ABSTRACT

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The problem of waste is often an unresolved problem for the government to carry out a strategy or role in efforts to manage waste so that government duties can be reduced by the contribution of waste banks to reducing national waste by 1.7 percent. This figure is equivalent to 1.4 million tons of waste per year with the condition of the waste that continues to increase the awareness of the community, which is carried out by one of the waste observer communities, namely Asyik Waste Bank 19 in the Bojonggede Village area, Kab. Bogor. The purpose of this study was to determine the strategy and socialization in the management program of the Asyik 19 Waste Bank in Bojonggede Village, Bogor. The theory used in this research is the Communication Strategy Theory. The method used is descriptive qualitative and the constructivism paradigm. The data in this study were obtained through observation, field surveys, and in-depth interviews. In addition, the data obtained were in the form of descriptions, information and documentation.

The results obtained in this study by implementing a communication strategy in the socialization of waste management programs by preparing materials that later make it easier for the public to understand the material, so that the material presented can be accepted by the community will generate a sense of curiosity about how to manage waste and inform also about activities at the Garbage Bank. Engaged in implementing the 3R Principle (Reduce, Reuse, Recycle). The conclusion is that the existence of a communication strategy that is carried out can be understood by the community in understanding information, causing a sense of curiosity and public response in participating in waste management activities. The facility is that the Asyik 19 Waste Bank should add to the use of social media in promoting socialization and involve RW 19 youth organizations in managing the information.