

ABSTRACT

WASTE BANK CAMPAIGN DESIGN FOR RESOLVING THE POLLUTION OF CITARUM RIVER IN KARAWANG CITY

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Inside human life, can't be denied that waste is always produced every day. Waste produced by humans becomes one of the factors causing the emergence of pollution. The river pollution currently happen in Karawang City increasingly uncontrolled, one of which relates to residents who dump solid waste in the form of waste to the side of the river nor to the river directly. River pollution occurs in large rivers such as the Citarum river that has been contaminated, dirty and fulfilled one of them by garbage. From these problems the authors use the methods to obtain the necessary data, such as observation to search for data on the condition of the Citarum river, interviews to some resource persons who are considered as experts in the field to find a good solution, spreading questionnaires directly to residents around the river Citarum To know the characteristics of target audiences, and literature studies to support the design theories used. From the data and findings that have been obtained, the authors create a waste bank bank campaign to provide solutions above the problems. The results of the design of the campaign that is in the form of video advertising public service because most of the population gets information about the city of Karawang through television. The video will explain the information about waste bank packaged in flat design illustrations to attract public interest to join the waste bank customers in Karawang.

Keywords: Campaign, River Pollution, Waste Bank, Karawang City