

ABSTRACT

Garbage problem is already common in Indonesia. Garbage problem is getting worse every year because Indonesians do not care about the environment. The most harmful garbage is from plastik that keeps growing and makes pollution. The government have done to prevent and overcome the garbage problem. From those problems, the author create a plastik waste management with ecobrick method in Bandung to provide solutions above the problems. The author uses the methods to obtain the necessary data, such as observation to search for data on the condition of the Citarum river, interviews to get the solutions of the problems, spreading questionnaires to know the characteristics of target audiences, and literature studies to support the design theories used. From the data and findings that have been obtained, create the design of the campaign is workshop, challenge in social media, and video to attract public interest that can be educated about plastik waste management.

Keywords: campaign, plastik waste, ecobrick, education, workshop