

# Eco-brick Infographic Animation as a Campaign Medium for Plastic Waste Management in Special Region of Yogyakarta

## ABSTRACT

The increasing volume of plastic waste today is increasingly a concern. This brings awareness of efforts to reduce it, one of which is the ecobrick method. This paper is a report on efforts to design a campaign using ecobrick through infographic animation media. Media selection is adjusted to the characteristics of the target audience to maximize campaign effectiveness.

## INTRODUCTION

According to Our World in Data, throughout 2019, Indonesia produced 824,234 tons of plastic waste that was not managed properly. One of the efforts to handle plastic waste is to process it into environmentally friendly materials, such as ecobricks. There have been many socializations regarding the manufacture of ecobricks, especially in the Special Region of Yogyakarta. However, it is considered less effective to increase public attention.



## METHODS

This design is a qualitative descriptive study with the research subject of the people of the Special Region of Yogyakarta. The results of this research then become the basis for designing an 'ecobrick' infographic animation. Data was collected through interviews with Willa Ecobrick Indonesia, the distribution of open questionnaires, and literature studies which were then analyzed using the SWOT analysis method. SWOT analysis aims to determine the advantages, disadvantages, opportunities, and threats that need to be anticipated at the design stage.

## RESULTS & DISCUSSION

The development of increasingly advanced technology makes access to information easier. The campaign through infographic video media was chosen because it is considered more effective to target the target audience.



**bijak berplastik  
dengan ecobrick**



## CONCLUSIONS

In designing a design for a campaign, the right concepts and strategies are needed by taking into account the characteristics of the intended target audience. Prior to designing, research and data analysis were carried out in depth to get to know the character of the target audience, so that the message from the campaign can be conveyed properly and can have positive impacts on the community, thus creating a society that is more concerned with the environment.