

ABSTRACT

Communication Strategy always plays an important role in every aspects, Grab It Fast as a form of work program from FORCY (Family of Raincity, Bogor), A geographical based community located at Telkom University, that transformed into the biggest work program owned by FORCY, and being a title of Try-Out event based on a cooperative relationship between FORCY and Telkom University SMB Marketing. In the latest Grab It Fast event, Grab It Fast 2019, it got amazing results, achieved a fantastic number of audience, and became the top 4 regional community with the most Try-Out participants, along with PERMALA (Lampung), IWAKMAS (Banyumas), and also PERMIB (Bandung). The main purpose of this research is to find out what kind of Communication Strategy that Grab It Fast 2019 will do in increasing the number of Try-Out participants in the near future. This study uses qualitative method, while the method of data collection, researcher will use In-Depth Interview collection techniques (In-Depth Interview) and also in the form of documentation and some observations. The theoretical foundation for this research is to use the 5 Step Communication Planning Model by Cangara (2013). The results of this study are conducting Communication Strategy on social media and conducting socialization activities (Mudik Roadshow) to high schools in the city and regency of Bogor, which are the main target segments and the key to the success of Grab It Fast 2019 through the number of audience numbers exceeding the initial target. The steps that have been applied are in accordance with what has been done by Grab It Fast 2019 in increasing the number of Try-Out participants.

Keywords: *Communication Strategy, FORCY, Grab It Fast 2019.*