

ABSTRACT

There are still many people who do not care about the environment, especially about waste. People still think that garbage is just an item that should be thrown away, it is not uncommon for people to litter, burn garbage and also hoard garbage. For this reason, Tri Guyub Rukun Purworejo Waste Bank is present to overcome the waste problem, namely by managing and sorting waste properly. Environmental communication is used as a participatory and dialogic communication needed by administrators to socialize waste management to the community, waste banks are one of the means of environmental communication. This research uses references to waste management based on two environmental communication functions, namely pragmatic and constitutive. The research method used is descriptive qualitative method with constructivism paradigm. The results obtained are in the management of waste in the Tri Guyub Rukun Purworejo Waste Bank, there are symbolic actions which are two functions of environmental communication, namely pragmatic functions and constitutive functions.

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Keywords: Symbolic Action, Waste Management, Environmental Communication, Waste Bank