

ABSTRACT

Waste management issues in Indonesia, particularly in Banyumas Regency, pose serious challenges that demand attention and innovative solutions. This study aims to design a virtual influencer as a medium for introducing the zero-waste lifestyle among young people in Banyumas. By leveraging Instagram, the virtual influencer is expected to effectively and attractively convey the principles of zero waste through the 5R approach (Refuse, Reduce, Reuse, Recycle, and Rot). This design employs a qualitative research method through observation, interviews, questionnaires, and literature studies. A SWOT analysis is applied to understand the potential and challenges of using virtual influencers in this campaign. The character's visuals are designed with a semi-realistic style, incorporating elements of Banyumas' local culture to make it more relevant to the audience. It is hoped that the presence of this virtual influencer will raise awareness among the younger generation about the importance of waste management and encourage them to adopt a zero-waste lifestyle in their daily lives. By utilizing technology and social media, this solution offers an innovative approach to fostering sustainable environmental awareness.

Keywords: *Virtual Influencer, Zero-Waste Lifestyle, Banyumas, Visual Communication Design, 5R.*