

ABSTRACT

Electronic Waste has become a very dangerous environmental problem in a living things. But, in Indonesia the law on electronic waste hasn't been established. This happens because the Government is less concerned with electronic waste. However, this problem will continue to grow over time. Bandung, as the city that always get Adipura award still can not resolve the waste problem. Lack of attention from Bandung City Government make this problem is still considered as a small thing. Whereas electronic waste belongs to the type of waste that is dangerous, for that electronic waste requires special treatment. Badly, many people who don't know about electronic waste and don't know what to do with electronic waste. This campaign aims to invite the people to reduce electronic waste by providing a special electronic garbage bin, to make it easier to convey the purpose of the campaign, the target audience of this campaign is the citizens of Bandung who have electronic waste at home. The process of this campaign research, using qualitative methods, by collecting data through literature studies, interviews, and questionnaires. Then in the analysis by Matrix method, AOI and formulation of strategy of message and media use Facet of Model Effects. Furthermore, followed by visual execution to perform the expected campaign activities. In this case is expected to be a solution of the issues that have been solved.

Keywords: Campaign, Electronic Trash, Hazardous, Environment