

## **ABSTRACT**

*The packaging that is often used by the public today is paper packaging and plastic packaging. Currently, plastic packaging is considered not environmentally friendly, because plastic is difficult to decompose, so the potential for environmental pollution is very large. With this, an effort is needed to reduce the use of single-use plastic by applying the Zero Waste principle in order to change the mindset about waste and behavior in managing it. One shop in Bandung called Warung 1000 Kebun, is currently implementing the Zero Waste principle but is still not wise in using plastic, especially in vegetable and fruit products. By applying the Zero Waste principle using packaging theory and sustainable packaging theory as well as visual communication design. Then data collection will be carried out in the form of observations and interviews and analyze it using the SWOT method. So in the end, you will get the results of a Zero Waste packaging design at Warung 1000 Kebun which later is expected to be wise in using plastic.*

*Keywords: Packaging, Plastic, Zero Waste, Warung 1000 Kebun*