

ABSTRACT

MEDIA DESIGN DOCUMENTATION OF GRAFFITI IN BANDUNG

Bandung is one of the fastest growing cities in development. A few years back, Bandung made changes to the urban spatial layout and build public space for the people of Bandung to socialize both individuals and groups. Graffiti is one of them, graffiti is one way to communicate with the wider community through artwork or drawings. Which was at this time graffiti in the city of Bandung experienced a very rapid development, both from the artist and also his work. But the presence of graffiti for some people is still a pro and cons because it is considered as a form of vandalism, this is caused by some people are not responsible who scribbled destructive facilities or public spaces. To find the right solution for existing problems, it will be used qualitative methods in data collection that aims to inform the public about the role and impact of graffiti, especially in the city of Bandung. After data collection, then the data will be analyzed using SWOT method (Strength Weakness Opportunity Threat). So found a media strategy that can be used is making a graffiti documentation book "Bandung Graffiti", by communicating and informing graffiti that have a positive impact on the beauty of facilities and public spatial.

Keywords: Books, Documentation, Graffiti, Street Art.