

ABSTRACT

Leuwigajah landslide and flood events in 2005 which killed up to 200 people show the volume of garbage that is too much. The garbage problem is the responsibility of the government and the society. Through institutions or associations, communities can participate in fixing the garbage problem. YPBB association is one of the forms of society participation on garbage issues that occur especially in Bandung. Through the Zero Waste campaign, YPBB wants to encourage people to be more wise in generating garbage and can change their perspective for organic life. Through this campaign program, the society is invited to manage the garbage by Zero Waste ways, ie Zero Waste Training, Zero Waste Lifestyle Training, Zero Waste Cities and Takakura Use, Composting Hole and Biodigester.

This research is qualitative with constructivist paradigm, where researcher see the object and the subject directly which then formulated into research problems. This research uses descriptive research method. Where researcher explain the research in accordance with the facts that occur in the field and in accordance with the interview. This research collects information by interviewing three main informants and three supporting informants as well as video, audio and picture documents. This study uses data validity techniques by means of data triangulation and data analysis techniques of data reduction, display data and verification.

The results of this study, communicators are selected with conditions for communicators already understand the association in depth, the packaging of messages that are easy to understand and gradually become its own interest. In conveying the campaign message, YPBB uses all social media to spread Zero Waste campaigns, the obstacles that YPBB often faces are the lack of stock trainers, YPBB annual evaluations and the effects felt by the recipients of campaign messages in terms of changing perspective and attitude change.

Keywords: Communication Strategy, Campaign, Association