**ABSTRACT**

Trash issues are things that we cannot avoid because in every activity will certainly produce trash. If a society unable to manage their trash properly, it will definitely cause environmental problems. Trash management also happens in Gowa regency. A lot of trashes increase in every year because of many problems. It is caused by increasing population which is not balance with existing trash facilities and infrastructure in Gowa and also it is lack of society awareness that relates to clean environment. Thus, it is necessary to have a good trash management system. Problem of trash in Gowa has become the authority of the environmental service to overcome.

The objectives of this research is to find out how the trash management in Gowa and how the strategy of environmental service in trash management. The methodology of research used descriptive qualitative method by inductive approach. Collecting data is conducted by interview, documentation and observation. Technique of data analysis is theory of trash management by looking at some aspects such as technology, economic and financial, laws and regulations, organization and management, also operational. Then, it is analyzed by using SWOT and Listmust test.

The result research showed that the environmental service in regency of Gowa is still not optimal in managing trash. It is because of some aspects are still existing. The most influence factors were still not maximal of trash management in Gowa. It is because of factor of facilities and infrastructure society awareness in managing trash. Therefore, to increase trash management in regency of Gowa the strategy is formulated through SWOT analysis and Listmust Test that produced 9 alternative strategies.

Keywords : Strategy, trash management, SWOT analysis