

Evaluation of the Socialization Program of the Inorganic Waste Zero Movement in the City of Yogyakarta

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ABSTRACT

This research aims to evaluate the readiness, implementation, and outcomes of the socialization program for the Inorganic Waste Zero Movement in the city of Yogyakarta. The research employed an evaluation approach using the Countenance Stake model, which encompassed three phases: antecedents, transactions, and outcomes. The research subjects were public relations practitioners of the Yogyakarta City Government and waste bank activists selected through purposive sampling. Data collection techniques in this research consisted of interviews and observations. The results of the study indicate a shift towards positive change. Following the implementation of the socialization program, satisfactory outcome components were achieved, indicating that the inorganic waste zero movement has influenced knowledge, awareness, and daily behaviors.

Kata Kunci: *evaluation, socialization, inorganic, waste zero movement.*