

## **ABSTRACT**

*A waste is a pile of some stuff or things that are already being unused. These waste could make some negative causes if it being all piled, left, and thrown away. Especially plastic waste, the type of waste that came from things that made of plastic which the plastic itself is known as a dangerous synthetic material if it being used in a wrong way. Like today, one of many problems that can be said as an unsolved problem up until now is a problem about plastic waste. People themselves can be judged that they've realized and knew about the causes of the plastic trash itself. So, it's necessary to make something that can let people especially children to realize and know about what they should and should not do on plastic waste and the negative causes of the plastic waste itself. Children themselves is chosen because they're at the age where they still could learn, want to know and receive information well. So it's decided to make an animatic storyboard that has a story about the negative causes of plastic waste. The methods that being used to collect the object and phenomenon data are interview, observe, and literature research. From all the data that has been collected, it can be concluded, that in the creation of animatic storyboard, it's important to deliver the story and show the visual in such interesting and not boring so the audience can enjoy and feel interested without losing the message.*

*Key Words: Storyboard, Animatic, Children, Plastic Waste*