

ABSTRACT

Street art is a type of original artwork that can only be found on the streets, buildings and other public surfaces. Unfortunately, the development of street art that is getting better is not accompanied by a good public perception, which also considers Street Art as the identity of bad children or street children who only cross out public facilities or places owned by individuals without permission with no aesthetic impression, aka vandalism. This is due to the use of the same media, namely public space. However, based on data collection through observation, interviews and questionnaires, it is found that there are still many groups of people who consider graffiti to be vandalism and often make graffiti artists or street artists hindered by the stigma of the community. Over time, graffiti art has become an important part of creative expression in public spaces as well as a medium of communication over the past time. The conclusion of this design is that there is still a misunderstanding of information about street art to young people in Bekasi City so that there is still a lack of appreciation for graffiti and it is still considered negative by the community. This is due to the ineffective dissemination of information about the development of graffiti. This Final Project has the objectives of increasing recognition as well as appreciating street artists in Bekasi, increasing public awareness of the development of street art in Bekasi, and the last goal is to design alternative visual media and information media that are effective and appropriate based on data collection through literature study and descriptive analysis and comparison matrix analysis. Zine can be an effective media because it is a simple and flexible information media so that it is not a boring media and easier to reach the public.

Keywords : *Graffiti, Information media, Appreciate*