

## **ABSTRACT**

*Dewi, Debi Sintia. 2016. Designing of Television Feature Program about Enviromentally Friendly Products in Bandung. The Final Project. Visual Communication Design Studies Program. Creative Industries Faculty of Telkom University.*

*Currently, the government is calling for always love domestic products. However, there are still many Indonesian people, especially teenagers who choose to use the products of Foreign Affairs. On the other hand, as a result of the increasing level of consumption and other activities, it also increased the waste generated. In Indonesia, there are still a few of manufacturers that produce environmentally friendly products, especially in Bandung region who had potensions about creative city. About the problems, the writter are interested in the topic of "Use and producing the Indonesian environmentally friendly products". In design process, the author uses a qualitative method of data collection through literature studies and interviews were conducted with the observations in Bandung and the methods of analysis used a case study approach. Therefore, the required media in the form of feature television programs to be able to attract teenagers towards environmentally friendly products. The purpose of this program, so that the young generation have knowledge about environmentally friendly products in the country and are interested in using the product. In addition, in order to motivate young people to produce environmentally friendly products themselves.*

*Keywords: Environmentally Friendly Products, Featured, Television, Bandung, Production Feature*