

## ABSTRACT

Bandung is now a city with a high level of density drive. It resulted in a decreased sense of security for their fellow riders due to discipline a decrease. drive It's been an awful lot of people who are not disciplined in driving both in traffic or have kept the bad behavior in the way drive. So the current Bandung city, originally as the city is ideal for a comfortable holiday being lost due to reduced congestion and evoke a sense of security for tourists especially pedestrian. This research aims to protect the rights of pedestrians who have land by the motorists in the city of Bandung. The study used qualitative descriptive method is. This research is located in the city of Bandung, where subject of research data is taken from the Department of transportation (DISHUB) Bandung, non-governmental organization (NGO) Save The Children and the Koalasi Pedestrians along with other pedestrian community. The technique of data collection by way of interviews, observation and documentation. The results showed that the motor riders take the right of way belongs to the pedestrians such as seizing a sidewalk that used as trails and parking lots and zebra cross pedestrian penyebrang places used for stop a motor vehicle so as to interfere with the comfort and safety of pedestrians walking on the sidewalk or either cross at zebra cross available. Although the programme has been agreed as regards to the warranty, such as decent city pedestrian activities. With the tightening of existing rules in order to protect the rights of pedestrians that reaffirms the riders to follow the regulation with drive disciplined. When breaking the penalty will be determined directly. In the area of the rights of pedestrians will be installed an ad or campaign with the media effectively realize the riders in order to protect the rights of pedestrians.

*Keywords: Discipline, Pedestrians, Bandung City.*