

## **ABSTRACT**

### **Single-Use Plastic Education Campaign Design At Traditional Markets and Community in Bogor**

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Single-use plastic is a type of plastic. The accumulation of plastic waste itself can have an impact on the environment where people live.

The city of Bogor, with an area that is not so large, produces large volumes of plastic waste. The purpose of this research is to assist the Bogor City Environmental Service in designing appropriate communication, media, visual and copywriting strategies for single-use plastic education campaigns.

The research method used in this study is descriptive qualitative, by formulating the problem, determining the theoretical basis, collecting data, analyzing the data, designing the campaign, and finally drawing conclusions. The analysis used in this study consisted of two analytical methods, namely AOI and comparison matrix analysis. AOI is an analytical method that uses data from the target audience to gain insight into the target audience, while the comparison matrix analysis uses data from a literature review to compare visual samples. The media design method used in this research is the Facet Model of Effects, which consists of six communication models namely, perception, emotion, cognition, association, persuasion, and behavior.

The benefits obtained from this research are reduced volume of plastic waste and increased public knowledge about the dangers of single-use plastics.

The conclusion obtained in this study is that the creative strategy designed must be in the form of hard selling, this is based on respondent data and the results of interviews with several target audiences. In addition, the media used adapts to the media commonly used by the target audience, such as; television, social media

Facebook and Whatsapp, as well as supporting media such as; billboards, brochures, checklist cards, and booths.

**Keywords:** Education, Campaign, Campaign media, Single use plastic, Waste.