

ABSTRAK

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After the expiration of the MDGs program, the SDGs were then designed to continue the goals of the global MDGs agenda with a new concept while still focusing on development in a country. The Sustainable Development Goals (SDGs) consist of 17 goals and 169 targets, which are expected to be able to accommodate development-related problems in a more comprehensive manner to be able to completely resolve the problems being faced in accordance with the goals and objectives.

The issue of waste is currently still a problem that is quite complicated to be able to realize SGD 11.6. The parties who are expected to be able to support the achievement of goals in developing this hope are those who are of productive age and have adequate knowledge. Telkom University students are considered to have adequate knowledge and should be parties who actively participate in fostering the spirit of sustainable development. One way that the younger generation, especially students, can increase public understanding of the global SDGs point 11.6 agenda is by participating in social movements through good campaign activities regarding Sustainable Development Goals 11.6 in the city of Bandung.

This research was conducted with the aim of finding out to what extent the role of students in efforts to increase public awareness regarding waste management in Bandung City through the learning process by implementing project is able to produce positive impacts that are beneficial to the community in overcoming the problems being faced. The results of the learning process are in the form of campaign videos related to waste management as an effort to increase public awareness to be able to manage their waste well. This research was conducted using a descriptive qualitative research method with a cross-sectional research design approach where data collection was carried out over a certain time period. The results of the research show that project based learning in the learning process related to social change campaign activities carried out by students can play an important role in efforts to increase public awareness about waste management in the city of Bandung and have an impact on accelerating the achievement of SDGs 11.6 targets.

Exploratory Analysis, Waste Problems, Low Awareness, Bandung City, SDGs 11.6