

ABSTRACT

Travel's evolution goes beyond conventional tourism to mass tourism, highlighting leisure and recreation. Indonesia ranks 32 out of 117 in the Travel and Tourism Development Index, signalling a surge in nature-based tourism. Hindered by limited accommodations, the Ministry of Tourism aims to enhance quality through the 2022 introduction of campervans. "Campervans Community Lifestyle in Bandung: A Case Study in Environmental Communication," focuses on Bandung's campervan community, exploring its environmental impact and unique lifestyle as a means to enrich tourism. The research delves into the distinctive campervan lifestyle in Bandung, an alternative unique mode of transportation offering various options for both short-term and long-term travel taken by the many terms of pragmatic and constitutive environmental communication. Furthermore, enthusiasts in Bandung choose the Campervan Lifestyle; they become more ingrained in the local environment and culture, creating a bond that transcends typical trip experiences both for families and economical aspect of local people. Despite its origins beyond Indonesia, the lifestyle proves beneficial to society which are in form of giving alternative option mode of environmental living (close and less harmful to nature). Nevertheless, the Bandung government's incomplete acknowledgment and encouragement of this lifestyle lead to a demand for streamlined permits and improved amenities.

Keywords: Campervan; Lifestyle; Environmental Communication