

ABSTRACT

PLASTIC DISSONANCE

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Cognitive is a mental activity in the form of understanding by individuals in determining social behavior. This understanding can be shaped by various things, such as understanding given by family, environment, experience, even habits. Humans are always looking for balance in their cognitive. When an individual receives new information or knowledge that is by himself, the individual will try to balance that knowledge with previous understanding, consciously or unconsciously. This imbalance is called cognitive dissonance. The author links this with our understanding of disposable plastics, especially in Indonesia. plastic that has practical properties that make us accustomed to using it. This disposable plastic can also be found easily in our environment. But discussions about the negative impact of disposable plastic waste on the environment have also spread even globally. Knowing this makes us have two understandings of disposable plastic. The first is that plastic has become attached to our daily lives and has become our habit in using it, and the second is that disposable plastic waste can be harmful to the environment. Even though we already know the negative effects, we still have difficulty escaping the habit of using disposable plastic. In this final project, the writer will visualize the waste that the writer gets within a month by using the Cyanotype technique, which is an old photographic printing technique that uses natural light in the process.

Keywords : Cyanotype, Ecology, Photography, Cognitive, Plastic waste