

## **ABSTRACT**

*Rubbish is one of the effects of environmental damage that can not be separated from people's lifestyles. This is due to the increasing number of human needs and consumption, so that the potential for landfill will continue to grow along with the activities carried out by the community. The rubbish problem in Bandung seems to never stop government efforts from the provincial to the city level. On 17 October 2018, the mayor of Bandung officially launched the Kang Pisman movement, namely reuse, reduce, and recycle. So the Kang Pisman program is a movement to change the habits of the people who initially mixed the garbage into separating the trash.*

*The purpose of this study is to analyze the application of the Kang Pisman program in Bandung city whether the application of reduce waste, separation of waste and utilization of waste have been going well in Bandung and which regions have implemented Kang Pisman. With this goal can be known percentage of waste reduction in Bandung city.*

*The research method used in this research is descriptive qualitative method. Data collection was carried out by conducting interviews with 3 speakers, namely 2 employees of the Department of Environment and Cleanliness of the City of Bandung and 1 of the Freelance Workers who were considered capable of answering the researcher's questions. Sources of data in this study came from primary data and secondary data.*

*The results of this study indicate that from the evaluation results of the performance of the Kang Pisman program the Department of Environment and Cleanliness of the City of Bandung established 8 models of the Urban Waste Free Area (KBS) as a pilot area that has run the Kang Pisman, namely the Bandung Kulon District (Gempolsari Village), Cibeunying Kaler Sub-District (Sukaluyu Sub-District, Neglasari Sub-District, Cihaurgeulis Sub-District), Kiara Condong Sub-District (Babakansari Sub-District), Sumur Sub-District of Bandung (Kebon Pisang Sub-District), Arcamanik Sub-District (Sukamiskin Sub-District) and*

*Bandung Kidul Sub-District (Kujang Sri Sub-District). This is evidenced from the amount of waste generated by the 8 villages each year has decreased.*

***Keywords:*** *Trash, Kang Pisman, Waste Free Zone.*