

ABSTRACT

Indonesia is the second biggest donor of food waste, this reflects how low our awareness is on this issue, how important it is to respect food and how bad the impact of food wastage is. High rate of consumptive behavior causes people to easily buy food and set aside the leftovers, yet Indonesian hunger rates are as high as ever. This unstable issue is a serious problem facing Indonesia. It is necessary for the young generation to acknowledge the impact of food wastage in order to attain a better future in the longer run. This design is based on data acquired from questionnaires, interviews, and literature reviews. This information is strengthened by the method of qualitative research and supported by theories relating to the design of the object. Using the right means of media, information can be expanded to the teenage demographic which can exponentially increase our potential to spread this message.

The media that matches the results of the data is digital comics. Digital comics for teens about what need to be known about food waste. This digital comic media was published via the internet and received positive responses from readers. The media designed from data and analysis result are considered able to increase awareness and knowledge of adolescents about food waste in Indonesia.

Key Word: Comic, Food Waste, Teenager