

## **ABSTRACT**

Currently, one of the issues that often occurs in the community is the problem of 'Food Waste'. Food waste is also leftover food that is still not consumed for certain reasons even though it still has good quality. The increasing habit of food waste and leftover food waste has led to the emergence of several campaign events carried out as a movement to reduce the habit of food waste. One of the campaign events is the 'Food Hero Festival'. The 'Food Hero Festival' campaign event conducted by Surplus Indonesia is present as the dissemination of information through visuals, text, narration and so on, through various communication media. The information conveyed to the public is so that they are more aware of the issue of food waste and also introduce the Surplus application which is one of the efforts to reduce food waste habits and reduce food waste. This research was conducted to understand the description of the creative strategy carried out by Surplus, the media used, as well as the visuals made on the 'Food Hero Festival' media. This research is included in the category of qualitative approach using creative strategy description techniques, media and visualization of the campaign event. Data collection uses primary data by distributing questionnaires to 106 respondents. The theoretical basis used is campaign theory, creative strategies, media campaigns, and the science of Visual Communication Design. The results of this study are to find out how the creative, media, and visual strategies of the Food Hero Festival event are expected to become a reference related to the creative, media, and visual strategies of an event and it is hoped that there will be even better research on this issue in the future.

Keywords: campaign events, creative strategy, food waste, media, visual