

ABSTRACT

Plastic pollution poses a serious global environmental challenge, with Indonesia ranking as the third-largest contributor. One approach to mitigating plastic waste is recycling, which transforms plastic waste into valuable products. This study aims to design a recycled plastic bracelet as a fundraising medium to support Solusi Sungai Resik, an organization focused on cleaning the Citarum River. The research employs a qualitative method with a single-case study approach. Data were collected through observations, interviews, and surveys and analyzed using thematic analysis techniques. Design thinking was applied up to the main field-testing stage to produce a validated bracelet prototype. This study offers an innovative solution for plastic waste management while supporting environmental funding efforts. Beyond being a symbol of environmental awareness, the bracelet has the potential to raise public consciousness and encourage community participation in environmental preservation.

Keywords: *Plastic pollution, recycling, recycled bracelet, fundraising, Citarum River*