

ABSTRACT

Indonesia is the largest archipelagic country with a population that continues to increase. This increase in population causes the amount of waste to also increase. Currently, Indonesian people have a modern lifestyle. This triggers them to purchase new and innovative items. This kind of lifestyle will result in large waste production if not thought out and processed properly. Furthermore, public awareness of the impact of waste in Indonesia is still very low. One of the areas in Indonesia that still lacks attention to the problem of waste is South Sulawesi, Gowa district. The accumulation of waste in the landfill of Gowa Regency continues to increase. Besides, there are still many people who choose to throw their garbage on the side of the road and cannot process their own waste properly. In addition to public awareness regarding waste, education about waste management is also lacking. The solution that can be done at this time by Indonesian people is to start a lifestyle by reducing waste production from individuals which is Zero Waste lifestyle. Therefore, it is necessary to design educational media about the Zero Waste lifestyle for Gowa district. The research method used is observation, literature study and interviews. Then the analysis carried out is the Matrix and SWOT. It is hoped that this design can produce effective and attractive educational media by applying the field of visual communication design.

Keywords : E-Book, Lifestyle, Zero Waste