
Abstract

*Indonesia is an country with a wide range of cultural, religious, and tribal. Cultural differences, tribes, and religious community make Indonesia to receive differences or mutually tolerant. Less of understanding about the tolerant religion causes some areas of conflict, even to cause an uproar. Indonesia is an country with a wide range of cultural, religious, and tribal. Cultural differences, tribes, and religious community make Indonesia to receive differences or mutually tolerant. Less of understanding about the tolerant religion causes some areas of conflict, even to cause an uproar. At the end of the year 2016 in Bandung city appeared on behalf of religious conflict. Bandung City Government through the publicist issued a campaign "Bandung Tolerant" on social media Youtubr. The campaign aims in order to remind the Bandung Tolerant back on Bandung city residents about the importance of tolerance in social life of nature. Therefore researchers interested in analyzing the conduct of the Government of the city of Bandung in carrying out such campaigns so that this research entitled **"Campaign Strategy Bandung Tolerance by Public Relations Bandung City Through Youtube"**. The focus of the research is how the communication strategy of the Government public relations campaign to implement the Bandung Bandung Tolerant social media through Youtube.*

This research uses descriptive qualitative methods and the constructivist paradigm because the authors wanted to know a translation done by publicist Bandung city in conducting communication strategy to implement campaign Bandung Tolerant. The results of this research is the community of Bandung is very accepting the existence of a campaign conducted by the Bandung Tolerant City Government. Bandung City Government hopes the presence of campaign Bandung Tolerant then no more similar events happen in Bandung.

Keywords: Communication strategy, public relations, campaign, social media
