

ABSTRACT

City park updates concept become more organized well and themed to attract people in Bandung, these gardens are always crowded on weekends and holidays. However, public awareness and visitors are still lacking, there are many visitors who litter. If this case continues then the City Park as public space become uncomfortable again to visit and become a wasted effort to revitalize by the government. The method used to obtain the data that is by observation, interviews, and literature studies. This design uses the analysis of 5W + 1H (What, Who, Why, Where, When and How) that deepened the analysis target audience consists of Personification Target Audience, consumer insight and consumer journey and in the delivery of the message using AISAS (Attention, Interest, Search, Action, and Share) to achieve a positive impact on this campaign. Thus produced a social campaign with the concept of communications which are summarized in the tagline 'We watch, we Comfortable' and the medium used for the design of this campaign is through advertisement, video, and movement-for thrashbag. Through this campaign, then it is expected to increase the public awareness in keeping the city parks environment and reduce littering behavior.

Keywords: City Parks, Waste, Social Campaign