

ABSTRACT

This research is motivated by environmental issues that are of global concern, especially in Indonesia. One of the main causes of environmental damage that is very worrying is waste. The lack of public awareness and participation in dealing with this problem encouraged Pandawara Group to design a communication strategy in running the #onedayonetrashbag movement to reduce waste. The purpose of this research is to find out Pandawara Group's communication strategy in the #onedayonetrashbag movement. Researchers used a qualitative method with a descriptive study approach. The communication strategy planning model used is Cangara's five-step model, namely: 1) Research Stage, which involves understanding the background of the #onedayonetrashbag movement, 2) Planning Stage, which includes communication planning such as programs to be implemented, setting goals, determining audiences, messages delivered, and media used, 3) The Implementation Stage, which involves implementing socialization on social media and offline counseling. 4) Evaluation Stage, which is conducted internally and externally. 5) Reporting Stage, which involves reporting to the government and local community. The results of this study show that the communication strategy carried out by Pandawara Group in the #onedayonetrashbag movement has been successful.

Keywords: *Communication Strategy, Content Creator, Pandawara Group, Social Media, #onedayonetrashbag Movement.*