

ABSTRACT

Household waste management in Bandung remains a complex issue, particularly in terms of education and waste reutilization. One innovative approach to addressing this problem is through art toys, which serve not only as works of art but also as a medium for education and self-expression. The Artoynesia community has actively organized various events to educate people on transforming waste into art toys as a form of environmental awareness. This study aims to design an educational visual media that connects art toys culture with household waste management. The research methods include interviews, observations, surveys, and document analysis. The results of this study are expected to enhance public understanding of recycled art and inspire more individuals to engage in creative and innovative waste management efforts.

Keywords: *household waste, recycling, art toys, education, media*