

ABSTRACT

Economic growth in the city will be accompanied by many shopping centers that will affect people's consumption behavior, with high levels of consumption, it will line the amount of garbage because garbage is the result of consumption considered to have no value and use again. In developing countries especially Indonesia, it is a crucial problem, coupled with a lack of public awareness about managing waste. Bandung is one of the cities that the level of waste management is still far below the volume of the waste, so it should be an efforts from the government and private sector although the results are not significant, so a new learning guide comic media is needed for the creation of waste that is delivered through action adventure story through the 3R approach, Reduce, Reuse, and Recycle. In the design process it is using the observation and interviews methods addressed to several experts who understand the waste and how to style it, so this comic is expected to increase public awareness to manage waste by direct action of reducing excessive paper consumption, reuse waste paper, as well as guides to recycle paper, and the creation of junk into works. So, the real action is expected to help reduce the amount of waste.

Keywords: Waste Management, Direct Action, 3R, Comics