

## **ABSTRACT**

*Waste is a difficult problem to solve. Some garbage around the Sukabirus and Sukapura areas are still littered, due to the lack of public garbage bins in places that do accumulate a lot of garbage. This causes the environment to be uncomfortable to look at, and dirty. People's habits also play a role in the creation of a lot of unmanaged waste. Therefore, this research aims to expose the various impacts of littering so that it can be highlighted to the public, as well as to create a 2D Visual Concept Art Design that can draw the audience's attention to the littering problem in Sukabirus and Sukapura, Bandung.*

*The research methods used in this assignment are literature study method, analysis of similar works, and observation. The data analysis method is used in descriptive qualitative data analysis to explain the results of observations, analysis of similar works and literature studies that have been carried out. From the results of observations made in Sukabirus and Sukapura areas, it can be concluded that the waste that dominates these locations are plastic waste and food or snack waste. This is because Sukabirus and Sukapura areas are around campus and many students live in boarding houses, which then the students prefer to buy food rather than cook it themselves, and as a result, it produces more trash such as plastic and rice paper waste.*

*Keywords: Waste, dirt, community habits*