ABSTRACT

DESIGNING OF CAMPAIGN ADVANTAGE BICYCLING ACTIVITY

(Case Study : The Advantage for Bicycling Activity in Bandung City)

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Bicycling is a light activity that easy to do with a lot of good advantages, but using bicycle in Bandung City has a problem, the problem is the negative perception showed up about bicycling activity such as the level of pollution that suffered the people using bicycle are higher than other vehicle, and if accident happen between vehicles, bicycle are more fragile than other vehicle, it's cause an influence that raising the level for using motor vehicle, and it cause more often the traffic jam, and the air pollution going higher. From the problem explained, the writer decided the campaign for solve the problem in Bandung City.

The Campaign of Advantage Bicycling Activity are focussing for the good advantage and the superiority of bicycling, such as bicycling for about 15 minutes up to half an hour can keep our body healthy, always using bicycle to the workplace are decreasing the risk of early death up to 40%, the pollution level that suffered by the people using motor vehicle are higher than people using bicycle.

Keywords : Campaign, bicycle, activity.