

## **ABSTRACT**

*The increasing population and increasing consumption have resulted in the amount of waste increasing. Data from KEMENKO PMK in 2023 almost 34.29% (7.2 million tons) of waste cannot be managed properly and around 65.71% (13.9 million tons) of waste can be managed. Inyong Waste Bank is a business that manages plastic waste into fashion products such as bags, hats and wallets. Based on the number of surveys conducted on December 7 2023 among the general public, 35 people were aware of the Inyong Waste Bank with a percentage of 45.5% and 35 people were aware of the Inyong Waste Bank innovation product with a percentage of 30.8%. This shows that the innovative products processed by the Inyong Waste Bank are not yet well known. For this reason, Inyong Waste Bank Instagram promotional media was created to promote Inyong Waste Bank products as well as information regarding Inyong Waste Bank activities. The method used is a descriptive qualitative approach, while the analysis method used is SWOT. Data collection used interview, observation, literature study and questionnaire methods. The result of the design is to carry out educational promotional media on the main media, namely digital media Instagram, which is carried out for a period of 30 days. Supporting media for this design are zines, paper bags, gift cards, business cards and stickers.*

*Keywords: waste, waste bank, promotion and Instagram*