

ABSTRACT

The emergence of various kinds of waste problems in Indonesia has made the role of environmental communication very much needed. Environmental communication is used in this study as a means to determine the participation of the community, community and government in an effort to inform, educate and remind the public directly or indirectly about the importance of participating in communicating about the environment. The purpose of this study is to determine and describe in detail the participation of the Zero Waste Indonesia community in supporting a zero waste lifestyle. This research is focused on the main question, namely how environmental communication activities in the form of participation related to communication, changes in attitudes, awareness, enthusiasm, and responsibility. This study uses a reference to the concept of five important elements of participation in determining the success of participation, according to Santoso Sastropoetro in the book *Participation, Communication, Persuasion and Discipline in Social Development* in 1988. The research method used in this research is descriptive qualitative with constructivism paradigm. The results of the research obtained in this study are that the Zero Waste Indonesia community can communicate environmental communication well through digital communication that is focused on its official Instagram, but the Zero Waste Indonesia community has not been able to monitor its followers to truly implement a zero waste lifestyle in daily life.

Key Words: Participation, Community Participation, Environmental Communication.

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