

## ABSTRACT

### **CAMPAIGN DESIGN TO IMPROVE AWARENESS OF THE IMPORTANCE OF "BANK SAMPAH" IN JAKARTA HOUSEHOLD**

Indonesia is a country with low awareness on household waste processing. Limited options are available to recycle their household waste and the people are not well educated to process their own household waste. The people has only been educated to throw their household waste at the pre-assigned public space without sorting out their waste hoping that either scavengers or government will manage their waste accordingly. Unsorted household waste will complicate the recycling process due to each type of waste has different processing requirements and it has tendency to reduce the quality of recyclable waste in the mix. As the recycling process of unsorted waste is complicated, the amount of waste on the pre-assigned public space accumulates a waste-landfill. Afterall, there are many options available to support the household waste recycling which one of them is using "bank sampah" services.

Therefore, it is essential to design a campaign to improve awareness of the important of "bank sampah" services which will support Jakarta's waste management. As the result, the household waste can be recycled and reused which will reduce the polluting waste-landfill on the pre-assigned public space. The campaign targets the people in between 23 to 38 age group living in Jakarta. To achieve the campaign objectives, the campaign shall convey the main message to the target audience clearly. Due to this reason, the right creative strategy using emotional and rational approach will be executed. The implementation will be done by showing the people that household waste has value in "bank sampah", and anyone can participate in supporting the recycling process.

Keywords: household waste, bank sampah