

ABSTRACT

Pandawara Group's TikTok social media indirectly provides information about waste and invites the public to dispose of or process waste in its proper place. This has a positive impact on society, because many TikTok users are motivated to create the same content as Pandawara. The research aims to find out the management carried out by the Pandawara Group in creating and distributing TikTok video content and to find out what underlies the Pandawara Group in developing social media to increase public awareness of the environment. Using Regina Luttrell's The Circular Model of Some theory, this research evaluates the effectiveness of the social media strategy implemented by the Pandawara Group. This research uses a constructivist paradigm to gain a lot of insight that helps researchers understand the phenomenon being studied. The research results show that the Pandawara Group has succeeded in utilizing social media, especially TikTok, to educate and encourage the public to maintain a clean environment through persuasive and educative content. Apart from that, real activities in the field also play an important role in increasing public awareness and concern for the environment. Practical recommendations include the development of a more structured social media content strategy and collaboration with governments and NGOs to expand the reach and impact of environmental campaigns.

Keyword : *Community Awareness, Social activities, Social Media Management*