

## **ABSTRACT**

*In the waste problem that occurs in Lake Toba, Parapat, it is usually caused by a lack of public awareness and also the absence of a campaign in waste management so that there is still a lot of garbage scattered on the roadside and also the lakeside. There is a campaign so that the public is aware of waste management and can also educate the public in managing waste properly and correctly. The author makes observations directly or indirectly through social media to find data, interviews with related parties, to find solutions to problems, questionnaires to find out campaign targets and literature studies to find design theories. From the data obtained by the author, there is no management of organic and inorganic waste, so that all waste ends up piling up in the TPA (Final Disposal Site) and burning. To reduce so much waste, we can add mutual cooperation activities that involve the community such as waste management using the 3Rs, namely Reuse, Reduce and Recycle (Reuse, Reduce and Recycle) so that people also understand how to reduce waste properly, can also improve place separation waste between organic, inorganic, and B3 waste (made of glass or poison). Make these mutual cooperation activities to minimize waste so that it does not pile up directly in the TPA. Developing mutual cooperation activities is one way and this campaign is a long-term program.*

*The results of the analysis are carried out in the form of an event concept design to send a message to the target audience such as posters, several print media and also digital media that are often used in modern times such as Instagram and Twitter.*

*Keywords: Campaign, Education, Waste Management, Environment.*