

## **ABSTRACT**

Small things that are often considered trivial, such as littering, are still widely practiced and almost everyone will see or do them. This small thing if done by millions of people in Indonesia can also cause natural disasters such as floods and landslides which are the most common in Indonesia recently. This environmental problem also occurs in the Demang alley, Sukabirus Village, the area around Telkom University, floods due to overflowing rivers have routinely occurred from year to year. In addition to the large number of people who throw garbage into the river in Gang Demang, Sukabirus village, there is also a lot of production waste from small to large production, home to factories that is dumped into the river. This also makes river water dirty and polluted or even contains toxins. One way to raise environmental issues in Gang Demang Sukabirus is through Video Art with the title "Cipruk Cai" (After Bill Viola). The results of the work from the author's personal concerns that were raised into video art works, the work is still far from perfect, the author's advice if you want to create video art must do in-depth research according to the concept of the work to be made.

Keywords: plastic waste, flood, waste, video art.