

ABSTRAC

Food is one of the basic needs of human life, but lately a lot of foodwaste has been done by humans themselves. FOA also reported that at the beginning of 2017 around one third of total food produced in the world reached 1.3 billion tons per year, lost or wasted. According to the Economist Intelligence Unit (EIU), Indonesia is the second largest country contributing to food waste in the world in 2017. (jakartaglobe.id; 2017). Indonesia produces nearly 300 kilograms (kg) per capita per year (Bappenas, 1996), with estimates of food consumption of 110 kg per capita per year (WFP, 2009) and Food waste 315 kg per capita per year. (Jakartapost.com; 2013)

The cause of foodwaste is due to several factors, namely failure when production, for example crop failure or rotten on the way, or food that is left over is then discarded or stored until expired. Foodwaste mostly occurs in households with middle to upper economy because their ability to provide excess food and many of them do not know about the existence of a foodbank community that helps distribute excess food to those in need.

Therefore, the author wants to design a foodbank campaign to prevent food waste and the impact of hazards from organic waste by educating through the main media, namely applications. This application is also a bridge for interaction between housewives and foodbanks. Other supporting media are also available such as posters, TVC, and ambient media so that the message is conveyed to the public.

Keywords: Foodwaste, foodbank, campaign, education.