

ABSTRACT

Activity leaves Trash not only in urban areas, where natural and protected as National Parks also occur. This happens due to the increase perpetrators of outdoor activities such as hiking mountain. This phenomena resulted in accumulation of garbage which occurred in National Parks that we should guard and protect because the garbage has a lasting impact that will hurt many parties. Therefore it is necessary to move the campaign to not leave trash in nature. The campaign was conducted using qualitative research through observation, interviews, documentation and review of the literature, the role of the media campaign that will be applied more effectively to the success of the campaign. Type of campaign will be undertaken through a mountain with a clean event organization embracing nature lovers of high school and university.

Keywords: Waste, Campaign, National Parks