

TABLE OF CONTENTS

STATEMENT SHEET	2
VALIDITY SHEET	3
ABSTRACT	4
ABSTRAK	5
FOREWORD	6
TABLE OF CONTENTS	7
LIST OF FIGURES	10
LIST OF TABLES	13
CHAPTER I	14
1.1 Background	14
1.2 Problem Identification.....	17
1.3 Problem Formulation	17
1.4 Problem Scope	17
1.5 Research Purpose	18
1.6 Research Benefits.....	19
1.7 Collecting Data and Analysis.....	19
1.8 Research Framework.....	21
1.9 Chaptering.....	22
CHAPTER II	23
2.1 Waste.....	23
2.1.1 Terminology	23
2.1.2 Sources of Waste.....	23
2.1.3 Categories of Waste	24
2.1.4 Categories of Recyclable Waste.....	24
2.2 Littering Phenomena in Indonesia	26
2.3 Case Studies	27
2.3.1 Case Study 1: Germany.....	27
2.3.2 Case Study 2: Finland	28
2.3.3 Case Study 3: Japan	29
2.3.4 Case Study 4: Jakarta, Indonesia.....	31
2.3.5 Case Study 5: Bandung, Indonesia.....	33
2.4 Waste Management.....	34
2.5 Education	35

2.6	Child Development	35
2.7	Visual Communication Design	37
2.7.1	Design Elements.....	37
2.7.2	Typography	41
2.7.3	Layout	44
2.7.4	Color.....	46
2.8	Illustration	47
2.8.1	Types of Illustration	48
2.9	Story Book	49
2.9.1	Category and Type of Story Book.....	50
2.10	Storytelling and Scriptwriting	51
2.10.1	Narrative Classification.....	52
2.11	Theoretical Framework and Assumptions.....	53
CHAPTER III		54
3.1	Data and Analysis of Interview	54
3.1.1	Data	54
3.1.2	Analysis.....	56
3.2	Data and Analysis of Observation.....	57
3.2.1	Data	57
3.2.2	Analysis.....	58
3.3	Data and Analysis of Questionnaire.....	58
3.3.1	Data	58
3.3.2	Analysis.....	66
3.4	Data and Analysis of Similar Works (English).....	67
3.4.1	Data	67
3.4.2	Analysis.....	69
3.5	Data and Analysis of Similar Works (Indonesian).....	71
3.5.1	Data	71
3.5.2	Analysis.....	73
3.6	Conclusion	75
CHAPTER IV		76
4.1	Message Concept	76
4.2	Creative Concept.....	76
4.3	Visual Concept.....	77
4.4	Media Concept.....	84
4.4.1	Main Media	84

4.4.2	Supporting Media.....	88
4.5	Design Results.....	89
4.5.1	Main Media.....	89
4.5.2	Supporting Media.....	91
4.6	Business Concept.....	94
CHAPTER V		96
5.1	Conclusion	96
5.2	Suggestion.....	96
REFERENCES.....		98
APPENDIX.....		104