

## **ABSTRACT**

*Plastic is very practical object used for any needs, we can use it without having to spend a lot of money. However, the practicality provided by plastic makes Indonesian use it unkind. They only use once and throw it anywhere. The School environmet is the closest factor for the problem of plastic waste, because the nature of the school children who still not good in using plastic. Interactive learning media is a solution to overcome this problem. Learning about handling plactic waste will be displayed on the the form of interactive content. The methods used to collect the data are literature study, observation, interviews, and the analytical method used is matrix analysis. This final project aims to create an interactive learning media for the children of elementary school aged 9 -12 years, so they can develop their emphaty and good sympathy of using plastic.*

*Keywords : Plastic Waste, Elementary School Children, Interactive Learning Media*