

ABSTRACT

Almost every society in Indonesia does activities that involve the use of plastic. Basically plastic has become an important part of everyday life, whose use is difficult to replace with other materials. Based on Jambeck data (2015), Indonesia is ranked second in the world for producing plastic waste into the sea after China. Russell Maier, an environmental observer from Canada introduced a new method of creative plastic waste management called Ecobrick that can produce a variety of useful items. Ecobrick is a plastic bottle that is filled solidly with non-biological waste to make building blocks that can be reused. Unfortunately, Ecobrick's innovations have not been well socialized because in reality the program is new and there are still many obstacles in its implementation. The author uses data collection methods such as literature studies from various books relating to designing, observing, interviewing, and distributing questionnaires to elementary school children aged 7-10 years. From the method it was concluded that there were still many elementary school children who had never learned to recycle waste. Therefore the author designed a media in the form of an illustrated book about Ecobrick as a plastic waste handler for elementary school children. The author hopes that the existence of this book can provide complete information about Ecobrick as a solution to handling plastic waste and the danger of disposing of plastic waste carelessly.

Keyword : Book, Ecobrick, Children, Illustration, Trash.