Visual communication design of campaign to reduce plastic waste to protect mangrove by Pulauku Zero Waste

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Abstract. The research aimed to influence the public to reduce plastic waste, which was harmful to mangrove forests in the Seribu Islands. The campaign was supported by the Pulauku Nol Sampah movement and aimed for those 18-26 years old, lived in Jabodetabek, interested in the newest trend like foods and beverages, and longed for acceptance or recognition. The big idea was “Mangrove Hero”, telling that someone was a hero, especially a mangrove when he or she reduced plastic waste. The media implementation will be set up based on the target insight. The creative approach would be using photography and illustration to create a fun and youthful mood. The research method was from a literature study (articles, journals, literature, or electronic media), interviews, and questionnaires. It finds that this campaign is supposed to utilize Jabodetabek youth potential to influence each other, especially in reducing plastic waste, so the mangrove forests in the Seribu Islands will be well-preserved.

Keywords: campaign design, reduce plastic waste, mangrove, Seribu islands

1. Introduction
The issue of plastic waste is not a new problem in Indonesia, especially Jabodetabek. As food and drinks become more creative, Jabodetabek plastic waste flows to the Seribu Islands and threatens the preservation of a valuable asset, the mangrove forest [7]. The author is interested in this topic because he feels the need to hold relevant movements for plastic waste donors, especially those who have the potential to spread information such as social media, namely the Jabodetabek youth [1]. As a comparison, the campaign by Pulauku Nol Sampah, which was held in the Seribu Islands by Ibu Mahariah, moved the island community to process the garbage on the island and that was washed away to the island in various ways such as sorting trash, making eco brick, and recycling plastic waste into plant's pot [5]. KFC Indonesia has also conducted a No Straw Movement campaign by refusing to use plastic straws at any KFC outlet or restaurant. Then, the authors designed the visual communication of social campaigns to reduce plastic waste by using an approach that was expected to be more relevant to Jabodetabek's young people as the target audience [4]. The author believes that touching the needs, wants, and fears of the target will make this campaign more viable because there is a relevant reason to believe, not only affecting mangrove forests, but also Jabodetabek young people [2].
2. Research methods
The research for the campaign to reduce plastic waste is from literature study (articles, journals, literature, or electronic media), interviews, and questionnaires. Data from literature, articles, journals, and electronic media, the authors get a clear foundation of this social campaign. At the same time, interviews and questionnaires become instruments that reinforce the relevance of the objectives of this social campaign. Interviews about the *Pulauku Nol Sampah* movement were carried out with a direct survey on Pramuka Island, the Seribu Islands, with Ms. Mahariah as the founder of *Pulauku Nol Sampah*, Ms. Riza Lestari from the Jakarta Environment Agency and Mr. Lupus from the GreenHouse in the Seribu Islands. At the same time, *peer-to-peer* target audience interviews and questionnaires were taken from young people aged 18 to 26 years, students and *first-jobbers* who are active in Jabodetabek. According to Ms. Mahariah, the tragedy of the destruction of mangrove forests in the Thousand Islands was caused by waste that covered the mangroves. Based on data presented by Ms. Riza, 80 percent of plastic waste in the sea comes from the mainland, which then becomes marine debris [8]. According to Mr. Lupus, mangrove plants' growth is relatively slow, which is also influenced by the quality of the waters in the Seribu Islands. Based on interviews with the target audience, their closest goals are becoming people who have life goals, becoming influencers, and getting satisfaction by doing something good. Besides, the results of the questionnaire insight into waste, respondents still dispose of the most inorganic waste such as plastic bottles, plastic bags, and plastic straws. It can be concluded that their habits are still apathetic or do not care about the issue [3] [6].

Here is a profile of the target audience for the social campaign to reduce plastic waste:

2.1. Geographic
*Urban* and *Suburban*, Jabodetabek.

2.2. Demographic
| Age        | 18 - 26 Years Old         |
| Gender     | Male and Female           |
| Job        | Student, *First-Jobber*   |
| Education  | College                   |
| SES        | B-A                       |

2.3. Psychographic
| Activity               | High-mobility, College or Work, Hangout, Social Media Activity |
| Interest               | Travelling, Culinary, Like Snacks and Trying New Food or Beverages |

![Figure 1. Audience Mood Board](Source: Private Document)
2.4. Insight
2.4.1. Needs
As social beings need relationship with other individual.

2.4.2. Wants
Be a good person to be accepted by society or many people, not isolated and have a purpose in life.

2.4.3. Fears
Excommunicated, hated, and judged as a bad person.

2.4.4. Big Idea

![Figure 2. Idea Slices](Source: Private Document)

This campaign invites the target audience to become a Mangrove Hero by changing habits to reduce plastic waste while educating what has been done on land. It can affect what is in the natural islands. The goal is not to make existing conditions worsen and maintain existing sustainability. The less plastic waste produced, the more mangrove is preserved [9].

![Figure 3. Domino Effect](Source: Private Document)

Mangrove Hero is a vehicle that will be used to reduce plastic waste that has an impact on the preservation of mangrove forests at the Seribu Islands. The lifestyle correlation of Jabodetabek youth and mangroves in the Seribu Islands is that when young people are motivated by the message delivered in the Mangrove Hero campaign. Gradually their habits in reducing plastic waste will spread and inspire other young people. When their needs, wants, and fears are covered by reason to believe from Mangrove Hero when reducing plastic waste is as simple as carrying a tumbler, tote bag, or lunch box, they are the heroes [10].
2.4.5. Key message
Changing the mindset that being a hero is as simple as changing habits to reduce plastic waste can protect the mangrove.

2.4.6. Tone and manner
The tone and manner implemented in this campaign are heroic, festive, and fun, adjusting the conditions and insight of the target audience regarding disposable plastic products. It is hoped that with these approaches, the target audience can be moved to become heroes for mangroves by reducing plastic waste.

![Figure 4. Campaign Mood Board](Source: Private Document)

2.4.7. Visual reference

![Figure 5. Visual Reference](Source: instagram.com/atreyumoniaga, pinterest, google)

3. Result and discussion
3.1. Campaign logo
The logo is designed in a way as the image of the "Mangrove Hero" campaign. The colors used are in accordance with the character and mood of the fun, youth, and heroic campaigns.
3.2. Typography
Typography with the Dk Drop Dead Gorgeous font has a character that is scratched boldly and dynamically so that it can interpret the Hero or heroic character. The supporting typography used is Dax-Medium Italic font. It can complement the main font, so it is balanced and more interesting to read because the readability level is quite good.

3.3. Color scheme
The colors used have been determined based on the characteristics of this campaign to make the target audience more interested in seeing it because of its unique blend.

3.4. Print ads
The visuals of the print ad for this campaign visualize how a person becomes a hero for mangroves by only using reusable objects, or merely reducing plastic waste. To show that the person is the main character or hero, the author uses the comparison by giving a black and white effect except for the person who is the hero of the mangrove. Illustration added to visualize the hero attributes. The colors that are used provide a fun, youth, and heroic mood. Typography is sketched manually and dynamically to attract the attention of the target audience. Overall, the print ad layout is arranged, so the key message from Mangrove Hero reaches the target and then directs the target to search on social media.
3.5. YouTube banner

YouTube banner was chosen to be one of the effective media in accordance with the activity of the target audience who likes social media.

3.6. Pop-up banner

3.7. The website

Website will be the media that can explain the background of Mangrove Heroes and ongoing campaigns, including the schedule of events that will be held in the near future.
3.8. Instagram

Instagram has become one of the mainstay media in this social campaign because it is suitable for the target audience's interest, namely, social media.

3.9. Shirt
3.10. Tumbler
Tumbler is one of the media that becomes a real action in reducing plastic waste. It is not only the personal commitment of the target audience, but also the people around the target.

![Tumbler Image](Figure15.png)

**Figure 15.** Tumbler
Source: Private Document

3.11. Tote bag

![Tote Bag Image](Figure16.png)

**Figure 16.** Tote Bag
Source: Private Document

3.12. Pin
This media pin is basically a tribute to the Mangrove Hero, but it can buy it through the website for those who want to have it. Every purchase of 1 item of merchandise will be a donation of 1 mangrove seedlings in the Seribu Islands.

![Pin Image](Figure17.png)

**Figure 17.** Pin
Source: Private Document
4. Conclusion and suggestion

4.1. Conclusion
The volume of plastic waste increasing day by day and destroying mangroves in the Seribu Islands is mainly due to the Jabodetabek mainland community's lifestyle. However, the visual design of the campaign that was carried along with Pulauku Nol Sampah focuses on young people who have a significant impact on creating a pile of plastic rubbish drifted to the island. This campaign brings a message to Jabodetabek youths that they can become Mangrove Heroes when reducing plastic waste, as simple as carrying drinking bottles from home as a substitute for bottled drinks, and a tote bag as a substitute for plastic bags. Based on observations and insights about the target audience, young people will be more enthusiastic about changing the habit of using single-use plastic to be reusable when they realize this is the latest plastic waste issue. Mangrove Hero campaign has a role in encouraging Jabodetabek youths to be more aware and take concrete actions in reducing plastic waste from the mainland to preserve mangrove forests in the Thousand Islands.

4.2. Suggestion
The author admires the hard work of Pulauku Nol Sampah to preserve Thousand Island by processing existing rubbish. However, after compiling the draft of this campaign, the author realizes that several things can be considered for the Pulauku Nol Sampah organization, volunteers, and subsequent researchers, namely:
1. It was increasing the intensity of information on the island's state polluted by waste that drifted to the island as a reminder to the mainland community.
2. Create individual activities or movements for various age groups of island and land dwellers. When the author visited Pramuka Island in February, the majority engaged in the Pulauku Zero Waste event were only moms, even though the younger people workers who should be able to contribute more.
3. Give more relevant examples for the lifestyle of both islanders and mainland residents. Because they often lack the reference to reduce plastic waste.
4. Develop and utilize social media function, maximize it, and more active in content sharing.

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