

\ ABSTRACT

The Madiun Regency Youth and Sports Tourism Office through the new positioning of Madiun as the Indonesian Pesilat Village seeks to develop tourism both in the regional, national and international arenas. This research uses descriptive qualitative method with 3 key informants and 1 expert informant. In this study, it was found that the communication strategy implemented by the Department of Tourism, Youth and Sports of Madiun Regency to introduce Madiun's new positioning and icon as the Indonesian Pesilat Village included the introduction of pencak silat culture, tourism, and changing the bad stigma of Madiun Regency PKI and anarchy. So, the delivery of messages from the Tourism, Youth and Sports Office of Madiun Regency focuses on the content of educational messages and socialization. The message is conveyed using various mediums to reach a wide audience. One of them is by holding the Madiun Kampung Pesilat Festival, the content of educational messages is packaged in the form of an arts and cultural festival about pencak silat. In this study, the researcher evaluates the communication strategy carried out by the Department of Tourism, Youth and Sports, Madiun Regency to determine the stages that must be improved and improved. This is intended to learn what needs to be addressed and improved related to research on the success of a program in the future.

Keywords: *Communication Strategy, Madiun Regency, Indonesian Pesilat Village*