

ABSTRACT

CYCLING TO SCHOOL CAMPAIGN DESIGN FOR JUNIOR AND SENIOR HIGH SCHOOL STUDENTS OF BANDUNG CITY

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According to data from the Central Bureau of Statistics Bandung, the growth rate of private vehicle owner is quite large, including middle and high school students who already driving their own motorcycle and car to each of their school. This fact raises a lot of negative effects, one of them is a traffic violation because many of these students do not have a driving license. Even schools are prohibiting students to drive their own vehicles to school. Therefore, it requires some persuasion and socialization, such as campaign, for middle and senior high school student to ride a bicycle to school. The author did observation, literature review, interviews with experts and a questionnaire in order to obtain and complete the associated data that will be used in the research, then analyzed the data using comparative matrix. Once all the data are collected, the authors designed a cycling campaign for students of middle and senior high school in Bandung. The campaign also supports 'Bandung Juara' program established by the Government of Bandung on cycling campaign for local citizens called "Declare Your Love With Cycling" that held every Friday. The purpose of this design is that the students of middle and senior high school in Bandung is no longer driving a motorcycle or car to school and replace it with bicycles, not only because it's a healthier form of transportation, but also enviromentally friendly. Because cycling makes body more fit and always healthy.

Keywords: Campaign, The Students, Vehicles