

## **Abstract**

### **DEVELOPMENT COMMUNICATION STRATEGY BY USING WAYANG GOLEK FOLK ART (Case Study about Development Communication Strategy in Safe and Healthy Internet Program by Using Wayang Golek Folk Art at West Java Informatic and Communication Department)**

This research aimed to discover how the development communication strategy that is based on media, instructional design strategy, and participatory strategy by using wayang golek folk art in safe and healthy internet program at West Java Informatic and Communication Departement. Then, how the response of participants who participated in the dissemination of information on safe healthy and internet program through wayang golek folk art. This study used a qualitative method with case study approach. Data collected by interviews with informants selected purposively, moderate participant observation, library research, and documentation. Data were analyzed using the model of Miles and Huberman comprising the steps of data collection, data reduction, data presentation, and conclusion. Test the validity of the data using triangulation techniques. The conclusion of this research showed that West Java Informatic and Communication Departement using development communication strategy based on media is using wayang golek folk art. And then, instructional design strategies through informative approach to the delivery of messages, persuasive and entertaining. Then participatory strategy that is in collaboration with West Java Traditional Communication Media Forum. Wayang golek folk art is still relevant as a medium for information dissemination media, there are good values, entertainment and education. Furthermore, used of wayang golek as development communication media can preserve the local culture as well as being an alternative media to address the information gap between the people who live in rural and urban areas.

**Keywords: Development Communication Strategy, Wayang Golek, Folk Art, Safe and Healthy Internet Program, West Java Informatic and Communication Departement**