

## **ABSTRACT**

*The emergence of various problems in the environment, especially problems regarding waste cause damage to the environment, which must be addressed immediately and receive special attention from the government and the community. In building cooperation and involvement of the community and government, communication is a major factor in an organization. In addition, the government provides a waste bank program to solve these problems through waste management. A waste bank based on community participation is a waste management organization. So the purpose of this study is to determine the role of environmental communication in managing the waste bank of Karang Taruna Babakan Pari. This study uses a reference from the theory of communication flow. The research method used in this research is qualitative with a case study approach. The results obtained in this study are the role of the government related to handling this waste problem, the government provides an organizational program in the form of a waste bank. With the information, education, and persuasion through programs provided by the waste bank, people are more concerned about the environment, especially waste. In addition, with the existence of this waste bank organization, many people participate in the management of this waste bank. That way, the goal of raising public awareness of the importance of caring for waste and the environment will be realized.*

**Keywords:** *Environmental Communication, Waste Bank, Youth Organization*