



Infographic for the Dangers of Using Plastic Packaging & Cutlery as a Campaign Effort to Save the Environment in Surakarta Region

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ABSTRACT

The Surakarta City Environmental Service noted that the volume of waste in 2021 reached 92,436 tons. Plastic waste accounts for 13.39 percent of the total waste generated in Surakarta City. This can threaten nature sustainability and bear negative impacts on human health. Using infographic media, the Visual Communication Design Study Program held a campaign about the dangers of using plastic packaging and cutlery as an effort to save the environment, especially in Surakarta area. Research and Development method and ADDIE model were used in developing the media. The creation of infographics was carried out in five steps; analysis, design, development, implementation, and evaluation. The achieved results are positive attention and response through social media from the younger generation and the emergence of community-based movements that participate in environmental conservation programs.

BACKGROUND

According to data from Surakarta City Environment Agency, the total volume of waste in 2013 was 92,436 tons. In other words, the average amount of waste produced daily is 253 tons (<https://dlh.surakarta.go.id/new/?p=ss&id=232>, accessed 21 April 2021). Data from the Regency/City Public Works Agency, which was published on the Central Java Provincial Statistics Agency website, show that plastic waste ranks second as the largest waste contributor, just under organic waste. Plastic waste accounts for 13.39 percent of the total waste generated in Surakarta city (<https://jateng.bps.go.id/indicator/152/424/1/persentase-komposisi-tipe-sampah-menurut-kabupaten-kota-di-jawa-tengah.html>, accessed 21 April 2021).

The large amount of plastic waste has an impact on people's life and the environment. Plastic waste in large quantities can threaten the preservation of nature and bear negative impact on human health. A lot of resources and energy are needed to produce plastic-based materials, thus increasing the plastic waste generated. In fact, plastic waste takes more time to decompose. Moreover, other chemical ingredients from plastic waste can interfere with the preservation of nature and human health. These negative impacts are exacerbated by the lack of management, processing, and concern on the use of plastic, especially the use of disposable plastic cutlery and food packaging. Therefore, a campaign dissemination to food industry and its consumers who use plastic cutlery and packaging must be carried out intensively and continuously. This can be done by making publications about the bad impacts of plastic waste from disposable plastic cutlery and food packaging. Publications that are structured in visual appearance can be done by designing infographics. Infographics about the use of environmentally friendly cutlery and food packaging can be a means of campaign and education for the community, so that they may participate in reducing the amount of plastic waste from disposable cutlery and food packaging.

Based on the description above, to build public awareness on the dangers of plastic waste, publication materials using infographic media need to be designed.

METHODS

According to Benny A. (2009:128-132), there is one design learning model that is more generic in nature, namely the ADDIE (Analysis-Design-Development-Implementation-Evaluation) model. This model uses 5 stages of development, namely:



RESULTS & DISCUSSION

From the analysis results, the strength of the design was identified, namely the unique selling proposition. This is what makes the infographic design attractive and different. The infographic design of eco-friendly cutlery and packaging was made based on the consumer data. It is displayed in a simple and contemporary format but conveys a lot of messages. Further, the environment topic, especially regarding eco-friendly cutlery and packaging, is an important topic that is seldom disseminated. Such design is expected to serve as a simple, contemporary, and easy to understand choice for the audience in getting information about the environment, especially about environmentally friendly cutlery and packaging. Positioning is a process or effort to present a placement of a product, company brand, or individual, as well as anything in one's mind, to the party who is considered as the target, audience or consumer (Kasali, 1997:157). In this case, the design created is a campaign media for the use of environmentally friendly cutlery and packaging that would be presented to the audience. The targeted audience is the general public aged 17-30 years, especially those who live in Surakarta City, particularly individuals who like to buy food from outside and care about their environment and health. Considering the design theme, target audience, and the data that were obtained, the intended positioning of the infographics was to create campaign media that can deliver information about environmentally friendly cutlery and packaging to the young people. Because the positioning has been determined and adjusted to the needs and style of the target audience, the created design is expected to attract attention and can be easily understood by the audience.



CONCLUSION

The design of the infographic focuses on creative strategies with an emphasis on education about alternative packaging and cutlery that are more environmentally friendly, rather than on the use of disposable plastic packaging and cutlery which have negative impacts on the environment and health. Educational dissemination using infographic media is targeted on the audience from the consumer side. The focus of the infographic information includes choices and attitudes that can be taken to contribute to reducing the waste plastic packaging and disposable cutlery that have been massively used. More specifically, this design is aimed at the people of Surakarta City, especially those with an age range of 17-30 years. The infographics were also designed by taking into account various aspects including audience data, educational information, and aesthetic elements that are arranged in such a way to make the infographics attractive and easy to understand. The carried out campaign is expected to improve awareness about the environment, especially about the use of packaging and cutlery that are more environmentally friendly, so that the audience can contribute to the reduction of waste from disposable plastic packaging and cutlery.