

ABSTRACT

The rise of places such as cafes, playgrounds, and tourist attractions that use artworks as a marketing strategy in the city of Bandung, especially in the Lembang area, one of these tourist attractions is Sudut Pandang Bandung, which attracts visitors, especially teenagers to come and enjoy their installation artworks. The use of installation artworks, especially light installations at tourist attractions or cafes, is an interesting thing. The research entitled "The Role of Light Installation Art for Youth by Using Artworks in Sudut Pandang Bandung", has formulated the problem is whether tourist attractions that use art work become the attraction of youth and how the role of arts for teenagers by using light installation artworks in Sudut Pandang Bandung. The goal is to determine the factor of youth interest in tourist attractions that use artworks and knowing the role of art on teenagers by using light installation artwork in Sudut Pandang Bandung. This study uses a qualitative method. The method of obtaining data is conducting literature studies, observation, interviews and documentation. The data presented by descriptive method. The foundation theory used is the aesthetic theory of art and hermeneutics. Based on the data analysis carried out, it was found that tourist attractions such as the Sudut pandang Bandung cafe which presents installation artworks, namely light installations, have a very positive impact on the views of the society, especially teenager on fine arts. Fine art is becoming more well-known, so that it brings art in the eyes of the public into an interesting subject to know. Apart from the side of art that can increase creativity, fine art is also something that is no longer boring for people, especially teenagers.

Keywords : Tourist Attractions, Installation Art, Light Installation Artworks, Youth, and Interpretation.