Visual video communication design of social campaign zero waste lifestyle

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Abstract. The research goal was to design a motion graphic video about the “Junks Free” Zero Waste Lifestyle to give more communicative and effective education to the audience. The design method applied was using creative strategies, having young adults in Jakarta as the main target. The design was being adjusted with the visual strategy, which was taken up daily activities that gave the effect to the environment as the concept. It also adapted motion graphic and metaphoric theory in content presentation. The result of the design shows that the understanding of waste problems, such as the negative effect of it, will be more effective when using visual rather than text dominant.

Keywords: social campaign, zero waste lifestyle, video communication design

1. Introduction
Jakarta, as a city of pace, has a fast-paced culture. Local people prefer practical tools, media, and facilities. The use of the product has a high level of buying and disposing of circulation. Plastic is the raw material of choice for daily product containers because besides being cheap, it is also easily accessible. At the same time, plastic is not easily decomposed. So that instead of rot and melt with the ground. The plastic is left in place, intact. Until the accumulation of new plastic waste the next day and the next day again and so on.

The local government is trying to make efforts to restore the waste condition. Nevertheless, it does not provide effective progress. Daily waste production always flooded the landfill. According to Isnawa at the Low Carbon Technology for Solid Waste Discussion, Jakarta is a city that produces waste with a volume of 6,500-7,000 tons per day. The volume is very high compared to big cities in Europe, which only produces 1,500-2,000 tons of waste per day [1]. The DKI Jakarta Environment Agency noted that the volume of waste generated in the Capital City from January to November 2017 reached 2,278,715 tons [2].

It overwhelmed in overcoming the rubbish that is constantly flooding the landfill. Foreign communities have simple waste management and why this is important. The perception that overcoming rubbish is the work of scavengers and the community gives full responsibility to the government. People do not realize those one-handed movements when done simultaneously, can foster ripples. Education about waste reduction and steps to treat waste becomes crucial.
Seeing people in adulthood tend to be difficult to accept a new culture, then with adolescents who are quick to adopt a lifestyle culture from the outside. The researcher was moved to present a campaign to address waste management in accordance with the times. They are giving a new perspective that the treatment of waste is easy. It shows individual maturity regarding the preservation of the natural environment, along with the rise of popularity of the natural environment hobby of tourism. It is time for the public to realize why nature cannot be damaged. Here are the theories supporting design:

1. **Typography**
   Fonts that are more suitable for a website are sans serif fonts because the form of letters is simpler and lowercase letters become easier to read.

2. **Colour**
   Full colors are more effective than using only two colors. One-color combination often used is the tetradic combination, which is a color combination consisting of four colors. These four colors come from a pair of two opposite colors [3]. So the design will use a combination of varied and vibrant colors that represent the colors of the true natural environment.

3. **Motion Graphic Video**
   An illustrator and information design specialist, Philipp Dettmer said, although they often explain complex things, the motion graphics they make must be fun and learn something is a bonus, so videos can teach people without them feeling that way [4]. This approach is very popular and easily accepted by most Indonesians [5]. With an example of his work entitled Slice of life, which presents scenes of dramatization of everyday life in which there are presentations of problems and solutions?

### 1.1. Purpose
The purpose of the zero-waste lifestyle campaign is to increase awareness among young adults in Jakarta about the adverse effects of waste on life and the environment. So that young adults in Jakarta reduce the amount of waste distribution in Jakarta by using environmentally friendly materials.

### 2. Methodology
#### 2.1. Stage 1: Literature
The researcher uses the questionnaire method to sharpen the problem data retrieval from the topic. Karis is distributed online using Google form. The interview was also conducted by the researcher to Ms. Riza Lestari Ningsih, a staff member in the Kepulauan Seribu Environmental Service Department, to sharpen the topic of the problem.

#### 2.2. Stage 2: Mind mapping
After the mind mapping, data collection is done to be able to check the balance of the topics and findings found. Mind mapping is also used to make it easier to get keywords to facilitate the process of concept discovery and how to visualize.

#### 2.3. Stage 3: Design development
From the concept that has been made, visualization of the concept is made. Visualization is first made in the form of sketches, then completed in digital form.

### 3. Result and discussion
This motion graphic video is an educational video in which there is education about the negative impacts of waste and solutions to overcome it by carrying containers that can be used continuously. With the big idea “Your Trash, Your Future”, the video display is made to lead to metaphors to make it easier for the audience to understand the facts provided. In accordance with the placement aimed at young adults in
Jakarta, where it is needed a simple presentation and can be quickly understood, then the design is made with a minimalist and dramatic concept. The design style used is a flat design style to display a simple display where each design element serves as a visualization of its original form in the real world. Every scene uses a wave accent that is in accordance with the big idea that he visualized with organic elements. The use of illustrations is intended as graphical assets to facilitate the delivery of information on video motion graphics.

3.1. Logo

The Junks Free logo uses a logotype that mentions the campaign's title using the A Love of Thunder typeface. The font used tends to be thick. The color choice for this identity logo is the contrast between the background and foreground. The concept of the form and shape used is the stamp, which states that it has been free from waste, where the shape of the circle with the surface given an eroded treatment is combined with the earth form. The main idea of "Junks Free" uses a contrasting red color and firm. The entire logo identifies the statement as part of supporting the rubbish-free earth.

3.2. Colour palette

Objects in the video campaign for litter-free lifestyle patterns vary from the urban atmosphere of city spaces to natural environments such as the sea, rice fields, and sky. The use of colors varies too but still
adjusts to the key characters, deep and earthy. The colors applied in each scene are equipped with dusty and eroded effects.

3.3. Typography
The type of font used in this video is A Love of Thunder, which is a sans serif typeface. Visuals that give the impression of being eroded and fragile are supporting discussions that speak of the poor conditions of nature. With a straightforward and orderly proportion, so it is comfortable to read. Following is the description of the typeface used:

![Typeface “A Love of Thunder”](www.dafont.com)

3.4. Storyline
The approach opens with lunch activities. The plot flows from there with information in the details of the food consumed. It continues with the emphasis that much garbage is produced from these activities—sustainability with final landfills. Moreover, the negative impact on the environment that brings back to our food dishes every day.
3.5. Video format
Video uses the size of 1080x740, which is the most appropriate and common size on the monitor screen at this time. Video format uses 30 fps so that the movement of motion graphics looks natural.
3.6. Instagram
Instagram social media is used to provide tips and education about the steps in rejecting trash. Social media is used as an online promotion media. In the globalization era, the dissemination of information has become much easier.

![Instagram Feed](image)

**Figure 5.** Instagram Feed  
Source: Researcher

3.7. T-shirt
T-shirt is also one of the promotional media of the video. Using characters from the video with a reminder message that plastic can damage the lives of ecosystems and ourselves.

![T-shirt](image)

**Figure 6.** T-shirt “Plastic Kills”  
Source: Researcher
3.8. **Cap**  
Cap is also one of the promotional media of the video. The cap uses the characteristics of messages that are appropriate to the video to remind daily activities of the target audience.

![Figure 7. Cap](source)

3.9. **Pin buttons**  
Pin buttons become one of the media promotion videos to be more known. Pins can be used in a variety of cloth media such as bags or clothes that are worn everyday so that they are easy to carry and see.

![Figure 8. Pin Buttons](source)

3.10. **Tumbler**  
Tumbler is one of the media promotional video merchandise. In addition to promoting videos, the tumblers used are expected to be always a reminder of the importance of environmental cleanliness.

![Figure 9. Tumbler](source)
3.11. Draw string

The draw string is also one of the promotional media merchandise from the video. Use the characteristics of messages in accordance with the video to remind in daily activities to use environmentally friendly containers by the target audience.

Figure 10. Draw string
Source: Researcher

4. Conclusion

Based on the results of research and data obtained in the design of the visual video motion graphic of the Waste-Free Lifestyle Pattern, it can be concluded that community awareness of the environment is still very low. The need to know the negative impacts of waste is important to know the urgency to get used to reduce waste. By providing motion graphic video media, information can be easily accessed and enjoyed. Education about the importance of changing lifestyles free from waste can be understood and interpreted by young adults in Jakarta. The design concept is designed to remind that a simple activity can affect the environment if addressed incorrectly. Choosing to use or refuse to use waste can have a significant impact. The typography used in this media is thick and eroded, giving the impression of being earthy and broken. The colors given are bright with dusty texture, giving the impression that being free from rubbish is fun. This type of visual design uses a simple and flat style. With the playful illustration, the character get rid of the impression of being worn out and dull and obscene over paying attention to the problem of garbage. In conveying information, the visual role is needed to increase the researcher's effectiveness, understanding, awareness, and urgency. The use of video as the main media effectively facilitates this campaign to be accessed by young adults in Jakarta. Today's Jakarta young adults regularly access the internet and have an understanding of technological literacy, plus the audience will get more education with a pleasant experience with visuals. This method can also be applied in simple daily activities, making waste as a form of ethical conduct of someone's behavior.

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