

ABSTRACT

Water is an essential need for human health, but public awareness, especially among urban youth, regarding the importance of consuming water remained low. On the other hand, the high use of single-use plastic bottles exacerbated environmental problems due to plastic waste that was difficult to decompose. This final project aimed to enhance the understanding and awareness of people aged 18 to 25 regarding the importance of drinking plain water and to encourage the use of personal drinking bottles as a concrete step toward reducing plastic waste. The method used was a qualitative approach through observation, interviews, and literature studies to formulate an effective visual communication strategy. The media designed was in the form of a product catalog, which was an alternative print medium that combined illustrations, infographics, and educational narratives with appealing visuals. This media information was expected to become an effective communication tool to shape opinions and encourage changes in water consumption behavior and the use of personal drinking bottles among urban youth. The benefits of this design included reducing plastic waste, raising awareness of a healthy and environmentally friendly lifestyle, and serving as a reference for graphic designers and social campaigns in the field of sustainable visual communication.

Keyword: Water, Personal Water Bottle, Information Media, Environmental Awareness