

## **ABSTRACT**

### **ZINE DESIGN TO RAISE AWARENESS ABOUT FOOD WASTE FOR YOUNG PEOPLE IN BANDUNG CITY**

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Food waste is a significant problem in society, with Indonesia having the highest total production at 20.93 million tons per year, according to data from Databoks and the United Nations Environment Programme (UNEP) in 2021, young people play an important role in reducing food waste, but their lack of awareness of its negative impact on the environment and economy is a significant factor. This research uses qualitative methods to design and research food waste issues, interview Foodbanks in Bandung, and analyze the results using the matrix comparison method. The goal is to increase young people's interest in food waste issues and improve their literacy. Influential media, such as zines, are needed to disseminate interesting, effective, and accessible information about food waste to avoid unawareness of the issue among young people.

Keywords: Food Waste, Awareness, Young People.