

## **ABSTRACT**

*A city can be considered successful in implementing city image if the city has implemented the characteristics city image which includes cognitive, affective, evaluative and behavioral aspects. In the city of Bandung, the embodiment city image supported by the existence of murals at certain points, some of which are the existence of murals M. A. W. Brouwer and Pidi Baiq. This research explores and represents the causes behind the formation of the perception of the initiators of the two murals regarding the city of Bandung using Julia Kristeva's semiotics which includes the interpretation of messages in genotext, phenotext and intertextuality which are then linked to the current reality of the city of Bandung. The method used is qualitative with a critical paradigm then analyzed in literature study. As for the process, this research carries out a review based on references to legendary historical records by Haryoto Kunto which contain portraits of the city of Bandung from the late 19th to the mid-20th centuries. The research results show that in its use, murals function as city image which can represent societal perceptions and impressions which are concepts of city image. However, the meaning of the mural as reviewed through previous public impressions is quite different from how people see the city of Bandung now as a result of the incompatibility of the city's order that appears in its reality.*

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Keywords: City Image, Mural, Semiotic of Julia Kristeva