

Abstract

In socialization activities, the Mandiri Waste Bank Cilacap has purpose to inform and invite the public to jointly reduce waste generation by first step sorting out waste and then processing it into valuable items. A method that researchers use qualitative studies is a method with using the paradigm of Post-positivisme. Data obtained in this study obtained through observation, survey into the field, conduct interviews. In addition, the data obtained are remarks, information, documentation, and not a number.

The results obtained in this research is the communication strategy on the implementation of the activities of socialization of The results obtained in this study were communication strategies in the implementation of the Cilacap Mandiri Waste Bank socialization activity where the socialization was carried out with two kind of activities namely presenting training materials and practice in managing waste to provide evidence of the benefits of waste. In order to applied the socialization material, when the socialization was over, the Mandiri Waste Bank Cilacap collaborated with local community leaders to exemplify its activities in sorting and processing waste.

Keywords: Communication strategy, Socialization, Waste Bank