

Abstract

So far, the waste problem in urban areas has been seen only in conventional terms; in the sense that it is limited to problems related to household waste management. The presence of visual-litter or advertising waste, especially in Yogyakarta City, still rarely gets a place in the mainstream of urban waste problems, even though its existence creates minimalism in public spaces; which should be neutral and inclusive for society. Nevertheless, this phenomenon was successfully responded to by a new social movement called *Jogja Garuk Sampah* which was present to fight back to the visual-litter contributors in the city of Yogyakarta. This study aims to (1) explain the strategy and its manifestations in the activities of the *Jogja Garuk Sampah* movement and (2) to identify the obstacles and challenges it faced. The research method used in this study is a qualitative with descriptive analysis approach, and the research specific location in the city of Yogyakarta. The results showed that through the action of 'garuk sampah', this movement manifested protest politics in public spaces by mostly using nonviolent methods. In addition, the manifestation of information politics strategy and advocacy strategy appears through various content on many *Jogja Garuk Sampah's* social media, which contains ideas and awareness of the problem of visual-litter which is then distributed to the public through media social; and at the same time also advocating for various reports of visual-litter problems to the local governments. Moreover, there is irony that start to emerge from action and threats of violence received by the volunteers and members of *Jogja Garuk Sampah* and also the emergence of manifestations of Low Profile strategies in dealing with these challenges. In the other hand, this movement also facing a challenge in the form of fluctuations in the presence of volunteers due to the nature of voluntary movements. Suggestions from this study regarding these obstacles and challenges include providing a certain identity symbol in order to further strengthen the volunteers sense of belonging to this movement. In addition, this study also suggest this movement to gave opportunities for another parties who wish to provide support in the form of financial support or through an alliance network which of course is carried out selectively.

Keywords:

Visual-litter, minimalism of public space, social movements strategies