

ABSTRACT

The increasing number of electronic gadgets in Indonesia has led to a daily increase in electronic waste. The proliferation of electronic waste piles has prompted Idevice Store to develop a communication strategy to reduce the presence of electronic waste in Yogyakarta City. Crafting a communication strategy requires careful planning of the situation and conditions to achieve a specific goal. With the implementation of a communication strategy, the aim is to bring about changes in the target audience. The objective of this research is to investigate Idevice Store's communication strategy in the #PilahPilihEwaste campaign aimed at reducing electronic waste. The communication strategy discussed employs the AIDDA theory. The research methodology used is descriptive with a qualitative approach. The findings of this research indicate that the communication strategy employed by Idevice Store aligns with the AIDDA theory. The conclusion drawn from this study is that Idevice Store initiates a campaign related to electronic waste reduction using the AIDDA theory, enabling the campaign to proceed as planned in line with Idevice Store's objectives.

Keywords: *Communication Strategy, AIDDA Theory, E-Waste, Idevice Store*