

ABSTRACT

Bantenologi is a research institution to research and disseminate Banten cultural values. and what researchers want to discuss is a communication strategy that can create meaningful benefits which leads to the communication strategy of Bantenologi benefits a form of adaptation process happens to Banten cultural research institutions because the benefit performed it and the last use of what media was used in the implementation of the benefit communication strategy by Bantenologi because of reasons, researchers use the constructivism paradigm. Then researchers use descriptive case studies because cases raised based on data, the 1945 constitution article 32 paragraph 1 through a description of the benefits communication strategy explained research concepts that will be broken down into several units of analysis to be asked in the form of interviews and observations informants in this study were administrators : directors, volunteers and academics here who were students. The result is a benefit communication strategy that is divided into 3 things: planning, implementation and evaluation then the adaptation process in Banten cultural research institutions : imaging institutions and awareness of institutions, forms of campaign or ordinary activities and views of benefits and use of media : the use, knowledge, meaning of the content and impact of the media

Keywords: Benefit Communication Strategy, Process of Adaptation and Media Used.