

ABSTRACT

Sidewalk facilities are one of the public facilities that can be used by normal citizens and persons with visual impairments. Because people with disabilities have equal opportunities in all aspects of life and their livelihoods are carried out through the provision of accessibility by the government and the community. For persons with visual impairments, accessibility on the sidewalk has two functions. That is as a guide lane and as a warning lane. However, the reality on the ground shows that persons with disabilities with visual impairments still experience some difficulties when using road sidewalk access. These difficulties can be caused by several things that are not in accordance with the conditions and needs. One of the misuse of sidewalks being privately owned land that is often found in the city of Bandung is street vendors (PKL). The street vendors are spread almost all over the sidewalks of the main streets of the city of Bandung. The previous campaigns only discussed sidewalks for pedestrians, and there has been no campaign on the importance of accessibility of the sidewalk (yellow lane) for these blind people. From the side of the city government of Bandung itself acknowledged that the socialization process that had been carried out was less effective because it was still limited to providing counselling to street vendors only. With this final assignment, the author wants to design a campaign on the importance of accessibility of sidewalks (yellow lanes) for blind people to street vendors in the city of Bandung. This campaign will be carried out with the use of creative strategies, starting from the search for ideas or ideas, determining visual messages, advertising visualization to determining the right visual media for the target audience. So that the distribution of information can be captured easily and effectively by the target audience (PKL Bandung City).

Keywords: Campaign, Sidewalk Accessibility, Blindness, Street Vendors