

ABSTRACT

The problem of garbage accumulation at Kertomulyo Beach occurs because visitors do not throw garbage in its place. Garbage found on Kertomulyo Beach is waste made from plastic and styrofoam which is difficult to decompose again. The existence of Kertomulyo Beach is a place for conservation and educational tourism about mangroves. Initially, Kertomulyo Beach used to have few mangrove plants and was still left behind from the beaches in the surrounding villages which had a lot of mangroves. Seeing that, the government took the initiative by holding a Movement to Pick Up Garbage and Planting Mangroves at Kertomulyo Beach. Based on this, the researcher wants to know the analysis of environmental communication in The movement to pick up garbage and planting mangroves at Kertomulyo Beach.

In this study, the authors used qualitative research methods through descriptive analysis. Descriptive research type according to Patton aims to find out and see the perspective of related individuals from certain events or activities so that the results of the analysis are presented in a purely descriptive form in the analysis report. This research uses a Creswell case study approach in which the researcher carefully investigates a program, event, activity, process, or group of individuals.

This study uses a communicating environmental information model which consists of information flow, message content, and communication media. Through this model can see the flow of information, message content, and communication media in activities in accordance with environmental communication. This movement has interactions from the organizers of the activities to the people involved. With this activity, it can be carried out regularly in various regions in Indonesia to protect the coast from disasters and damage to the surrounding environment.

Keywords: *environmental communication, communicating environmental information model, environmental movement*