

## **ABSTRACT**

**Fitra Aqila Gerungan. 2021.** 2D Animation Storyboard Design About Encouraging Participation of Waste Bank Programme in South Tangerang City. Perancangan Storyboard Animasi 2D Mengenai Ajakan Berpartisipasi Dalam Bank Sampah di Kota Tangerang Selatan. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.

When an area undergoes urbanization, problem of garbage accumulation arises along with the development of said area. This is due to the population number that continues to grow which lead to produces a growing amount of waste as well. South Tangerang City is a metropolitan city, thus not free from this problem. One of the solutions offered by the government is to encourage the Waste Bank Programme as an effort to reduce the number of waste growth. However, this effort has not been maximized due to citizens still adhere to the old habit of collecting waste without being sorted, then transported by garbage collectors. This all lead to author creating a 2D animated storyboard as a media to invite the target, which are children, to form new habit of sorting waste and deposing it in the Waste Bank. The author also conducted researche using quantitative methods through questionnaires and qualitative methods by direct field observastion to obtain the required data.

**Keywords:** Waste Bank, Children, Storyboard, Animatic Storyboard, 2D Animation