

**CAMPAIGN DESIGN TO INCREASE AWARENESS TOWARD
REUSABLE CARRIER BAGS IN THE
JAKARTA METROPOLITAN AREA**



FINAL PROJECT REPORT

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**STUDY PROGRAM OF VISUAL COMMUNICATION DESIGN
FACULTY OF ARTS AND DESIGN
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2024**

**CAMPAIGN DESIGN TO INCREASE AWARENESS TOWARD
REUSABLE CARRIER BAGS IN THE
JAKARTA METROPOLITAN AREA**



Thesis

Proposed to Fulfill one of the requirements
to obtain the title of
Bachelor's of Design

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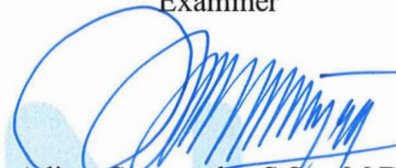
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iv

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PREFACE

Reusable carrier bag is a widely used good in Indonesia. The malpractice associated with it poses environmental threats, affecting human lives at large. By the grace of God, this project was done as a humble first step towards a hopeful future for all, and particularly toward the many who have contributed both morally and materialistically to this project.

With sincere gratitude toward,

1. Dr. Ninok Leksono, M.A., as Rector of Universitas Multimedia Nusantara.
2. Muhammad Cahya Mulya Daulay, S.Sn., M.Ds., as Dean of the Arts and Design Faculty in Universitas Multimedia Nusantara.
3. Fonita Theresia Yoliando, S.Ds., M.A., as Head of the Visual Communication Design Study Program in Universitas Multimedia Nusantara.
4. Dr.Sn. Yusup Sigit Martyastiadi, S.T., M.Inf.Tech., as Project Advisor whose expertise and time have contributed toward this project's success.
5. The author's family members, friends, and colleagues who have supported the project.

This study hopes to spark curiosity and interest in the field of visual communication design and ecology, pioneering future research and contributing toward the betterment of the world.

Tangerang, 20 May 2024



(Jonatan Kurniadi)

CAMPAIGN DESIGN TO INCREASE AWARENESS TOWARD REUSABLE CARRIER BAGS IN THE JAKARTA METROPOLITAN AREA

(Jonatan Kurniadi)

ABSTRACT

Plastic has become one of the biggest global concerns in the world today. Its production, distribution, use, and disposal pose a variety of environmental threats. To curb the plastic problem, reusable carrier bags are promoted globally as a replacement for single-use plastic bags. However, reusable carrier bags – made for multiple uses – were largely underused among the 100 purposively-sampled respondents in the conducted survey to gain insight to the perception, knowledge, behavior, observation, and utilized media of Indonesians aged 18—24 living in the Jakarta Metropolitan Area. rampant underusage of reusable carrier bags is predominantly afforded by the lack of knowledge on its environmental impacts due to the absence of public awareness and persuasive communication. This study aims to solve the design problem of lack of awareness by creating a campaign using Dentsu’s Seven-Step Planning Process, where a mobile website was created as a primary media which was alpha, and beta tested. Secondary media include the design of Instagram posts, stories, and digital stickers. The campaign design successfully tackles the awareness problem among the target audience in the region.

Keywords: Reusable carrier bags, Environmental impact, Campaign Design



**PERANCANGAN KAMPANYE UNTUK MENINGKATKAN
KESADARAN MENGENAI PENGGUNAAN TAS REUSABLE
DI JABODETABEK**

(Jonatan Kurniadi)

ABSTRAK

Plastik telah menjadi salah satu masalah terbesar di dunia pada saat ini. Proses produksi, distribusi, pemakaian, dan pembuangannya membawa berbagai macam dampak terhadap lingkungan. Untuk mengatasi permasalahan plastik, tas belanja digunakan sebagai pengganti plastik sekali pakai secara global. Namun, tas belanja – yang dimaksudkan untuk digunakan secara berulang – tidak digunakan oleh mayoritas dari 100 responden dalam survei yang dilakukan dengan purposive-sampling untuk mendapatkan wawasan mengenai persepsi, ilmu, kebiasaan, observasi, dan preferensi media masyarakat Jabodetabek berumur 18–24 tahun. Hasil penelitian menunjukkan kurangnya pemakaian ulang tas belanja oleh para responden yang disebabkan oleh kurangnya kesadaran masyarakat mengenai dampaknya terhadap lingkungan. Kurangnya kesadaran di antara responden disebabkan oleh kurangnya media persuasi yang. Perancangan media informasi ini dilakukan untuk mengatasi masalah kesadaran masyarakat dengan menggunakan pendekatan Seven-Step Planning Process oleh Dentsu. Sebuah situs web mobile dirancang sebagai media primer dan telah melalui uji alpha dan beta. Media sekunder yang dirancang termasuk post Instagram, Story Instagram, dan stiker digital. Kampanye telah berhasil mengangguni masalah kesadaran masyarakat di Jabodetabek.

Kata kunci: *Tas belanja, Dampak lingkungan, Desain Kampanye*

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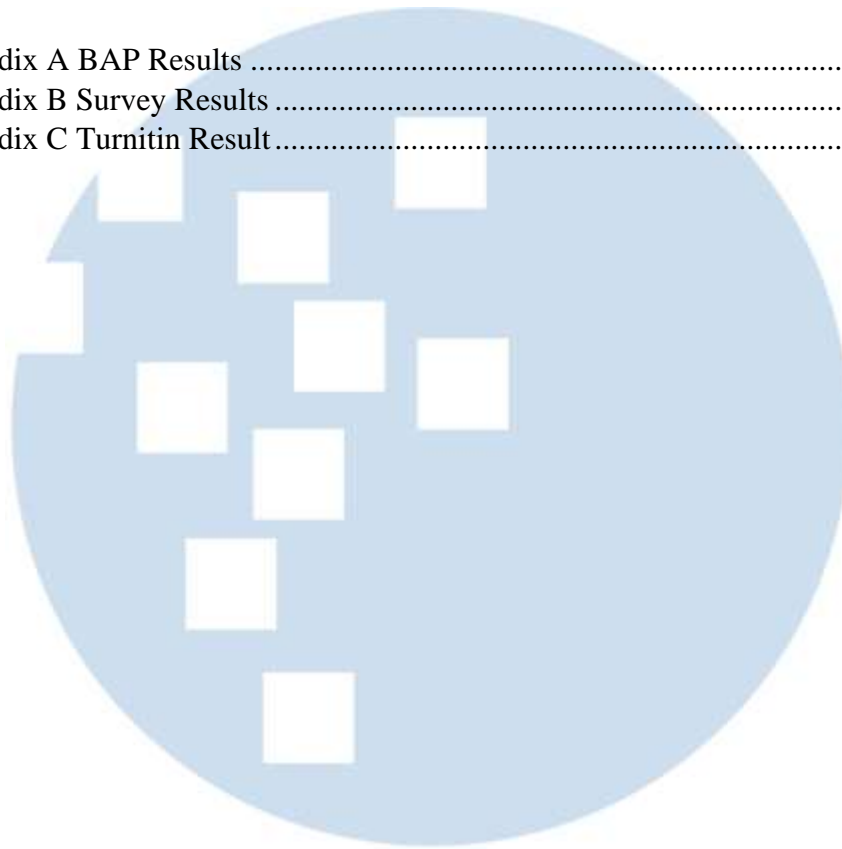
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