

EDUCATIONAL POSTER DESIGN FOR THE CAMPAIGN AGAINST SINGLE USE PLASTIC

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Abstract

In the face of increasingly pressing environmental issues related to the use of single-use plastics, this study aims to design an educational poster as an effective campaign tool to raise public awareness. The use of single-use plastics has become a major factor in environmental pollution, and previous research shows that public understanding and participation are still relatively low. Through an integrative visual communication design approach, this study examines elements in poster design that can attract attention, increase understanding, and encourage pro-environmental behavioral changes in the community. The research methodology used is a qualitative approach and literature study or document search covering various aspects of visual design and environmental campaigns. Successful design patterns include the use of attractive colors, easy-to-read typography, and visuals that have been presented. This study also discusses the importance of community involvement in poster design and continuous evaluation to increase campaign effectiveness. Thus, awareness and understanding of reducing single-use plastics are expected to motivate the community and strengthen existing sustainability initiatives in the community.

Keywords: Environmental Campaign, Design Poster, Single-Use Plastic, Public

INTRODUCTION

The use of single-use plastics worldwide has become an increasingly pressing environmental issue. As society's dependence on plastic products particularly in packaging increases, plastic waste management has emerged as a significant challenge. Previous research by Hanik & Kusuma (2022) and Molloy et al. (2022) demonstrates that public understanding of the plastic problem remains limited, and many policies are ineffective in addressing this issue. This challenge is further exacerbated by rising plastic consumption alongside population and industrial growth (Walker et al., 2022). Additionally, data show that plastic accounts for approximately 15% of total waste generated in Indonesia, resulting in serious environmental pollution (Suryani et al., 2024).

Further studies have identified persistent challenges in plastic waste management and a general lack of public awareness about the negative impacts of plastic use, underscoring the need for more effective educational campaigns (Handoko et al., 2023). Through the development of engaging visual communication media, it is hoped that public awareness and

understanding about reducing single-use plastic use can be increased.

Research on visual communication demonstrates that effective design can raise awareness of environmental issues. For instance, Widyanira et al. (2023) discusses the use of visual rhetorical methods in social advertising to convey messages persuasively, showing the potential of visual design to shape public perception. By gaining a deeper understanding of the audience and optimizing message delivery, campaigns to reduce single-use plastic can be strengthened.

This study aims to design an educational poster that is both informative and engaging, accessible to the public, and capable of positively impacting the reduction of single-use plastic use. The poster design is expected to deliver a clear message and motivate behavioral change in the community. The focus of this research is to explore how visual elements such as color, typography, and imagery contribute to effective communication. This research is particularly urgent, as plastic pollution in Indonesia continues to rise and has reached a critical level. Data from several studies indicate that, despite plastic reduction policies, their effectiveness remains inadequate (Marsudi et al., 2020). By using posters to communicate information, it is hoped that the public will become more aware of this issue. This is further supported by Putri et al. (2021), who state that posters, as a visual medium, facilitate the delivery of easily digestible information and help reach a broader audience, including less educated communities.

Based on this background, the purpose of this study is to design and implement an educational poster that can serve as a campaign tool to reduce the use of single-use plastics. Thus, this research aims not only to reduce the use of single-use plastics but also to increase environmental literacy among the public. Educating the public about the negative impacts of plastic through creative and informative media such as posters is expected to be a strategic step toward fostering greater collective awareness.

IMPLEMENTATION METHOD

In writing this article, the research method used to design the educational poster for the plastic reduction campaign was qualitative. This approach involved a literature review of articles and documents from previous researchers to gain a deeper understanding of the supporting factors that can assist in the design process. Through this method, it is hoped that comprehensive insights will be gained to inform and support the success of the campaign poster in changing people's behavior regarding single-use plastic use.

Data analysis was conducted using a thematic approach, identifying and analyzing the results of the literature review to uncover narrative patterns related to the campaign. With this approach, it is expected that the resulting poster will not only be visually appealing but will also have a significant positive impact in raising awareness of the environmental issues addressed.

Creation Process

To design an effective educational poster for this campaign as a tool to reduce single-use plastic, several creative methods were employed. The process included pre-production, production, and post-production stages.

Pre Production:

1. Selection for concept development

To determine a campaign name that would serve as a slogan for the design, the phrase

“Mari Bijak Berplastik” was selected. This campaign name can be interpreted as “Reduce, Recycle, Reuse,” or “Be Wise with Single-Use Plastic.” The tagline is intended to inspire renewed hope, particularly among the target audience the general public to become more environmentally conscious.

2. Document search

A review of previous research indicates that effective visual communication design not only attracts attention but can also influence people's mindsets and behaviors toward more sustainable choices (Ji & Lin, 2022). Posters featuring appealing aesthetics and clear information can significantly raise awareness of environmental issues.

Furthermore, one of the key success factors in poster design is the use of compelling visual elements, such as vivid colors and clear typography. The strategic use of color can attract attention and encourage audiences to respond more positively to campaign **messages, motivating immediate pro-environmental action.**



Picture 1. Example of a poster design that has visual and text elements

Source: Waste Management

Production:

1. Background Creation



Picture 2. Create a background

Source: Personal Document

2. Asset Creation



Picture 3. Create a asset

Source: Personal Document

3. Font Selection



Poppins Font

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz 1234567890

Picture 4 & 5. Font selection Le Petit Cochon & Poppins

Source: Nantia.co & KrazerKartoons

4. Colour Palette



Picture 6. Colour Palette

Source: Wikipedia

Post-Production

At this stage, the educational campaign poster will be distributed directly to the public. It is expected that the poster will motivate people to pay more attention to products that use single-use plastic and to switch to more sustainable products that help reduce plastic waste.

RESULTS AND DISCUSSION

Based on the described stages of the creative process starting from the concept, asset creation, font selection, and combining a color palette that suits the layout all elements are integrated to produce the result shown in Picture 7. This is also reinforced by Prandi et al. (2020), who state that creativity in design greatly influences the success of a campaign by combining visual effectiveness with a clear communication style.



Picture 7. Poster Design Results for the Single-Use Plastic Reduction Campaign

Source: Personal Document

Campaign Theme

The campaign's tagline, “Mari Bijak Berplastik” holds great promise, particularly in raising the target audience's environmental awareness and encouraging the reduction of plastic waste. The poster’s key message urges viewers to adopt the “Reduce, Reuse, Recycle” movement, as stated on the poster.

Visual Message

1. Illustration

The illustrations in the poster, created using digital drawing and painting techniques with watercolor brushes for the “Mari Bijak Berplastik” campaign, aim to communicate design ideas and concepts more effectively through engaging visual language. Furthermore, this approach is also expected to be well-received by the public and to attract greater interest in the movement to reduce plastic use.

2. Colour

The color scheme of this poster is dominated by green and blue, symbolizing nature, cleanliness, and tranquility. The illustration of a woman wearing orange and yellow signifies positive action in plastic management. Overall, the color selection and combination in the campaign poster create a cool, environmentally friendly, and welcoming atmosphere that reinforces the message of encouraging people to be more mindful of their plastic use.

3. Typography

Typography is the art of arranging letters to create a sense of comfort and visual appeal for readers. The choice of a handwritten script font for the headline conveys a friendly and warm character. In this campaign, a welcoming and inviting communication style is more effective than an overly formal or stiff approach, making the headline text more accessible to the public. Meanwhile, the sub-headline uses a simple sans-serif font to balance the

overall design layout.

CONCLUSION

The “Mari Bijak Berplastik” campaign, designed as an educational poster, aims to reduce plastic waste, which continues to increase each year. It is hoped that this poster can raise awareness and educate the public, including children, teenagers, and adults. The campaign also conveys the importance of switching from single-use plastic products. Through this creative and informative approach, the campaign poster encourages people to choose more environmentally friendly options in their daily lives, thereby reducing the negative impact of single-use plastic.

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