

ABSTRACT

The waste problem in Bandung City urgently requires serious attention due to the growing population and increasing economic activities. Pandawara Group, a youth initiative, has taken concrete steps by leading environmental awareness movements through their "Clean Up" and "Ajaraksa" programs. This study employs the environmental communication strategy theory developed by Richard R. Jurin, Donny Roush, and Jeff Danter. The theory encompasses 11 stages, ranging from problem statement, objectives, audience analysis, and objectives, to media selection and communication design. Focusing on ecological awareness, the study integrates the ecological awareness aspects theory by Muhaimin, which includes knowledge, attitudes, skills, and community participation. The research subject is the communication strategy used by Pandawara Group to disseminate ecological awareness in Bandung City. This study utilizes a qualitative case study method, focusing on the "Clean Up" and "Ajaraksa" programs conducted by Pandawara Group, aimed at spreading ecological awareness in Bandung City. The findings indicate that Pandawara Group has implemented environmental communication strategies through 11 stages: problem statement, objectives, audience analysis, objective setting, message development, media selection and design, timeline, initial evaluation, formative evaluation, summative evaluation, and project budgeting. However, not every stage consistently reflects aspects of ecological awareness, though at least one or two aspects are evident in each environmental communication strategy. By leveraging digital platforms such as TikTok and Instagram, Pandawara Group has effectively disseminated environmental messages to their audience, particularly the youth who are actively engaged on social media.

Keywords: *Trash, Bandung City, Pandawara Group, Ecological Awareness, Environmental Communication Strategy.*