

ABSTRACT

Bandung is a city with great potential to be the center of attention for the community. In the state of its cool climate, can support the gardening activities, especially in urban areas. Urban Farming a gardening activities in urban must begin from this moment to get a better city life.

In this study the authors used qualitative methods with an approach based on case studies as well as observation and interviews. Which resulted in a design in the form of an effective media campaign in accordance with the lifestyle that developed in the community.

This design is expected to change behavior, and to raise awareness of the target audience. In order to perform activities on urban gardening able to implement hydroponic cultivation in a sustainable manner.

Keywords: Bandung City, Campaign, urban farming. hydroponics