

ABSTRACT

This study aims to find out the effect of the campaign message "Ayo Naik Bus Biar Ngga Bikin Macet" on the Damri bus to change in the attitude of the people of Bandung City. The research method used in this study is quantitative with the type of eksplanan. The media used in this campaign message is outdoor media with the type of transit (bus). Sampling is done by probability sampling method with the type of cluster sampling and the number of respondents is 100 respondents by using an offline questionnaire on the people of Bandung City aged 18-45 years and have seen a campaign message "Ayo Naik Bus Biar Ngga Bikin Macet". This study uses data processing, namely SPSS version 22 software. The Relationship between the Message of the Campaign "Ayo Naik Bus Biar Ngga Bikin Macet" with Changes in the Attitude of the people City of Bandung The average value (r) is 0.778 which means there is a strong relationship. Based on the results of this study, together they have a positive relationship with an influence of 60.5% on the attitude of the people of Bandung City, while the remaining 39.5% changes the attitude of the people of Bandung City by other variables not examined.

Key Word: Message of campaign, Change of attitude, Outdoor media, Bandung.