

## ABSTRACT

*The Chicken Raising Education Program is the government agenda initiated by the Mayor of Bandung, Oded Muhamad Danial. The Food and Agriculture Department along with the ZEducation Office has supported this program. The program is a realization of the Mental Revolution Program. This program has been running in several schools in Bandung. This study was aimed to determine the communication strategy of Bandung Government in succeeding this program. The research object which was analyzed concerning communication strategy of chicken raising education program. The researcher used descriptive qualitative method with case study approach.. The results of this study were shown that communication strategy succeeded to reduce the children intensity in using gadgets. It also increased children's awareness to understand more about food security.*

**Keywords:** *Communication strategy, Chicken raising Education Program, Bandung City Government.*