

ABSTRACT

REDESIGNING VISUAL IDENTITY AND MEDIA PROMOTION FOR SUSTAINABLE INDONESIA

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Every day, people use a certain item or product which, if it is all used up or unused, will end up as garbage. The garbage that is not treated properly will piling up in the landfills and cannot be broken down. If this happens, the capital city should be ready to experience a waste emergency. Sustainable Indonesia is a social organization that participates in educating the public about environmental problems as well as the solutions to those problems, such as composting organic waste, sorting our garbage, and more. Sustainable Indonesia has been doing their promotion through social media. However, a visual identity that is not strong enough and not representing the organization's meaning is an obstacle to increase the public awareness of Sustainable Indonesia and its media promotion. The methods that are used to collect the data are interviews, observations, questionnaires, and literature studies. Then the data will be analyzed using comparative matrix analysis. This redesigning is expected to increase the public awareness of Sustainable Indonesia and its media promotion, as well as the environmental problems especially the piling waste on landfills.

Keywords: Sustainable Indonesia, Waste, Environment, Visual Identity, Media Promotion.