

ABSTRACT

The lack of green space is one result of population density in urban areas. It makes people must be more active and creative in utilizing land and innovation from technological developments. There are many systems created as solutions to social and environmental problems, one of which is Urban Farming. Urban Farming is a farming system and utilizing narrow space in the middle of the city. However, in its utilization, awareness and consistency is needed by the denizen so that the system can be implemented and brings benefits to the denizen and the surrounding environment. In the implementation process, there is a communication strategy to socialize the Urban Farming system so that it becomes a proper environmental service program.

This research uses the Everett M. Rogers communication design model to understand the meaning of innovation diffusion and the design stages that include knowledge, persuasion, decisions, implementation, and confirmation. This research uses descriptive qualitative method to describe the formulation of the problem so that it becomes a research that brings benefits, by establishing communicators who bring renewal to their environment with efforts to socialize, contribute and consistency supported by adequate human resources.

Keywords: Communication Strategy, Implementation, Urban Farming System