

## **ABSTRACT**

*This study was motivated by the spread of Wolbachia mosquitoes conducted by the Bandung City Health Office to reduce the number of dengue cases in Ujungberung Sub-district. This programme is known as Ce Woli Jawara (Cegah DBD Wolbachia Jagi Warga Bandung Juara) and has been implemented in Pesanggrahan Village, Ujungberung Sub-district. Through this programme, the government attempted to educate the community about the benefits of Wolbachia mosquitoes and reduce concerns about inaccurate information. This study aims to analyse the communication strategy used by the Bandung City Health Office in the Dengue Fever Prevention Program by utilising Wolbachia mosquitoes. The research method used is qualitative, aiming to understand the meaning given by individuals or groups to social phenomena. The case study approach was used to further explore the communication strategy applied by the Health Office of Bandung City in disseminating information about the Wolbachia mosquito in Ujungberung Sub-district. Data collection was conducted through three ways, namely interview, observation, and document analysis. The results showed that in the Ce Woli Jawara programme, the Bandung City Health Office used a structured communication strategy, including the selection of communicators based on their credibility and persuasive power. They involved internal and external parties and conducted target audience analysis to convey the message that Wolbachia mosquitoes are safe and effective in controlling dengue. Various communication strategies were used, including social media, health promotion at community health centres, and involvement of community leaders. Programme evaluation was conducted through SWOT analysis to improve communication effectiveness in the future. The communication strategy implementation steps for the Ce Woli Jawara programme were in accordance with established procedures. These included data collection on the spread of Wolbachia mosquitoes, preparation of information materials based on the data, and implementation of communication activities with the community. To date, the Bandung City Health Office has not conducted a comprehensive evaluation of its communication strategy as the programme is still new, only lasting about five months, and some areas in Ujungberung have not been surveyed.*

*Keywords: communication strategy, wolbachia, DHF, Bandung City Health Office*