

## ABSTRAK

**Haga Neguita Ginting, NIM 2153151007. Eksperimen Penciptaan Poster Berbahan Limbah Lingkungan. Skripsi Jurusan Seni Rupa Fakultas Bahasa dan Seni Universitas Negeri Medan 2022.**

Penciptaan karya ini terinspirasi dari fakta dan berita tentang dampak buruk sampah bagi lingkungan, serta kehidupan flora dan fauna yang hidup di alam. Kurangnya kepedulian masyarakat dalam menjaga dan merawat lingkungan, serta pemakaian bahan-bahan plastik yang susah diurai oleh lingkungan menambah rusaknya alam dan lingkungan. Berdasarkan hal tersebut, maka peneliti ingin bereksperimen membuat poster berbahan limbah lingkungan, dengan memanfaatkan Ilmu Pengetahuan dan Teknologi (IPTEK) di dalam proses produksi ornamennya dengan menggunakan Teknik **kolase**. Metode yang digunakan dalam penciptaan ini yaitu metode *ATUMICS* (*Artefact, Technique, Utility, Material, Icon, Shape*) yang menggabungkan poster dengan kolase. Dalam perancangan/ penciptaan poster berbahan limbah lingkungan ini ada beberapa unsur yang akan ditransformasikan ke dalam bentuk baru, yaitu *Technique, Material, dan Shape*. Sedangkan beberapa unsur yang akan tetap dipertahankan *Concept, Icon, dan Utility*. Hasil dari penciptaan karya ini menunjukkan bahwa eksperimen penciptaan poster berbahan limbah lingkungan mendapatkan nilai rata-rata yang sangat baik.

**Kata kunci : Poster, Kolase, Limbah, ATUMICS**

## ABSTRACT

**Haga Neguita Ginting, NIM 2153151007. The Experiment on Creating Poster Made From Environmental Waste. Final Essay Art Studies Faculty of Language and Art Medan State University.**

The creation of this work is inspired from the fact and news regarding the adverse effects of environmental waste for the environment, as well as the lives of flora and fauna in nature habitats. The lack of concern from the people about taking care of the environment, as well as the habits of using plastic which is hard to dissolve are damaging the nature and the environment. Based on that matter, the researcher wanted to experiment on making posters made from environmental wastes using Science and Technology in the process of making those posters with **Collage** Technique. The method that are being used in the creation of this work is the method of *ATUMICS (Artefact, Technique, Utility, Material, Icon, Shape)* which combined posters with collage. In the making of this Environmental Waste based posters there are several elements which will be transformed to a new form, which are *Technique, Material* and *Shape*. On the other hand there are some elements that will remain the same namely *Concept, Icon* and *Utility*. The result of the creation of this work shows that the experiment on making posters made from environmental waste got a very good average score.

**Keywords : Poster, Collage, Waste, ATUMICS**