

ABSTRACT

Indonesia is ranked second after China as the world's largest producer of plastic waste. The phenomenon of waste that is in the spotlight of emergency problems in Indonesia is now in the spotlight of all levels of society, especially those engaged in the environmental sector. The lack of public awareness of waste management makes communication by the government even more important and becomes one of the things that must be considered. The purpose of this research is to determine whether there is an influence of government communication on public perception and to find out how much influence government communication has on people's perception regarding waste management in Bandung Regency. This research uses a quantitative method. The number of samples used in this study was as many as two hundred respondents from the community RW 6 Citepus Kulon, Pasawahan, Dayeuhkolot Bandung Regency. The data analysis techniques used are descriptive analysis and simple linear regression analysis. The result of this study showed that government communication significantly influenced public perception by 71.9% and the rest was influenced by other factors.

Keywords : Government Communication, Perception, Waste Handling