ABSTRACT

Food waste is a serious yet underestimated global phenomenon that occurs at various stages of the food chain, from distribution to consumption. This is due to excessive consumption that leads to the disposal of food scraps. In 2024, according to the Low Carbon Development Indonesia website, food waste reached 112 million tons per year, while according to Kompas Indonesia, it amounted to 20 million tons per year. Indonesia is one of the largest contributors to food waste globally, with an annual volume of 14.73 million tons, according to the 2024 Food Waste Index Report by the United Nations Environment Programme (UNEP), placing Indonesia at eighth place globally. This phenomenon often occurs because the public still views food waste as a trivial matter, leading to environmental pollution, whether consciously or unconsciously. This situation is also evident on the Telkom University Bandung campus, where many canteens and food vendors generate food waste that rots and leaves behind scattered packaging due to students' negligence in consuming food both within and outside the campus premises. Based on this phenomenon, the author positioned himself as a character designer for educational animations about food waste. Animation was chosen as the medium because of its strong visual appeal, while animated characters can reinforce the message of the story and increase the audience's interest in understanding the issue of food waste. This research employs a qualitative approach through observation, surveys, and direct interviews with the target audience in the environment, lecturers, experts on the topic, character design experts, and campus cleaning staff. The data obtained will be used as the basis for designing relevant and communicative characters. It is hoped that the results of this project will increase students' awareness and concern about food waste through an attractive and educational visual approach.

Keyword : foodwaste, college students, Telkom university, animation, character design, education media