

ABSTRACT

Sukabumi Regency is one of the areas with a high number of PUS, totaling 585.540 Fertile Age Couple. From the total number, 71.28% use contraception. The success rate was obtained because of a good communication strategy carried out by Dinas Pengendalian Penduduk dan Keluarga Berencana (DPPKB) Sukabumi Regency. Due to this, the study aims to determine how the Communication Strategy is carried out by DPPKB under the auspices of Badan Kependudukan dan Keluarga Berencana Nasional (BKKBN), in doing contraceptives counseling to Fertile Age Couple Sukabumi Regency. This study uses a qualitative approach with a case study method. Conducted field observations and interview with the informants in this study, with the Communication Strategy theory as a reference to analyze, with ten stages of communication strategy. This study gives the result that DPPKB Sukabumi Regency has carried out the Communication Strategy in implementing contraceptive counseling program. Based on ten stages, preparation of messages stage, communication effect analysis stage, mobilizing influential groups stage, and evaluation stage are the most focused stages by DPPKB Sukabumi Regency.

Key words: *the Communication Strategy, Family Planning Program, Fertile Age Couple, Contraseptive Counseling.*