ABSTRACT

MEDIA DESIGN SCHOOL BUS INFORMATION FREE OF BANDUNG THROUGH BROCHURES

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City government held a free school bus program in the Bandung since 2014. Students can ride the bus for free during school use uniform by showing his identity. Unfortunately the free school bus program for students in the city of Bandung are less in demand because of the duration of the bus came, had to stop at the stop or stops in road and the same school hours, causing congestion that slows the arrival of a free school bus at the stop.

Based on the results of questionnaires for free school bus program in the city of Bandung. Students who use the free school bus normally used during school hours and students are using free school buses in the city of Bandung are students of primary school, and junior high school. Students are less interested in a free school bus because of lack of socialization. Solutions for students to utilize the free use of school buses in the city because it can be an efficient, cost-effective as well as safer and more comfortable.

To facilitate the students to use the school bus free required media information through brochures that are distributed to students in the city of Bandung to make it easier find the nearest bus stop, the intended route and schedule go free school bus.

Keywords: School, Bus, Student, Bandung, Brochures, Media Information