

ABSTRACT

The number of unsorted waste in Bandung district is mostly contributed by the household sector so that the garbage will continue to accumulate in the Final Disposal Site (TPA) if it is not controlled or reduced from the source of the waste. The community does not know that sorted waste has economic value if it has been sorted properly and correctly. The design of the Self Waste Sorting Campaign aims to find out the right media campaign strategies for the environment to be implemented in Bandung district. Institutional data was provided by the Bandung District Environmental Agency and the Bojongsoang Shining Garbage Bank. Field data was taken using interviews, observation and literature study to housewives with criteria of age 30-40 years with lower middle social status. Simulation of Self Waste Sorting Campaign activities with the benefits to be obtained in the form of various kinds of prizes offered as an reward to the practitioners of sorting waste aims to provide experience to sort waste properly and to inform the economic value of waste.

Keywords: *Design, Environmental Campaign, Waste Sorting, Bandung, DLH*