

ABSTRACT

This study discussing about the communication strategy used by the Directorate General of Tax P2Humas Directorate about socializing the Tax Amnesty program. This study tend to study the communication strategies that have been used by the P2Humas Directorate and the success of the Tax Amnesty program.

In this study using qualitative and descriptive research methods. Then the paradigm used is the post positivism paradigm. The technique of delivering data and data analysis techniques carried out is by conducting interviews with the Directorate of P2Humas. For addition , the data technique is done by using source triangulation, namely by examining data that has been obtained through several sources.

The results of this study indicate the communication strategy used by the P2Humas Directorate in accordance with the strategy and planning of communication in Cangara (2014: 133-175). The communication strategy that was prioritized by the P2Humas And directed by using all communication media, cooperating with many people and having an attraction with the President of the Republic of Indonesia as a communicator.

Key Word: Communication Strategy, Tax Amnesty
