

ABSTRAK

Bintang Fajar Anugrah, 24071119202. Penelitian ini berjudul “Strategi Komunikasi Cv. Priangan Central Plastindo Dalam Meningkatkan Minat Masyarakat Memilah Sampah Daur Ulang Di Kabupaten Garut” (Studi Deskriptif Kualitatif tentang Strategi Komunikasi Perusahaan Cv. Priangan Central Plastindo Kepada Masyarakat dalam Pengelolaan Sampah Daur Ulang di Desa Cimuncang) yang bertujuan untuk mengetahui strategi komunikasi dalam meningkatkan minat masyarakat mengelola sampah daur ulang menggunakan teori komunikasi Harold Lasswell.

Penelitian ini dilatarbelakangi oleh permasalahan peningkatan volume sampah di Desa Cimuncang, Kabupaten Garut, akibat pertumbuhan penduduk, terutama sampah plastik. Kurangnya kesadaran masyarakat dalam mengelola sampah menyebabkan pencemaran lingkungan, termasuk air, tanah, dan udara, serta meningkatkan risiko banjir di lingkungan perusahaan. Perusahaan berupaya memberdayakan masyarakat melalui program pemilahan sampah rumah tangga untuk mengurangi penumpukan sampah dan meningkatkan partisipasi masyarakat dalam memilah sampah. Penelitian ini bertujuan untuk menganalisis bagaimana strategi komunikasi yang diterapkan oleh perusahaan dalam meningkatkan minat masyarakat.

Metode yang digunakan adalah metode deskriptif dengan pendekatan kualitatif. Data dikumpulkan melalui wawancara mendalam, observasi, studi pustaka, dan dokumentasi. Teknik analisis data mencakup pengumpulan, reduksi data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa strategi komunikasi perusahaan didasarkan pada teori komunikasi Harold Lasswell, mencakup lima dimensi: sumber, pesan, media, komunikan, dan dampak. Komunikator yang dipilih adalah ahli pengelolaan sampah dengan kemampuan public speaking. Pesan yang disampaikan bersifat informatif, edukatif, dan persuasif melalui media seperti banner, spanduk, dan brosur. Sasaran pesan adalah aparat desa, anak-anak, dan ibu-ibu. Setelah sosialisasi, terjadi perubahan sikap masyarakat.

KATA KUNCI: Strategi Komunikasi, Pengelolaan Sampah, Perubahan Sikap Masyarakat

ABSTRACT

Bintang Fajar Anugrah, 24071119202. *This research is titled “Communication Strategy of CV. Priangan Central Plastindo in Increasing Public Interest in Sorting Recyclable Waste in Garut Regency” (A Qualitative Descriptive Study on the Communication Strategy of CV. Priangan Central Plastindo to the Community in Waste Recycling Management in Cimuncang Village) which aims to identify communication strategies to enhance public interest in managing recyclable waste using Harold Lasswell's communication theory.*

This research is motivated by the issue of increasing waste volume in Cimuncang Village, Garut Regency, due to population growth, particularly plastic waste. The lack of public awareness regarding waste management leads to environmental pollution, including water, soil, and air contamination, as well as increasing flood risks in the company's environment. The company seeks to empower the community through a household waste sorting program to reduce waste accumulation and enhance public participation in waste sorting. This study aims to analyze how the company's communication strategies are applied to improve public interest.

The method used is descriptive with a qualitative approach. Data were collected through in-depth interviews, observations, literature studies, and documentation. Data analysis techniques included data collection, data reduction, and conclusion drawing.

The findings indicate that the company's communication strategy is based on Harold Lasswell's communication theory, which encompasses five dimensions: source, message, media, receiver, and impact. The chosen communicators are experts in waste management with public speaking skills. The messages conveyed are informative, educational, and persuasive, using media such as banners, flags, and brochures. The target audience for the messages includes village officials, children, and mothers. After the socialization efforts, a change in public attitude was observed.

Keywords: **Communication Strategy, Waste Management, Public Attitude Change.**