

ABSTRAK

Penelitian ini bertujuan untuk mengetahui secara mendalam strategi komunikasi yang digunakan Dinas Lingkungan Hidup Kabupaten Aceh Tamiang dalam melaksanakan proram Bank Sampah di Kabupaten Aceh Tamiang. Penelitian ini menggunakan metode kualitatif, penelitian ini dilakukan pada 9 informan dengan menggunakan Purposive sampling. Teknik pengumpulan data menggunakan pedoman wawancara, analisis data dilakukan dengan mereduksi data serta observasi dan dokumentasi. Hasil penelitian menunjukkan strategi komunikasi yang digunakan oleh Dinas Lingkungan Hidup Kabupaten Aceh Tamiang dalam melaksanakan program Bank Sampah mengacu pada model SOSTAC (*Situation Analysis, Objective, Strategy, Tactic, Action, Control*). Dalam penerapannya, strategi ini diwujudkan melalui sejumlah kegiatan yaitu berupa, *World Clean p Day* (WCD), Sosialisasi, media sosial, kampanye sampah oleh Duta Lingkungan Hidup dan sosialisasi sampah jadi emas.

Kata kunci: Strategi Komunikasi,Dinas Lingkungan Hidup, Bank Sampah, Aceh Tamiang

ABSTRACT

This study aims to explore in depth the communication strategies employed by the Environmental Agency (Dinas Lingkungan Hidup) of Aceh Tamiang Regency in implementing the Waste Bank program in the region. The research utilizes a qualitative approach and was conducted with nine informants selected through purposive sampling. Data collection techniques included semi-structured interview guidelines, direct observation, and documentation. The data were analyzed through data reduction, presentation, and drawing conclusions in accordance with qualitative research procedures.

The findings indicate that the communication strategy adopted by the Environmental Agency of Aceh Tamiang Regency is based on the SOSTAC model (Situation Analysis, Objective, Strategy, Tactic, Action, Control). In its implementation, this strategy is manifested through a series of activities such as World Clean Up Day (WCD), public outreach and education (sosialisasi), utilization of social media, waste awareness campaigns conducted by Environmental Ambassadors (Duta Lingkungan Hidup), and the “Waste Becomes Gold” (Sampah Jadi Emas) program, which encourages community participation by offering economic incentives for proper waste management. These efforts reflect a participatory and educative communication approach aimed at raising environmental awareness and promoting sustainable waste practices among the local population.

Keywords: *Communication Strategy, Environmental Agency, Waste Bank, Aceh Tamiang.*