

ABSTRACT

The city of Bandung is one of the cities in Indonesia which is quite densely populated. Most of the people in the city of Bandung are creative workers. Therefore, many of the people of Bandung feel they need a place to release their boredom and collaborate between the community and other creative industry players. The Hallway Space is one of the creative spaces that stands in the city of Bandung. Because there are still many who don't know about The Hallway Space, a promotional video is needed to expand the information. The methods used to collect data in this design are observation, interviews, library studies and questionnaires. then continued by using comparison matrix analysis, questionnaire data analysis, interview data analysis. The results of the design that have been made will be used to promote The Hallway Space in order to create a better image and increase the interest of the general public to come to this creative space.

Keywords: Creative space, Bandung, Video, Promotion.