

ABSTRACT

Communication is an activity that is very important for humans. In a communication, it takes a strategy so that communication activities run smoothly. One activity that requires a communication strategy is socialization. Socialization requires a strategy in its delivery so that the objectives of socialization are achieved. One community that carries out communication strategies in a socialization is Edan Sepur Community in Bandung. This study aims to find out more about the communication strategies used in the Crossing Disciplinary Socialization, success or failure. Communication strategies that are known by researchers are how the community chooses communicators, targets, compilation of messages, use of media, and also forms of evaluation. This study uses descriptive qualitative research method with the number of informant 3 (three) people consisting of 2 (two) people as a key informant, and 1 (one) person as expert informant. The result obtained from this study notes that in determining the communicator done by selection. The target of this socialization is aimed at all people of Bandung City. Compilation of messages is based on the most violations. Media selection is using Instagram on social media and using signboard and megaphone during direct socialization. Evaluation is done every one semester to get a comparison of data on the decrease or increase in the number of violations and to compile messages during the next socialization.

Key Words: communication strategy, socialization, persuasive communication, community.