

ABSTRACT

This research aims to analyze the environmental communication strategies applied in the Waste4change program in the Vida Bumipala housing complex in Bekasi City using a case study of the symbolic convergence of stakeholders. The research method used is qualitative with data collection techniques through in-depth interviews, participatory observation, and documentation. The results show that the Waste4change program has successfully implemented environmental communication strategies involving stakeholders to create symbolic convergence related to waste management and environmental sustainability. Some successful strategies applied in this program include education, campaigns, training, social media use, and active participation of stakeholders. Symbolic convergence is seen from the changes in attitudes and behaviors of stakeholders towards waste management, where waste was previously considered a burden but is now seen as a valuable resource. The implications of this research include policy implications, practical implications, and research implications. As a recommendation, further research can develop a more targeted and effective model of environmental communication strategies to achieve waste management and environmental sustainability goals.

Keywords: *Waste4change; environmental communication strategies; symbolic convergence; stakeholders; Vida Bumipala housing complex.*