

ABSTRACT

The potential of natural resources in the area of West Bandung regency is very high and complex because it is surrounded by mountains and hills. It makes these locations become the center of attraction for the people to make activities. The phenomenon of natural damage occurs as a result of outdoor activities due to the exploitation of natural resources, in addition to the imbalance between human activity with natural conditions. Off-road activity is one of the samples. The impacts cause such damage to ecosystems, plants and animals, soil erosion, and until power absorbing water resulting floods and landslides. Combating this phenomenon is conducted by making a media campaign in order to raise awareness of respect and love within the off-road activists. With qualitative research method using observations, interviews, documentation and the literature review, the role of the media campaign can be implemented effectively.

Keywords: Campaign, natural damage, off-road campaigners