

ABSTRACT

Building awareness of plastic waste management must be done early on so that it will build habits that will be carried into adulthood. This study aims to design an effective campaign strategy and educational media for plastic waste management for early childhood at Bunda Ganesa Kindergarten Bandung using a playful visual approach. This study uses a qualitative research method with the Ostergaard campaign design model approach, data analysis using descriptive analysis, comparison matrix, TOWS Matrix, and RICE Score. The results of the study indicate that the design of campaign media in the form of infographics with a playful visual approach that can be used as a media for playing picture puzzles for children is effective and has an effect on changes in children's knowledge, attitudes and skills.

Keywords: *Infographics, Campaign, Plastic Waste, Early Childhood, Playful.*