

ABSTRACT

This study was motivated by users of electric bicycle transportation called Beam on the Telkom University campus in Bandung Regency. Telkom University is an educational place with quite large land and supports the green campus program, so it requires transportation to move from one place to another, one of which is facilitated by electric bicycles from Beam Mobility Indonesia which provides non-emission vehicles. However, through observation data, interviews & questionnaires, most campus members still don't care about how to use electric bicycles properly and correctly. Beam Mobility Indonesia & Telkom University, which work together, still lack human resources to overcome the system problems of using electric bicycles. The aim of this research is to create a campaign so that the campus community is aware and can change their behavior in using non-emission vehicles to support a green campus within Telkom University. The research method used is a qualitative research method using observation data collection, interviews, documentation and literature study. The data analysis methods used are visual data analysis and descriptive analysis. The results of this design aim to make the campus community aware of using non-emission vehicles properly and correctly according to regulations, as well as taking part in supporting a green campus within Telkom University through the Ostegaard campaign model.

Keywords: *Campaign, Green Campus, Transportation, Beam, Telkom University*