

ABSTRACT

Tourism is one of the sectors that is the mainstay of Bali Province. The spread of Covid-19 has an impact on many sectors, Bali's tourism is one of them. The Bali Provincial Tourism Office, as the government agency that oversees tourism, certainly carries out a communication strategy for the recovery of Bali's tourism. This research was conducted to find out how the crisis communication strategy of the Bali Provincial Tourism Office in dealing with the spread of the Covid-19 which has an impact on reducing tourism activities in Bali, as well as knowing what factors support and hinder the implementation of this communication strategy. The research method used is qualitative using a case study approach, and data collection is carried out by means of interviews, document collection, and observation. The results of this study indicate that the Bali Provincial Tourism Office implemented a communication strategy to carry out tourism activities in the new normal period by providing information on the situation and condition of Bali's tourism based on a predetermined phase. The Bali Provincial Tourism Office has partnered with all lines of the tourism sector to convey messages through certification of health protocols and the formation of a communication team. The Love Bali website, social media, endorsers, and press conferences are used as media to inform the audience in an interactive way

Keywords: *Communication Strategy, Crisis, Covid-19, Tourism*