

## ABSTRACT

*The Indonesian government has been improving sanitary conditions through the Acceleration of Sanitation Development Program (Program Percepatan Pembangunan Sanitasi Permukiman/ PPSP). PPSP Program is organized by the Drinking Water and Sanitation Working Group (Kelompok Kerja Air Minum dan Penyehatan Lingkungan / Pokja AMPL) National. In this case the Pokja AMPL Nasional provides sanitation budgets at the national as well as technical assistance to the Pokja AMPLs at provincial level and Pokja AMPLs at district / city level.*

*This study focuses on advocacy and campaigning activities in the implementation of PPSP Program in Bandung, which is one of the participants of PPSP program 2010-2014. The research purposes are to understand the communication strategies of advocacy and campaigning including their implementation barriers and effectiveness. The communication strategy is intended to change human behavior the leads to gain expected feedbacks. In this case the indicators of the communication strategy effectiveness are the amount of budget allocation for sanitation sector and community awareness which in turn lead to increased sanitation services coverage in Bandung city.*

*The author uses a qualitative approach of evaluative studies. It evaluated the implementation of communication strategies of advocacy and campaigns on PPSP Program in Bandung in the period 2010-2014. Thus the evaluation is conducted at the end of the program period which is called a summative evaluation.*

*The research reveal the following results: (1) Pokja AMPL Kota Bandung did not implement every stage of the communication strategies consistently. (2) In doing so, Pokja AMPL faced the following barriers: (i) the members have not been able to provide a focus entirely on the PPSP Program activities because the sanitation related functions and responsibilities or *Tupoksi* (*tugas, pokok, dan fungsi*) are spreaded out on each department (SKPD) of the POKJA AMPL member, (ii) limitations of human resources (HR) as social campaign organizers, limitations of space and time, limitations of campaign delivery methods, and budget constraints. (3) the communication strategies on advocacy and social campaigns have not been effectively implemented yet in terms of the achievement of city scale improved sanitation coverage.*

*Keywords: communication strategies, campaigns, advocacy, sanitation*