

ABSTRACT

An LED lighting device includes a light reflective member. The light reflective member is provided to extend so as to cause light emitted from an LED element to have light directivity and to radiate from an LED lighting tube to the outside of the tube. The reflective member includes a light directivity forming surface and a pseudo LED element forming surface. The light directivity forming surface causes the light emitted from the LED element to have the light directivity and to be directed from the LED lighting tube toward the outside of the tube. The pseudo LED element forming surface reflects a pseudo LED element of the LED element installed on the substrate. The light radiated from the LED element is radiated to the outside of the tube after having been confined in the tube.