

ABSTRACT

This study aims to analyze the influence of the Environmental Care and Culture in Schools (PBLHS) campaign on the environmental awareness of the community of SMP Negeri 2 Banjaran. Environmental awareness amidst the worrying environmental problems of the industrial era 4.0 is certainly very necessary. To foster environmental awareness starting from school or educational environments, the Indonesian government has made a policy where schools must run the Caring and Environmental Culture in Schools (PBLHS) campaign. Schools that successfully implement various points of this environmental improvement campaign then receive the Adiwiyata award from the government's environmental service. Of course, this PBLHS campaign needs to be studied in order to find out evidence of its success. This study aims to measure the magnitude of the influence of the Caring and Environmental Culture in Schools (PBLHS) campaign on the environmental awareness of the SMP Negeri 2 Banjaran community, Bandung Regency, which has won the title of National Adiwiyata school. This study uses a quantitative method using non-probability sampling techniques with a population of 1266 consisting of students and teachers of SMP Negeri 2 Banjaran and a sample of 304 people. The results of the study showed a significant and positive influence of the PBLHS campaign on the environmental awareness of the SMP 2 Banjaran community with a determination coefficient of 45%, a constant value of 12.983 and a regression coefficient of the campaign variable of 0.428. It can be concluded that the implementation of a pro-environmental campaign in schools by paying attention to the content of the message, message structure, actors and appropriate campaign channels, has proven to have a positive effect on the environmental awareness of the school community that runs it.

Keywords: *environmental campaign, environmental awareness, environmental care, school campaign*