

ABSTRACT

*Some people still regard waste as waste and manage it by burning or stockpiling it without sorting it. In order to properly manage waste, it is necessary to have community empowerment activities through the waste bank movement. Environmental communication is used in the empowerment process as a form of participatory and dialogical communication. The goal of this research was to determine the community empowerment efforts in environmental communication at the Srayan Makarya Waste Bank. This study employed the five empowerment efforts identified by Totok Mardikanto and Poerwoko Soebiato in their 2019 book *Community Empowerment in a Public Policy Perspective*, namely empowerment as a learning process, empowerment as a process of capacity building, empowerment as a process of social change, empowerment as a process of community development, and empowerment as a process of developing community participation. The descriptive qualitative research method was used in this study, with a constructivism paradigm. The findings of this study indicate that the Srayan Makarya Waste Bank can communicate environmental information to customers through community empowerment activities.*

Keywords: *Community Empowerment, Environmental Communication, Waste Bank*