

ABSTRACT

The waste problem in Indonesia continues to rise, with waste volume projected to increase by 70% by 2050. The Citarum River, one of the largest rivers in Indonesia, has become one of the areas with high pollution levels, primarily due to the dominance of household waste (75.01%) and the habit of people using the river as a dumping ground. Although the government has launched various programs, such as Citarum Harum and dedicated funding, this issue remains difficult to tackle due to the low public awareness in maintaining environmental cleanliness. In this work, the author serves as the Director of Photography (DOP) for a Public Service Announcement (PSA) video titled "Fishing for Trash, Not Fish." This PSA is designed as an educational tool that combines visual communication and humor to capture the audience's attention and enhance the effectiveness of the message. By incorporating entertainment elements, the video aims to raise public awareness about the importance of maintaining the cleanliness of the Citarum River. The 2-minute and 11-second video will be shared through the TikTok and Instagram accounts of the Citarum Harum Task Force

Keywords: *Waste, Citarum River, Public Service Announcement, Director of Photography, Visual Communication*