

ABSTRACT

This research aims to identify the communication strategies employed by the Public Relations Division of the Bandung City Government in a waste management campaign through the Instagram account @humas_bandung to expand public environmental awareness. The background of this study is the waste crisis caused by the Sarimukti landfill fire on August 19, 2023, which prompted the government to intensively carry out waste management campaigns through social media. This study uses a descriptive qualitative approach with interview and observations techniques. The findings indicate that the engagement rate of Humas Bandung remains in a less than ideal category due to a lack of understanding in analyzing monitoring data and insufficient responsiveness in replying to public comments.

Keywords: *Communication Strategy, Governmental Public Relations, Waste Management Campaign, Social Media*