

ABSTRACT

Sustainable Seafood is a seafood are good sources of fish or animals that can maintain or increase production in the future without endangering the ecosystem of the acquiree. Sustainable seafood movement has gained momentum as more people become aware of the two methods of overfishing and environmental damage. With this awareness through a campaign of WWF Indonesia Sustainable Seafood these people will care about the condition of the balance of marine ecosystems that are seafood dishes are to be avoided and not on consumption, with the visual medium of creative posters can convey the message itself for Sustainable seafood consumer awareness - seafood connoisseur consumers themselves. Awareness of conservation began to flourish in society in recent years, but the culture and lifestyle that goes along with conservation still must continue to be embedded in Indonesian society.

Keyword : Poster, Digital Imaging, Sustainable, Seafood, WWF indonesia