

ABSTRACT

Waste management in Indonesia still faces various challenges, one of which is the low level of public understanding of environmental literacy. On the other hand, social media now opens up new opportunities as a means of education that is able to reach the public at large. This research aims to examine how the content on O'Waste's Instagram account plays a role in increasing public understanding of waste management, as well as supporting the achievement of the 2030 Sustainable Development Goals (SDGs), especially the 12th goal on sustainable consumption and production. The method used is a qualitative approach with data collection techniques through in-depth interviews. The informants in this research include O'Waste account managers, environmental literacy experts, and the community in Rancasari Sub-district, Bandung City, as the target audience. The results of the study are expected that the Circular Model of SoMe -based communication strategy applied in O'Waste's content can encourage increased awareness, positive attitudes, and active behavior of the community regarding waste management. The presentation of interesting and dialogical content is one form of building public engagement. This research focuses on strengthening interactive communication strategies so that social media can play a greater role in efforts to create a more sustainable environment.

Keywords: *Circular Model of SoMe Communication , Environmental Literacy, Instagram, Social Media, Sdgs 2030, Waste Management..*