

ABSTRACT

Cleaning officers have a role in achieving a clean and comfortable environment for everyone, but this is received by the people without positive reciprocity. This is due to the shallow public awareness of the importance of the role of the cleaning officer and the role of the community itself to support the officer. In fact, low public awareness can develop obstructive stigmas in the view of the community and cause unpleasant treatment from the community towards cleaning officers. Therefore, a media that can increase public awareness of the importance of the role of cleaning officers is needed to reduce negative views from the public. The research was conducted in Bandung City, making use of qualitative methods as the main research method, supported by questionnaires, and reviewing the data obtained using design thinking methods and comparison matrix analysis. The results of this research and design are expected to help increasing public awareness in Bandung City to reduce obstructive views and for the people to start treating cleaning officers well.

Keywords: *Cleaning Officers, Bandung City, public awareness.*