

INTISARI

Sampah menjadi satu dari sekian banyak masalah serius yang dihadapi oleh berbagai kota di Indonesia. Kabupaten Bantul sebagai salah satu Kabupaten di Provinsi DIY menyumbang 445,79 Ton/hari. Pondok Pesantren Al – Imdad Bantul Yogyakarta merupakan salah satu pihak yang cukup intensif bergerak dalam hal pengelolaan sampah melalui program Pasukan Semut. Penelitian ini bertujuan untuk menganalisis strategi komunikasi yang digunakan pesantren dalam mempromosikan program pengelolaan sampah. Penelitian ini menggunakan pendekatan kualitatif. Pengumpulan data dilakukan dengan wawancara, observasi, dan dokumentasi. Analisis data mencakup reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian ini menunjukkan bahwa pondok pesantren Al – Imdad menggunakan strategi AIDA yang meliputi *Attention* (perhatian), *Interest* (ketertarikan), *Desire* (keinginan), dan *Action* (tindakan). Implementasi komunikasi lingkungan oleh pondok pesantren Al – Imdad diwujudkan melalui pemahaman permasalahan sampah dan praktek penerapannya di pesantren dan masyarakat. Pemahaman masalah sampah diwujudkan melalui salah satu visi pondok pesantren Al – Imdad yaitu “sadar lingkungan hidup”, artinya santri harus mampu memiliki kesadaran dan kepedulian terhadap lingkungan sekitar. Praktek penerapannya diwujudkan melalui pengelolaan sampah mandiri oleh pesantren. Peran civitas pesantren dalam strategi komunikasi program Pasukan Semut adalah saling bekerja sama dalam mengajak, mendorong, serta mempromosikan program Pasukan Semut kepada masyarakat yang berada di sekitar pondok pesantren.

Kata Kunci: Sampah, Pondok Pesantren, Pasukan Semut, Strategi Komunikasi, AIDA

ABSTRACT

Waste is one of the many serious problems faced by various cities in Indonesia. Bantul Regency, as one of the regencies in DIY Province contributed 445.79 tonnes/day. Pondok Pesantren Al – Imdad Bantul Yogyakarta is one of the parties that is quite intensively involved in waste management through the Ant Forces program. This research aims to analyze the communication strategies used by Islamic boarding schools in promoting waste management programs. This research uses a qualitative approach. Data collection was carried out by interviews and observations. and documentation. Data analysis includes data reduction, data presentation, and drawing conclusions.

The results of this research show that the Al - Imdad Islamic boarding school uses the AIDA strategy which includes Attention, Interest, Desire and Action. The implementation of environmental communication by the Al - Imdad Islamic boarding school is realized through understanding waste problems and the practice of implementing them in Islamic boarding schools and the community. Understanding the waste problem is realized through one of the visions of the Al - Imdad Islamic boarding school, namely "Sadar Lingkungan Hidup", meaning that students must be able to have awareness and concern for the surrounding environment. The practice of implementing it is realized through independent waste management by Islamic boarding schools. The role of the Islamic boarding school community in the communication strategy for the Ant Forces program is to work together to invite, encourage and promote the Ant Forces program to the community around the Islamic boarding school.

Keywords: Waste, Islamic Boarding Schools, Ant Forces, Communication Strategy, AIDA