# **ABSTRACT**

This research is tittle is **"Socialization of River Cleanup Indonesia in Building Public Awareness of Waste Management in the Cikapundung River Flow, Sumur Bandung Subdistrict, Braga Village, Bandung City".** In terms of location, Braga Village is a strategic area for tourism and an area that needs efforts to reduce waste and stop littering. The problem that occurs in the environment is that many people do not care about the environment, especially in the row of rivers. The issue of waste is a problem that cannot be ignored because it will continue to increase in number along with the increasing activities of the community and the increasing population so that it needs serious and further handling. The purpose of waste management is to improve public health and environmental quality, and to convert waste into useful resources. One of the efforts to overcome the waste problem is to optimize waste management to increase public awareness of the need for caring attitudes and behaviors towards the environment. Various ways are carried out by communities and environmental organizations in the world, one of which is by conducting socialization efforts. Community Cleanup is a program formed by one of the environmental NGOs, namely River Cleanup Indonesia. This research uses qualitative research methods and informant selection techniques with purposive sampling techniques, using data collection (1) Observation, (2) In-depth interviews and (3) Document study. The number of informants, namely key informants consisting of 2 River Cleanup Indonesia parties, and secondary informants consisting of 3 people, namely Braga Village Stakeholders and Volunteers. The results of this study researchers found information related to the socialization of River Cleanup Indonesia in building public awareness of waste management in the Cikapundung River in Braga Village. There are external and internal supporting factors such as community participation, local government support, local community support. In addition, there are also external and internal inhibiting factors such as lack of awareness of immigrant residents (tourists), lack of consistency in policy enforcement.

**Keywords: Socialization, Waste Management, Awareness**