

ABSTRACT

This research was conducted to find out the Communication Strategy of the Culture Office in Badung Regency to communicating a culture that was beginning to become extinct. The purpose of this study was to determine the communication strategy efforts carried out by the Department of Culture in communicating 15 cultures that began to become extinct in Badung Regency, Bali because of the lack interest by millennial generation to join in conservation efforts.

This study uses qualitative research methods using the Constructivism paradigm that refers to Grounded Theory. The Constructivism paradigm is used as the basis for this research because it functions to produce meaning for the experiences created by each individual regarding social problems that occur. From the results of this study, the conclusions is Department of Culture has not been able to communicate 15 cultures that are beginning to become extinct because they are more focused on organizing events without providing more detailed information on the problem and the communication media used are still very limited.

Keywords: Communication Strategy, Culture Office, Culture, Millennial Generation