

ABSTRACT

Cultured-environmental based village activities called Eco Village is a government program which was a sequel to one of their other activities called Citarum Bestari which was sheltered by Environmental Service of West Java Province. This program was held at Citarum River Basin since 2014. Bojongsari village is a village with a great level of activity which is highly cooperative for joining this program and they are sentenced as a pilot program. Looking at this phenomenon, researcher wanted to analyze the communication strategy did by Environment Service of West Java Province in succeeding Eco Village program at Bojongsari Village, Bojongsoang District, Bandung Regency. Theory that was used by researcher was communication strategy, because it was related to the phenomenon of this research. The method that was used is qualitative research with descriptive approach. The purpose of this research was to know about the communication strategi that was applied by Environmental Service of West Java Province in succeeding the Eco Village Program in Bojongsari Village. The paradigm of this research is constructivism. The result shown that the Environmental Service of West Java Province did the communication strategy in succeeding the Eco Village program, such as cooperating with many parties also doing direct approach to society as their target audience.

Keywords: *Communication Strategy, Public Service, Environmental Service of West Java Province, Eco Village*