

ABSTRACT

DESIGNING THE MEDIA CAMPAIGN "DARE WITHOUT PLASTIC" TO INCREASE AWARENESS OF THE TANGSEL COMMUNITY

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This final assignment research discusses designing a media campaign to reduce plastic waste in the city of Tangsel or South Tangerang. Which aims to analyze and solve the plastic waste problem in South Tangerang. Through in-depth analysis of people's behavior, this research identifies the main problems in efforts to make people aware of the dangers of using plastic for the environment and ecosystem. This research includes primary and secondary data collection, analysis, and case studies to understand the latest design trends in campaign media. In the design process, a visual communication design approach was used to make people aware of the dangers of using plastic. Solutions are proposed through engaging media campaigns to increase public awareness and have a positive impact on the environment. This research also emphasizes the importance of using design elements that attract the attention of the target audience, including color selection, appropriate typography, and the use of images that evoke emotion.

Key words: 1st Plastic waste, 2nd Campaign, 3rd Society

References :

Publication Years :