

Abstract

Problem of waste has been classic problem of government and society. If waste piled up can be some problem and caused negative effect for environment and health. The government has launched some programs for reducing waste. One of them is forming Waste Bank where waste can be something with economical value. One of the Waste Banks in Bandung Regency is Bank Sampah Bersinar. Bank Sampah Bersinar is non profit company since September 27th 2014. Bank Sampah Bersinar is located in Baleendah, Bandung Regency.

Customers who registered in Bank Sampah Bersinar are from teenager until adult. But, for total customer in teenager section are only 35% from all of the total customer. The teenager still don't know and not interested yet for being a customer in Bank Sampah Bersinar. After the analyzed, Bank Sampah Bersinar lack of promotion for teenager. That's why writer think to make saving in Waste Banks campaign planning for teenager in South Bandung Regency which is a CSR from Bank Sampah Bersinar so the teenager will interested for being a customer in Bank Sampah Bersinar and caring for the environment.