

## **ABSTRACT**

### ***DESIGNING A ZINE AS AN EDUCATIONAL MEDIA FOR MENSTRUAL CUP PRODUCT TO OVERCOME DISPOSABLE SANITARY PADS WASTE AMONG LATE ADOLESCENTS IN BANDUNG CITY***

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*Sanitary products in the form of non-recyclable disposable sanitary pads produce waste that is increasingly piling up and difficult to overcome. This research aims to create media to raise awareness of the pollution caused by non-recyclable disposable sanitary pads, educate the public about the negative stigma circulating and widespread about menstrual cup products, and educate how to use, advantages, benefits, and types of menstrual cups among Indonesian women. The research method used was descriptive qualitative research method. The data collection process was carried out by means of visual observation, interviews, questionnaires, and literature studies. The data obtained were then analyzed using descriptive analysis method and comparison matrix analysis by referring to seven subjects, namely visual communication design, design principles, layout, typography, color, photography, and illustration. Based on the data obtained, it can be concluded that the use of menstrual cups among late adolescents in Bandung City is still taboo and educational media about the impact caused by disposable sanitary pads is still very minimal. Therefore, a zine was created that based on the questionnaire data can overcome the problems raised and become an educational media that suits the interests of the target audience.*

**Keywords:** *Educational Media, Sanitary Pads Waste, Zine, Menstrual Cup, Visual Communication Design, Graphic Design*