ABSTRACT

BANDUNG SOCIAL CAMPAIGN PLANNING OF GARBAGE PICKING MOVEMENT

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Garbage is something that is not used anymore. Garbage can pollute the environment if it is not handled properly. Any littering will accumulate and cause various problems such as growth of germs, water pollution, flood, and bad smells. Moreover, from psychological terms can cause stress and uncomfortable in the activity.

Bandung city government efforts to handle garbage problems, one of them is the GPS (Gerakan Pungut Sampah) performed every Monday, Wednesday and Friday to pick up garbage in the environment. Pick means to move, garbage strewn moved to the garbage bin, do not reduce the amount of garbage. It is needed to sort the picking garbage according to its kind, because it will make easier to be processed.

Keyword :Garbage, City, Bandung, GPS (Gerakan Pungut Sampah), Sorting