

## ABSTRACT

The city of Bandung is a city that has many beautiful parks among other cities. Thematic park is a concept park where each garden has its own characteristics. Although the thematic park looks beautiful, but unfortunately some thematic parks in the city of Bandung still have trash around it by visitors who arrive. However, not only that, the garbage bins in the thematic parks from year to year began to break even in some parks that use plastic bags. Therefore the researchers made a campaign using the FACET Model of Effect campaign. Based on research that has been done that the average who visits the thematic park is a family with an early adult age to enjoy a comfortable garden atmosphere. The creative strategy used uses the green color which means a calmness and making a garbage machine called "TIMBEL". This campaign uses poster print media, social media, ambient media and various other media.

Keywords: Campaign, Thematic Park, Trash