

ABSTRACT

PERANCANGAN NASKAH UNTUK ANIMASI SEBAGAI MEDIA EDUKASI UNTUK DAMPAK *FOODWASTE* BAGI MAHASISWA TELKOM UNIVERSITY

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Foodwaste is a foreign term derived from two languages, translated as "Food" and "Garbage." It is also known as discarded food. Foodwaste is a food waste and a major problem that continues to increase in Indonesia. This phenomenon not only impacts food security but also impacts environmental pollution. One of the causes of foodwaste is triggered by a consumptive lifestyle or overbuying. The culinary industry is one of the active sectors that cause this pollution, such as restaurants, cafes, households and other culinary industries which also play a major role in producing food waste, with an estimated 20.9 million tons annually, based on the Foodwaste Index Report 2024. For this reason, the author took the initiative to design an educational animation as a medium to reduce food waste in the Telkom University environment. With Telkom University students as the target audience. In this project, the author positions himself as a scriptwriter, tasked with creating a script that is able to convey important messages and values on the topic raised. The message includes the benefits of wise food management, as well as the negative impacts of foodwaste on campus cleanliness. The research employed qualitative research and field observation, through direct interviews with academics involved in hygiene and students at Telkom University. The results of this study will be used to draw conclusions on the topic, providing input data for designing the scenario for the Foodwaste animation. This animation is expected to provide a better understanding of foodwaste and its impact on the campus environment.

Kata Kunci: animasi, *Foodwaste*, naskah skenario, media edukasi, *Overbuying*