

ABSTRACT

Gang Tamim is a hub for fabric sales and production in Bandung City, with numerous garment manufacturing activities in the area. Fabric scraps, as residual waste from the garment industry, pose a significant problem in the Gang Tamim area of Bandung. Two types of fabric waste are generated during production: large and small scraps. Poor waste management has triggered negative impacts on the local environment. However, the community's understanding and awareness of transforming fabric scraps into sustainable products remain limited due to the suboptimal dissemination of social campaigns. To collect data, the instruments used were observation, interviews, and questionnaires. An analytical approach was then applied to evaluate the impact of the campaign on community behavior, focusing on knowledge, attitudes, and skills expected to drive positive changes based on Ostegard's theory and the AISAS method. This study concludes that designing a social campaign model both offline and online is essential for building practical skills among the community and expanding its impact to a wider audience. The results of the offline and online campaign strategy are focused on fostering awareness, empathy, and participation in managing fabric waste into innovative sustainable products that have market value and create job opportunities.

Keywords: *Gang Tamim Bandung, fabric scraps, social campaign model, Ostegard method, AISAS method.*