

ABSTRACT

This study aims to determine how the DPRD's communication strategy and its obstacles in carrying out the regional expansion program. The DPRD must build effective communication between the two parties so that the public understands the objectives of the government program. One of the communication strategies carried out by the West Bandung local government is to hold meetings with communities who will be affected by the expansion. Responding to the phenomenon of regional expansion, the author has conducted a study entitled **“Communication Strategy Analysis of DPRD in the Expansion of Nyalindung Village in West Bandung District”**.

This type of research uses a descriptive qualitative approach. The author analyzes the phenomena that occur by providing a systematic description. The characteristics of the informants selected from the government are one of the DPRD members and the head of the village government division who was involved in the expansion of the village of Nyalindung. The collection of research data information was carried out using in-depth interviews, observation, documentation to produce relevant data and information.

The results of this study concluded that the DPRD builds good communication with the community such as by conducting personal approaches, discussions with meetings at the village hall, and using communication means such as print, electronic and radio media. So all of that is done to build good communication between the government and the community. So that in the end the community can understand the purpose of the expansion of the village. The obstacle faced by the DPRD is that there are still some people who do not understand the importance of village expansion and the benefits they will get if this program is successful.

Keywords : Communication Strategy, Regional Expansion, DPRD