

ABSTRACT

Addressing water issues in Indonesia is one of the government's priorities in achieving a healthy and clean environment. The water quality in Bandung City is considered poor due to several factors, including the large amount of domestic waste, industrial waste, and hazardous (B3) waste found around rivers and water channels. Managing irrigation channels is part of environmental preservation, as it ensures the efficient distribution of water to agricultural land and helps prevent water pollution as well as soil erosion around the channels. Action is needed to maintain water sustainability, one of which is through the implementation of irrigation water regulation patterns carried out by UPTD PSDA WS Citarum. This research uses a qualitative method with a case study approach. The analysis is based on the environmental communication functions by Pezzullo and Cox, which consist of two main functions: the pragmatic function and the constitutive function. The results of the study show that the environmental communication conducted by UPTD PSDA (Technical Implementation Unit for Water Resources Management) in managing irrigation water in the Cangkuang area includes direct communication with farmers and the community through socialization or meetings, the installation of warning signs, and the use of social media as a platform for disseminating environmental information. The communication reflects a pragmatic function through efforts to warn, oblige, demand, and inform. Meanwhile, the constitutive function is reflected in the efforts to evoke shared beliefs, emotions, and build mutual relationships.

Keywords: *Cangkuang Irrigation Area, Environmental Communication, Water Regulation Pattern, UPTD PSDA WS Citarum.*