication which forms social interaction. Collecting data techniques through in-depth interviews with Alun-alun Bandung Park visitors, while doing observation and documentation. The data analysis technique are data reduction, data presenting, and concluding. The results revealed that visitors in city parks fill the social contact aspects and interpersonal communication that builds a social interaction event. Social contact proceed while the visitors can understand the prevailing norms and visitors understand the message through observations they made in Alun-alun Bandung Park. While interpersonal communication activities manifest through the effectiveness of interpersonal communication itself by fulfilling openness, emphaty, support, positiveness and equality.

Keywords: *Social Contact, Interpersonal Communication, City Park*