

## ***ABSTRACT***

This research entitled “*Communication Strategies Of The Bali Province Environmental Department In Implementing Bali Gubernatorial Regulation Number 97 Of 2018*”. Where trash is a big problem in Bali. The existence of trash will damage the beauty of Bali. This study aims to determine the communication strategy of the Bali Provincial Environment Agency Bali Governor Regulation No. 97 of 2018 regarding disposable plastic waste piles and to know the implementation of the Bali Governor Regulation No. 97 of 2018 concerning disposable plastic waste dumps to the public. The related theory is the communication strategy, because this is related to the phenomenon of this study. The approach used is qualitative. This research uses the constructivist paradigm. The purpose of using the constructivism paradigm in this study is to find the meaning of the object under study. The subject in this study was the Bali Provincial Environmental Office. Data collection techniques are observation and interview. Informants were selected using a purposive sample, which is a sampling technique with certain considerations. The results of this study indicate that the Environmental Service of the Province of Bali carries out a communication strategy by collaborating with related parties who work together to approach the public in order to get a general picture of the condition of the audience.

***Keywords:*** *Communication Strategy, Bali Province Environmental Department, Waste, Plastic Waste, Bali Gubernatorial Regulation Number 97 Of 2018*