

ABSTRACT

Regional apparatus organizations that deal with fire and disaster sub-affairs consist of Mandatory Government Affairs and Preferred Government Affairs in these fire and disaster sub-affairs included in Mandatory Government Affairs article 15 E and article 18 C relating to basic services namely peace, public order and community protection, peace, public order and fire affairs. The establishment of the regional apparatus organization is a manifestation of the responsibility of the regional government in order to provide protection to its citizens from the threat of fire and other disasters. However, in the implementation of the Bandung City Fire Department Volunteer Training program, several obstacles were encountered, one of which was the lack of counseling and outreach to the public, and the absence of a social media and official website from the Bandung City Fire and Disaster Management Agency. This study aims to determine how the stages of the communication strategy carried out by the Department of Disaster and Disaster Management in the City of Bandung in conveying the message of fire disaster management from Satwankar to the public.

The motif used in this research is a qualitative method with a case study approach that reveals the activities carried out by the Bandung City Fire and Disaster Management Office. Data collection was carried out interviews, observations and supported documentation from agencies.

The results of this study that the communication strategy includes the preparation of the 2019-2023 Regional Medium Term Development Plan (RPJM) which is integrated with the vision and mission of the Bandung City Fire and Disaster Management Agency, the addition of counseling frequency from Satwankar to the community in each village, social media optimization and official website. In addition, the need for synergy between the media communities in order to attract the attention of the public to find out more about the programs in the Bandung City Fire and Disaster Management Agency.

Keywords: *Satwankar, community, communication strategy, Bandung City Fire and Disaster Management Agency*