

ABSTRAK

Design On Animated Environment As An Educational Media About The Impact Of Food Waste On The Environment Of Telkom University

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Telkom University is a private university located at Jl. Telekomunikasi No. 1, Bandung Terusan Buahbatu-Bojongsoang, Sukapura, Dayeuhkolot District, Bandung Regency, West Java. This university has several canteens scattered throughout the campus. In these canteens, leftover food is often seen being wasted because customers often throw away their food carelessly. This causes pollution in the dining area and the surrounding environment. This problem is not only concentrated in the canteens, but also spreads to faculty buildings. Cleaning staff sometimes complain of being overwhelmed by the large volume of undisposed waste. To address this problem, an effective way to educate students about the issue of food waste, its impacts, and ways to help reduce it is needed. This study aims to design an educational animated background that can raise public awareness about food waste, its impacts, and steps to reduce it. This study uses a qualitative approach with data collection through interviews, observations, questionnaires, and literature studies. The data obtained are then analyzed using descriptive analysis methods. The results of this study indicate that most students do not yet understand the term "Food Waste" and its impacts. This is due to the lack of animation media and appropriate environmental design to discuss this topic. Therefore, this research is expected to produce an engaging and effective animation concept to educate the public at Telkom University.

Keywords: animation, environment, food waste, environmental hygiene, educative media.