

ABSTRACT

Media Designing A Corporate Social Responsibility (CSR) Campaign For Collecting Plastic Bottle Waste Through A Music Concert "Aksi Demi Bumi"

Safta Gunadi¹⁾, Ratno Suprpto²⁾

¹⁾ Visual Communication Design Student, Universitas Pembangunan Jaya

²⁾ Lecturer of Visual Communication Design, Universitas Pembangunan Jaya

Plastic waste is one of the problems that occurs throughout the world, including in Indonesia. Based on data from the Kementerian Lingkungan Hidup dan Kehutanan (KLHK) in 2020 Indonesia produced 67.8 million tons of waste. Based on the type, the amount of plastic waste is second only to food waste, which is 17%. Ruma Beta Foundation is an organization that was founded in 2018 in Jakarta, Indonesia. Ruma Beta Foundation moves to raise social issues that focus on education, art, and the environment. Some of the funds that support Ruma Beta Foundatin activities come from partners or corporate social responsibility (CSR) activities. The seriousness of the problem of plastic waste in Indonesia made the Ruma Beta Foundation create a campaign in a creative way, namely utilizing a music concert as the main attraction of the plastic bottle waste collection campaign under the name Aksi Demi Bumi. Campaign media is designed to support the need to disseminate information or campaign messages for Aksi Demi Bumi. Campaign messages or information are conveyed using an informative and persuasive approach through social media as the main medium and print media as support. The design of this campaign media is expected to help achieve the campaign's goal, namely the large number of audiences who participate in watching the Aksi Demi Bumi music concert so that more plastic bottle waste is collected.

Keywords: Plastic Bottle Waste, Corporate Social Responsibility (CSR), Campaign Media

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