

ABSTRACT

Increasingly "tematik" parks in Bandung get a good response from Bandung people. Visitors usually use "tematik" parks for recreation and public space for meet to others or just for refreshing from daily activities. But, facilities at some "tematik" parks are not proper to used because broken by age and irresponsible visitors. By the problem, a designer make a topic about "menjaga dan merawat lingkungan taman". On the process of the designing, the writer use qualitative method with data collective from literature study, interview and observation in Bandung, and on the analysis use case study approach. Therefore, television feature program are necessary for attract teenage interest to keep their life environment. From features design, the writer as a director of "Kaca Mata" program have contribution to choose the idea and program concept and as a person who responsible on the pra production, production, till pasca production. Purposed of this program are the young generation more care and have full contribution to maintain and keep their life environment for the best future.

Keyword : Thematic Park, Environmental Care, Television Features Program