

ABSTRACT

Campaign Design To Reduce The Usage Of Plastic Bags

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Plastic is one of the undeniable thing that we often see in our daily lives, especially in the form of a plastic bag. While the plastic bag itself takes about 10-20 / 50 years to decompose (p-wec.org). The fact is Prof. Dr. Enri Damanhuri as Professor of Air and Waste Management at the Bandung Institute of Technology (ITB), revealed that each year around 44 percent or 2.13 million tons of plastic waste pollute the environment in Indonesia itself. this makes the author want to improve the urgency about plastic and dangers of using plastic bags and plastic bag waste in daily life through a campaign on what are the dangers of plastic waste for the Earth and for ourselves with this campaign. The author wants to add insight and increase awareness of the general public, especially housewives about the dangers of plastic bag waste. The data used for the purposes of this campaign are obtained from the results of interviews with related institutions / sources, survey results from the author, data from books and papers, the results of observations and data from online journals.

Keywords: plastic bags, increasing awareness, danger of waste, Campaign, insight

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