

ABSTRACT

Environmental conditions in Jakarta is currently very poor. It can also be bad for the survival of Jakarta. Garbage that littered the streets of the capital is not only an eyesore but can also cause pollution and even damage the ozone layer. Reduce, Reuse, Recycle or better known as the 3Rs are examples of simple steps to reduce waste.

This environmentally themed posters will discuss about the 3Rs. The poster was chosen because it is considered as the most effective media for disseminating information to the public.

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Familiarization with the media poster is expected to increase public awareness that it is actually not difficult to keep the environment clean. In fact we can also get more benefits by implementing the 3R program is in everyday life.

Keywords : 3R , Environment, Poster



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