

ABSTRACT

INFORMATION DESIGN SOCIAL CAMPAIGN

MANAGING WASTE MASK BY THE UPN FOUNDATION

By

Mochamad Hisyam Arrizal Rizaki – 1601184388

One of the health protocols that must be carried out during activities during the pandemic is wearing a mask. This is important to prevent the spread of the corona virus. Masks need to be used properly in order to provide effective protection, including choosing the type of medical mask. However, it turns out that there are bad effects caused by medical masks. Medical masks or disposable masks are mainly made of polypropylene, aka a type of plastic that can harm the environment if disposed of carelessly. Mask waste that is still intact and "wandering" in the environment that is not handled properly can be carried into rivers and seas and cause water pollution. The methods used in data collection are the results of interviews, questionnaires, and literature studies. Then analyzed using AISAS. The results of the design of social campaigns are needed to create an invitation that is easily understood by the public, and the campaign media is appropriate and on target. The purpose of designing this social campaign is to provide insight as well as to build public awareness of the environment by managing mask waste properly and correctly in visualizing media including logos, posters, flyers, banners and other supporting media. It is hoped that this design will make more people participate and care more about the environment.

Keywords : *COVID-19 pandemic, masks, waste masks, social campaigns, media campaigns*