

ABSTRACT

This study examines the communication strategies and waste management implementation in Bandung City using approaches based on organizational communication theory, stakeholder theory, and the two-way symmetrical communication model. The study reveals that the effectiveness of government communication strategies, such as involving the community through the "Kang Pisman" program (Reduce, Separate, Utilize), Waste-Free Areas (KBS), and Waste Banks, heavily relies on integrating social media with community-based approaches. The Bandung City Government leverages social media to deliver interactive messages, strengthened by educational programs rooted in community engagement.

The findings indicate that independent waste management programs implemented at Hotel Grand Tjokro, Paris Van Java Mall, and Edelweiss Hospital have successfully reduced the volume of waste sent to landfill sites (TPA) by up to 16%, generating significant economic and environmental benefits. Community participation plays a crucial role, supported by incentives from waste banks and continuous education. Cluster-based strategies and cross-sector collaboration, including partnerships with private sectors and educational institutions, have enhanced the program's effectiveness.

The study also identifies challenges in reaching specific community groups and the need for additional funding to expand program coverage. With an integrated approach and clear success indicators, such as reducing the number of waste trips to landfill sites, Bandung City has successfully developed a sustainable waste management system. The study concludes that effective communication strategies, cross-sector collaboration, and community participation are the keys to waste management success, positioning Bandung City as a model for other regions in Indonesia.

Keywords: *Communication Strategies and Implementation, Stakeholder Collaboration, Social Media.*