

THE DESIGN OF SOCIALIZATION VIDEO ABOUT THEMATIC PARKS IN BANDUNG

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ABSTRACT

Bandung is a city that known as a flower city. Government of Bandung is very concerned and attentive to the development of GOS (Green Open Space), so that the development of city parks is a highly preferred program in Bandung. The parks that located in Bandung are being built not only with different and various concepts but also having their respective functions or called *thematic parks*. Unfortunately, the public knowledge of thematic parks is still lacking. It is commonly caused by the lack of socialization about those parks. According to the phenomena through observation, literature study, interviews and analysis, the author will design a socialization video about thematic parks in Bandung. Video is selected as a proper socialization media because it delivers information by visual and audio simultaneously, as it hopes to affect the public's interest to find information about thematic parks. This kind of video is also expected to provide information and to educate about profile, functions, and facilities that provided by thematic parks that located in the city of Bandung.

Keywords: *thematic parks, socialization, video, Bandung*