

ABSTRACT

This study aims to explore the environmental communication strategy implemented by the Environmental Agency (Dinas Lingkungan Hidup) of Bandung City in educating and encouraging public participation through the Kang Pisman Program (Reduce, Separate, Utilize). This program is a localized implementation of the 3R movement (Reduce, Reuse, Recycle), designed to be more easily understood and applied by the community. The research adopts a qualitative approach with an interpretive paradigm and descriptive method. Data were collected through in-depth interviews, observation, and documentation. The analysis focuses on Jurin's (2010) communication strategy framework, which includes problem statement, goals, audience analysis, objectives, message development, media selection and design, timeline, front-end evaluation, formative evaluation, summative evaluation, and project budget. The findings reveal that the Environmental Agency of Bandung City has implemented a structured and participatory communication strategy in delivering environmental messages, although challenges remain in reaching all segments of society equally. The Kang Pisman Program has proven effective in raising public awareness and engagement in waste management, particularly through a locally rooted and collaborative communication approach.

Keywords Environmental Communication Strategy, Kang Pisman, Environmental Movement