

ABSTRACT
IDENTITY AND COMMUNICATION MEDIA DESIGN
FOR GRIYA LUHU WASTE BANK

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Waste has become a common environmental problem in the community. The emergence of waste banks to help manage waste is seen to reduce the problem of waste in the environment. Waste banks help with waste management and provide economic benefits to people who join as waste bank customers. One of the waste banks in Gianyar, Bali is Griya Luhu. Griya Luhu Waste Bank focuses on helping waste management problems by using their waste bank program. Griya Luhu Waste Bank faces the problem of lack of community engagement on waste management and waste bank issues. In addition, the design system does not have a strong character that can show the character of Griya Luhu. From the existing problems, data obtained using interviews, observations, questionnaires, and literature studies are then analysed using a design strategy framework, where the strategies issued are design recommendations based on the results of internal and external analysis. The design recommendations are used to help Griya Luhu in increasing its business development potential.

Keywords: *Design Strategy, Waste Bank, Brand Identity, Brand Communication*