

ABSTRACT

Subang city is a developing city, starting from economic aspect, development and public spatial. From the process of developing it was not infrequently the problem that prevents the Subang city to grow, one of the problems is the number of vandalism in the public space, whether it is around the streets and in the residential town of Subang. Vandalism in the Subang city also various types, but the most widely encountered the not clear graffiti, ranging from the names of the culprit, the name of the school until the graffiti scratch. Of the many vandalism is a lot of people who feel uncomfortable, disturbed and even restless by the action, especially people are regretted and concerned because the perpetrators of vandalism in the Subang city is come from students. In order to find the right solution with the existing problems, the data collection will use qualitative research method with the aim of informing the subang community about vandalism and its impact, especially for the students, whether it is vandalism or not. Then after that the data has been collected will be analyzed using the SWOT method (Strength, Weakness, Opportunity, Threat). Then found a media strategy that can be used is the making of zine about vandalism for students of Subang city, to communicating and informing about that problem from begin what it is, causation, impact and danger, and directing its perpetrators.

Keywords: *Vandalism, Zine, Students.*