

ABSTRACT

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Title : *Designing Visual System Information Introducing Heritage Building In Bandung*

Infrastructure development and public transport in Bandung have a positive impact, but we also cannot forget the history of Bandung City, Bandros Bus service has a contribution in educating people about Bandung's historical place, However, now bandros bus cannot serve optimally because their various problems. Another alternative is needed to be able to serve and bridge the wishes of the people in order to get an entertainment and education simultaneously. SWOT method and the same approach with Bandros are used to analyze the market. Bandung Historical Tour with Bus as a medium and other supporting information media is designed to facilitate people get entertainment and education easily and attractively.

Keywords: *Bandung City, History, Bandros, Historical Tour*