

ABSTRACT

An increase in the population leads to an increase in waste generation. If not properly managed, the problem will become more serious. One of the efforts to overcome these problems is innovative waste management. Innovation can be achieved by applying design thinking methods in the digitization of the Tegal Regency waste bank project. The use of design thinking methods is expected to facilitate the use of technology and information to develop, produce and commercialize new procedures for landfill management. The type of research used in this study is a descriptive qualitative study, as this study aims to find out the socialization of digital-based waste sorting in Tegal Regency's social media Instagram by means of design thinking methods. The research is only in the prototype stage, so further research is required until the testing stage..

Keywords : Waste Management, Waste Banks, Digitalization and Design Thinking