

ABSTRACT

“DESIGN OF “ECO-CAT” SOCIAL CAMPAIGN AS AN ECO FRIENDLY FABRIC MOVEMENT WITH VIDEO MOTION MEME AS THE MAIN MEDIA”

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The conventional fashion industry is one of the largest contributors to environmental pollution and waste, especially through the fast fashion business model that encourages excessive consumption. The “ECO-CAT” social campaign is designed to raise awareness among Generation Z about the importance of choosing eco-friendly fabrics as part of a sustainable lifestyle. This campaign utilizes humorous and relevant motion meme video media for Gen Z, distributed through social media platforms such as Instagram and TikTok.

This study uses a qualitative-descriptive approach with data retrieval techniques in the form of literature studies, observations and interviews to design a creative, educational and interactive meme-based campaign strategy. The design results show that the use of humor in memes can convey sustainability messages in a light, interesting and memorable way for the audience. This campaign is expected to raise public awareness of the negative impacts of the conventional fashion industry and encourage changes in consumer behavior towards choosing more socially and environmentally responsible clothing.

Key words: sustainable fashion, eco-friendly fabric, social campaign, motion meme, Generation Z