

ABSTRACT

DESIGN OF SOCIAL CAMPAIGN GERAKAN PUNGUT SAMPAH FOR CHILDREN IN BANDUNG

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With a dense population and high population growth, Bandung city grow into a metropolitan city and become a tourist destination and urbanization. Activity in Bandung become less favorable, its conditions was increasingly dirty, garbage becomes a serious problem faced by the city of Bandung.

Until now Bandung has not been able to manage their garbage properly due to lack of public awareness of the dangers that caused if littering. The government limited involvement is become a factor this unresolved waste problem.

Bandung Mayor Mr. Ridwan Kamil launched new policies to its citizens to play an active role in waste reduction in the city of Bandung in order to make better aspects of waste management. Ksng Emil has launched a program called “Gerakan Pungut Sampah” that aims to overcome waste problem in the city.

In this case I want to participate to help realize Bandung become cleaner through social campaign Gerakan Pungut Sampah. The target whom author aim at is elementary school student who live in Bandung, the authors reason for Gerakan Pungut Sampah campaign to elementary school students is a time period in which this is the steps when a person's character is formed, so that the GPS social campaign is expected to make people care about the garbage and health starts from childhood.