ABSTRACT

THE ROLE OF DINAS PERHUBUNGAN PEMERINTAH KOTA BANDUNG *THROUGH THE CAR FREE DAY IN DISSEMINATING ENVIRONMENTAL AWARENESS TO THE CITIZENS OF* BANDUNG

By:
Wendi Wijaya
NIM. 43306018

This research under the guidance of,
Melly Maulin P, S.Sos., M.Si

This study aims to determine how the role of Transport Department Government of Bandung through the "car free day" in disseminating environmental awareness to its citizens. To answer the above problems, researchers identify problems through: credibility, message, media, and the role of the Transportation Agency of Bandung as a whole through the "car free day" in disseminating environmental awareness to its citizens.

This study used a qualitative approach with descriptive methods. Data were collected through in-depth interviews, literature study, participant observation, and internet searching. The subject of this research is Bandung City Department of Transportation. Informants in this study are determined through purposive sampling technique so as to produce two informants, and gathering data from two community representatives as key informants Bandung. Techniques of data analysis performed by data reduction, categorization, sintesisasi, and preparation of the work.

The results of this study indicate that the ***credibility*** *of the Transport Department Government of Bandung through the "car free day" look of his ability in communicating, socializing with people, able to adapt to the habits and characteristics of Bandung, and has a charm that is shown through programs such as car free day make the tree planting action together.* ***Message*** *Transport Department Government of Bandung delivered in a clear and informative persuasive in order to better provide an understanding of the importance of protecting the environment.* ***Media*** *used include Municipal Transportation Agency; lips ad on the radio, pamphlets, stickers, banners, and social networking media. Not only the mass media, as theatrical unique media, speech, oration, and the media game is also an alternative. Researchers considered that the Department of Transportation Government of Bandung through the "car free day" in disseminating environmental awareness to its citizens has been running fine with giving its role through different ways of working and socialization practices on environmental awareness significantly.*

The conclusion from this study indicate that the Transport Department Government of Bandung has been instrumental in disseminating environmental awareness to its citizens through a program car free day. This is evidenced through; credibility owned, message, and media used for socialization.

Suggestions for Office of Transportation Government of Bandung, namely the Department of Transportation Bandung should be able to provide bike paths, especially a much better placement of signs with a special bicycle users and non-engine vehicles, as well as provide comfort for pedestrians with a better provision of sidewalks.