

## ABSTRACT

*Unit Layanan Terpadu (ULT), the education workforce has the right information facilities. Education is very important for students and students, education itself is covered by the Ministry of Education and Culture in all its aspects. In each institution, of course, has a specific strategy for planning the delivery of messages in order to meet information needs to the public. With the Integrated Service Unit (ULT) at the Ministry of Education and Culture, Jakarta, education and educational workforce get information facilities, either directly or indirectly. Education is very important for students and students, so ULT requires a communication strategy in delivering information to the public. This study aims to determine how the communication strategy carried out by the Integrated Service Unit (ULT) of the Ministry of Education and Culture of Jakarta in an effort to meet the information needs of the public. This study used a qualitative approach using qualitative research methods based on a post-positivism view. In terms of collecting data, this study uses in-depth interview techniques and observation. The results of this study indicate that the Integrated Service Unit (ULT) of the Ministry of Education and Culture has carried out a good communication strategy, the communication strategy steps taken by ULT Kemendibud are to use the problem formulation stage, the stage of determining the communication strategy, the communication strategy stage and the evaluation stage.*

*Keywords: Communication Strategy, Institutional Communication, Service Unit, Ministry of Education and Culture.*