

ABSTRACT

Kang Pisman Program Literacy in Environmental Communication Process. Qualitative Descriptive Study of Communication Process Facilitator Tam of kampung Cibunut RW07, Bandung City.

The Bandung City Government issued a policy related to waste management in 2018, namely the Kang Pisman Program. Stands for Kang Pisman is Kang (Reduce), Pis (separate), and man (Take Advantage). Seeing the low awareness of people in bandung about waste management, environmental literacy is needed. Environmental literacy is an individual's ability to understand and interpret environmental conditions.

This research uses qualitative methods with a qualitative descriptive study approach. The research subject was a team of facilitators from Kampung Cibunut RW 07, bandung City. The data collection process was carried out through observation and in-depth documentation studies of previous research results, literature studies and interviews with related parties.

The results of this study indicate that in the process of environmental communication of the facilitator team carried out for socialization by means of several stages of mediation, campaigns, training, education, mentoring and evaluation both internally and externally. The literacy media used in the dissemination of information by the facilitator team were the Facebook and Instagram social media. Mural media as a media for educational literacy , with the theme of the environment packaged in the colorful Cibunut activity is implemented in 9 RTs. The applied mural is divided into 5 zones. With the mural in kampung Cibunut it makes the environment more organized and clean, so that there is a tendency for the community to understand how to protect the environment.

Keywords : Literacy, kang Pisman, Communication, Environment

ABSTRAK

Literasi Program Kang Pisman dalam Proses Komunikasi Lingkungan. Studi Deskriptif Kualitatif Proses Komunikasi Tim Fasilitator Kampung Cibunut RW 07, Kota Bandung.

Pemerintah Kota Bandung mengeluarkan kebijakan terkait pengelolaan sampah pada tahun 2018 yaitu program Kang Pisman. Kang Pisman akronim dari Kang Pisman, Kang (Kurangi), Pis (Pisahkan) dan Man (Manfaatkan). Melihat kesadaran masyarakat Kota Bandung tentang penanggulangan sampah masih rendah maka dari itu dibutuhkan literasi lingkungan. Literasi lingkungan adalah kemampuan individu dalam memahami dan menafsirkan kondisi lingkungan.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan studi deskriptif kualitatif. Subjek penelitian adalah tim fasilitator Kampung Cibunut RW 07, Kota Bandung. Proses pengumpulan data diperoleh melalui observasi dan wawancara mendalam terhadap informan, sedangkan untuk data penunjang diperoleh melalui studi dokumentasi hasil penelitian sebelumnya, studi literatur dan wawancara dengan pihak terkait.

Hasil penelitian ini menunjukkan bahwa proses komunikasi lingkungan tim fasilitator melakukan sosialisasi dengan cara beberapa tahapan yaitu mediasi, kampanye, pelatihan, edukasi, pendampingan dan evaluasi baik itu secara internal maupun external. Media literasi yang digunakan dalam penyebaran informasi tim fasilitator menggunakan media sosial *Facebook* dan *Instagram*. Media mural sebagai media literasi penyuluhan, bertemakan lingkungan dikemas dalam kegiatan Cibunut berwarna diterapkan di 9 RT. Mural yang diterapkan dibagi menjadi 5 zona. Dengan adanya mural di Kampung Cibunut menjadikan lingkungan lebih tertata, dan bersih sehingga ada kecenderungan masyarakat paham akan menjaga lingkungan.

Kata Kunci: Literasi, Kang Pisman, Komunikasi, Lingkungan