

ABTRACT

The vast seas of Indonesia made the citizen of Indonesia to live in the beaches and make use of the sea products. But trashes which still are the unsolved problems, affected the number of fishes caught. Indonesia is in the second place of the -plastic waste maker of the sea- list. In this piece of creation, the creator will show the activities of the people who live in one of the coastlines in the city of Surabaya that was initiating the act of village cleaning, and turning the recycled waste into handcrafted arts to help reduce the trashes. This activity, if its to be linked with communication theory, then it is in the area of persuasive communication theory. Persuasive originate from latin language “per sua dere” which mean moving an individual into doing an activity happily and by their own will without being forced by any other individual. The targets of this film are individuals of all ages especially teenegers and adults. The creator wishes by the existence of this movie, can lead people to care more about the environment.

Keywords : Communication, Persuasive, Documentary, Fisherman, Waste