

ABSTRACT

The waste problem in Indonesia continues to escalate, with its volume projected to increase by 70% by 2050. The Citarum River, one of the largest rivers in Indonesia, has become one of the most polluted areas due to the dominance of household waste (75.01%) and community activities that use the river as a dumping ground. Although the government has initiated various efforts, such as the "Citarum Harum" program and allocated special funds, this issue remains difficult to resolve due to the low public awareness of environmental cleanliness. In this final project, the author acts as the scriptwriter for a public service announcement (PSA) video titled "Fishing for Trash, Not Fish." This PSA is designed as an educational medium for the audience, incorporating digital storytelling and humor to enhance the appeal and effectiveness of the message delivery. Entertainment content is integrated with social messages to raise public awareness about the importance of keeping the Citarum River clean. The 2–5-minute PSA video is distributed through the TikTok and Instagram social media accounts of the Citarum Harum Task Force (@satgascitarum).

Keywords: Waste, Citarum River, public service announcement, digital storytelling.