

## **ABSTRACT**

*Currently, people can easily get information according to their location via social media. Dissemination of information via social media is also carried out in Sukabumi by the online media company INFOSMI Media. INFOSMI Media is an online media company that has many accounts on several social media such as Instagram, TikTok, Twitter and YouTube. This research aims to find out what communication strategies are carried out by the online media company INFOSMI Media. This research is descriptive qualitative research using interview, observation and documentation data collection techniques. The interview was conducted involving the CEO of INFOSMI Media as well as the Project Manager and Social Media Specialist of INFOSMI Media. The research results show that the communication strategy carried out by INFOSMI Media is in line with the theory that the author uses, namely the 14 stages of Communication Strategy According to Cangara (2014). There are several other research findings, namely in creating content, INFOSMI Media is assisted by citizen journalism, apart from that the ATM concept is also used as a reference for creating content, in creating content INFOSMI Media always follows trends, INFOSMI Media also regularly holds evaluation meetings every month . It is hoped that the results of this research can become a reference for online media companies in developing communication strategies for online media companies.*

**Keywords:** *Communication Strategy, Online Media, INFOSMI Media*