

ABSTRACT

Andreas Yudhistira. 1401110025. (2016). "Designing Social Campaigns Reduce Use of Plastic Bags Shop in Minimarket Through Media Goodybag Berbarcode in Bandung. Thesis. Visual Communications Design Studies Program. Faculty of Creative Industries, Telkom University

Hazardous waste to be easily decomposed by nature is plastic waste. Plastic waste that causes the destruction of nature very long to tens and hundreds of years will be parsed by nature and is one of the phenomena that there is still no proper solution to date. The problem of solid waste (plastic) over the years become a thorny problem especially big cities as well as cities grow in Indonesia. The author takes the segmentation of age 20 - 40 years already have their own income so that they can do shopping regularly every month, week or day. And in early adulthood developmental psychology will be different in adolescence, maturity level both in terms of physical, nature, cognitive processes, and behavior of individuals. Based on the results of questionnaires that the author made that 73% of people are lazy to bring goodybag, 11.5% better wear plastic bags because it is easily obtained. 11.5% said that complicated to carry goodybag, 0% less keen to bring goodybag when doing shopping in the minimarket. And how big Ketertarikan on goodybag based on the results of a questionnaire that is 15.4% interest in goodybag standard without any design, 65.4% say they are interested in having a goodybag design and berbarcode because'll get a reward or to get exciting promos, 19.2% interest only on the design in goodybag alone.

Keywords: Campaigns, advertising, visual communication design, Goodybag. Environmental Sustainability.