

*COMMUNICATION STRATEGY OF SURABAYA'S GOVERNMENT CORPORATION
ADMINISTRATION DIVISION IN RUMAH BAHASA PROGRAM*

Writer,

Wildan Firdaus

NIM. 1502140281

ABSTRACT

In the beginning of 2015 Indonesia whose being a part of ASEAN countries, is in the middle of competition between ASEAN economic society. Indonesia as one of the countries that joined in ASEAN institutional, of course be able to involved it self to the interactions in a global way with other countries. And therefore the effort of society empowerment will be the main goal as steps of decision making that the government use to the make Indonesia ready to compete with other countries. Based on this, the government of Surabaya built a training institution that called Rumah Bahasa. Rumah Bahasa Surabaya is in the Corporation Administration Of Surabaya's Government, as the responsible person towards the implementation of job description. In the event of achieving implementation of Rumah Bahasa program, the corporation administration division did three steps, which are socialization step, implementation, and after implementation. The purpose of this research is to know the communication strategy used in socialization step, implementation, and after implementation. The method used in this research is descriptive qualitative with data gathering's technique in the form of interview and documentation. The theory used on this research is communication strategy (Effendy, 2006). The result of this research shows that the communication strategy used in socialization, implementation, and after implementation corresponding with the theory that used which to understand the component with knowing the public first, then formulate the communication strategy in the form of deciding message, method and media that are relevant.

Keywords : *Communication Strategy, Rumah Bahasa Program*