

**INTERACTIVE CAMPAIGN OF FOOD WASTE  
PREVENTION IN INDONESIAN HOUSEHOLDS**



**UMN**  
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NUSANTARA

**FINAL REPORT**

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**VISUAL COMMUNICATION DESIGN STUDY PROGRAM**

**FACULTY OF ARTS AND DESIGN**

**UNIVERSITAS MULTIMEDIA NUSANTARA**

**TANGERANG**

**2023**

**INTERACTIVE CAMPAIGN OF FOOD WASTE  
PREVENTION IN INDONESIAN HOUSEHOLDS**



**FINAL REPORT**

Submitted as One of the Conditions to Obtain

Bachelor of Design Degree (S.Ds.)

**Yola Fransisca**

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**STUDY PROGRAM VISUAL COMMUNICATION DESIGN**

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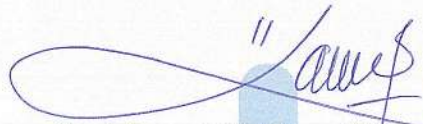
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## PREFACE

What started as a daily activity that includes short, funny and informative videos, the author encountered a big problem that he had never realized before. Leftover food is something that is often seen everyday but the author never realizes how impactful this waste is. Initially the writer felt less educated but in fact, he was the same as other Indonesians. This food waste problem looks simple and sounds easy to solve because it's just food. However, this is not the case. With this final assignment, the writer hopes to be able to disseminate information and education to those who are not aware and the writer hopes that something useful can come out of whatever the writer is going to do.

Personally, the writer feels that this thesis has become an important part of the writer. Efforts to solve this problem reflect the author's concern for this issue and great hopes are extended to readers who will also read this report.

Giving thanks to,

1. Dr. Ninok Leksono, M.A., as Chancellor of Multimedia Nusantara University.
2. Muhammad Cahya Mulya Daulay, S.Sn., M.Ds., as Dean of the Faculty of Art and Design, Multimedia Nusantara University.
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5. Heny Affan from the Ministry of Environment and Forestry and Natasha Salim, as resource persons who have provided the opportunity, time, data and information in the process of collecting information and data for the work on this thesis.
6. My family who has provided material and moral support, so that the writer can finish this thesis. But especially my sister, Floren Fransisca who was there through the tears and struggles.

7. Priscilla Yukiko Djamili as my greatest friend and the best support system I could ever ask for.
8. Every single one of my friends who have given me mental and emotional support during the process,
9. The author realizes that this final report is far from perfect, therefore the author is open to criticism and input from readers to develop this report to be even better.

Tangerang, 12 June 2023



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## **KAMPANYE INTERAKTIF MENGENAI PENCEGAHAN**

### ***FOOD WASTE* DI INDONESIA DALAM SKALA RUMAH**

#### **TANGGA**

Yola Fransisca

#### **ABSTRAK**

Food Waste merupakan sebuah masalah yang telah terjadi di Indonesia sejak lama. Berbagai data yang mendukung keberadaan serta kegentingan masalah tersebut sudah muncul dari berbagai ragam sumber, baik itu swasta maupun dari pemerintahan. Sumber utama Food Waste di Indonesia sendiri merupakan rumah tangga. Dari gaya hidup yang konsumtif serta kepercayaan-kepercayaan dan budaya yang sudah kental di darah, beberapa alasan utama dari tumpukan food waste tersebut adalah gaya hidup yang tidak preventif serta konsumtif. Ironisnya, pemerintah sendiri sudah menyediakan beberapa jenis cara untuk mengurangi serta mencegah timbulan tersebut namun perubahan hampir minim dan timbulan food waste masih terjadi. Maka dari itu, perancangan ini dibuat untuk menargetkan rumah tangga di Jakarta dan sekitarnya untuk mengajak ibu-ibu dari keluarga millennial untuk mengajak keluarganya dalam menjalani hidup yang preventif terhadap food waste. Metode Perancangan Tugas Akhir ini diambil dari Creswell (2014) dimana akan dirancang sebuah kampanye sosial.

**Kata kunci:** food waste, rumah tangga, pencegahan

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# INTERACTIVE CAMPAIGN OF FOOD WASTE PREVENTION IN INDONESIAN HOUSEHOLDS

Yola Fransisca

## **ABSTRACT**

*Food Waste is a problem that has been happening in Indonesia for a long time. Various data supporting the existence and urgency of this problem have emerged from various sources, both private and from the government. The main source of food waste in Indonesia is households. From the consumptive lifestyle and the beliefs and culture that are thick in the blood, some of the main reasons for the pile of food waste are lifestyles that are not preventive and consumptive. Ironically, the government itself has provided several ways to reduce and prevent this generation, but the changes are almost minimal and food waste still occurs. Therefore, this design was created to target households in Jakarta and its surroundings to invite mothers from millennial families to invite their families to live a life that is preventive against food waste. This Final Project Design Method is taken from Creswell (2014) where a social campaign will be designed.*

**Keywords:** food waste, household, prevention

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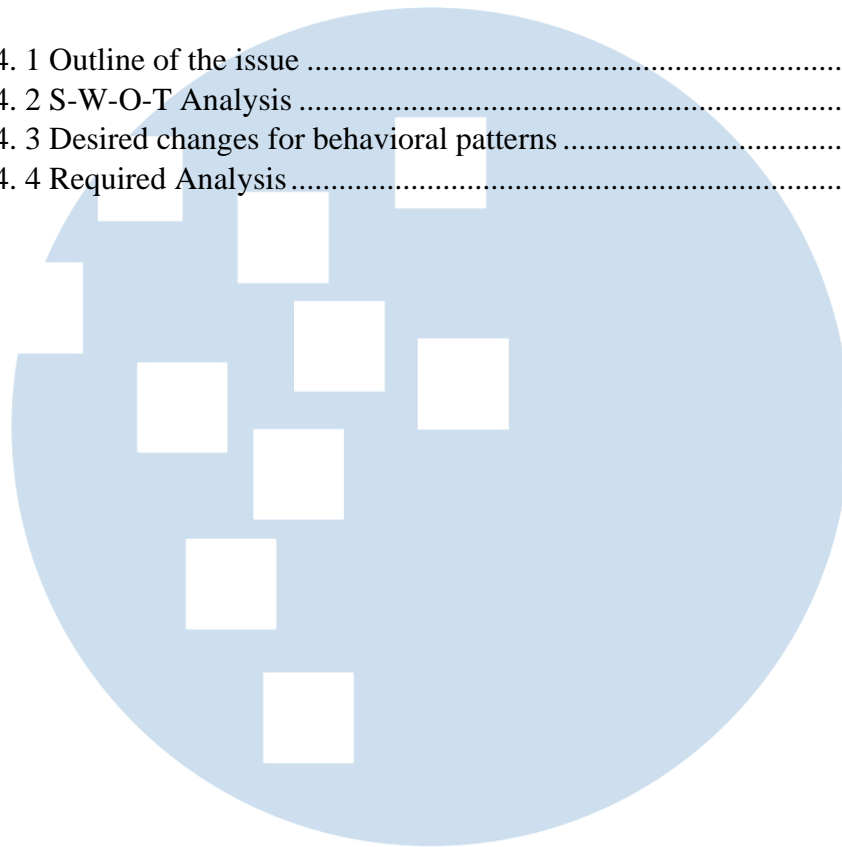
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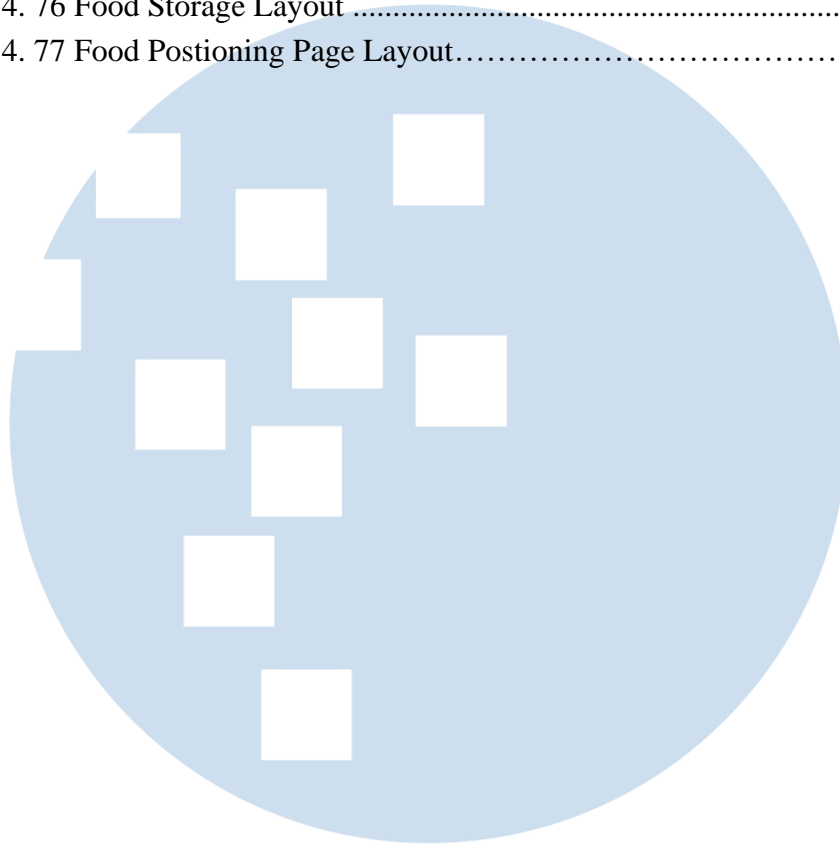
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