

## **ABSTRACT**

*Accumulation of waste due to lack of good management can cause many environmental problems, so good waste management is needed. One way to manage waste is by recycling. The design of the Used Bottle Recycling Campaign in Semondo Village aims to create a tutorial or steps for recycling used mineral water bottles into chairs that are more useful for the people of Semondo Village. Apart from that, this research also designs the branding of this campaign movement so that it is better known to the public. In collecting data, researchers used descriptive qualitative methods, where the data was obtained from observations, interviews, documentation and questionnaires. In this research, using competitor analysis methods, SWOT, USP and Positioning. The results of this research is the branding design for the Used Bottle Recycling Campaign movement in Semondo Village, which is named "SEKARYA". In this research, we designed a tutorial or steps for recycling used bottles into chairs using illustrations that depict the related steps so that they are easy to understand, and implemented on the main Instagram media and supporting media as an effort to encourage the people of Semondo Village to be interested in recycling used bottles.*

**Keywords** : branding, recycling, used bottles