

## **ABSTRACT**

Today there is a lot of information about reducing the use of plastic materials around the world. Yet we rarely hear of the same campaign for cigarette butt litter, At least two-thirds of the total 5.6 trillion cigarettes or 4.5 trillion cigarette punts smoked each year are thrown indiscriminately ranging from dumped on the streets, in parks, on beaches and in waterways. In Kab.Bandung as many as 20% of smokers are teenagers aged 13-18 years, and increasingly every know. According to the journal UIN SDG Kab. Bandung has a percentage of 42.1% of the population aged 10 years and above who have smoking habits For most teenagers they do not know the impact of cigarette butt waste, therefore information about the impact of cigarette butt waste is given in the form of information media that is digital comics. In this scientific paper the writing methods that the author uses are observation, interview and library studies. Based on observations, interviews and and library studies, obtained data that information books are packed with interesting and not rigid images can be a very effective learning medium for adolescents. So the author concludes the most appropriate media for teenagers is the medium of information in the form of digital comics. It is expected that after reading this book, teenagers can care about the cleanliness of the environment from cigarette butt waste. Suggestions for the future, it is worth planning follow-up programs with more diverse media, both from the government and individuals. This is so that the next generation of young people can care fully about the cleanliness of the environment.

Keywords : Digital comics, Trash, Cigarette Butts