

ABSTRACT

This research aims to find out about the environmental communication of Perumda Air Minum Tirta Ampera Boyolali (PDAM) in meeting the needs of clean water in the surrounding environment. In the current situation, there are still many people in Indonesia, especially in the Boyolali area, who have not been able to get access to clean water. Clean water is the main thing in supporting people's lives now that has been stated in the Sustainable Development Goals (SDGs). The community does not fully know TPB about proper sanitation and clean water. Based on the results of the study it was concluded that water management by PDAM Tirta Ampera has experienced significant improvements, where the case of shortage and clean water crisis almost does not occur again. This study uses reference to environmental communication which is based on two functions of environmental communication namely pragmatic and constitutive. The research method used is descriptive qualitative method. The research results obtained are that in environmental communication carried out by Perumda Tirta Ampera, there is a socialization process and the impact received by the community which are two functions of environmental communication, namely pragmatic functions and constitutive functions. For this reason, researchers apply point 6 in the SDGs to find out how environmental communication is carried out by PDAM in realizing SDGs.

Keyword: *Environmental Communication, PDAM, Sustainable Development Goals, Clean Water, Society, Socialization*