

ABSTRACT

Dance is a national identity that reflects a culture that must be preserved. However, one of the Sundanese dances, Jaipong, currently requires a strategy to maintain its existence. This study aims to examine the role of government communication in the preservation of Jaipong dance art in Bandung City. The problem is focused on the effectiveness of government programs in maintaining the continuity and development of Jaipong dance amid the wave of globalization. This study uses the theory of government communication in cultural advancement. Data was collected through in-depth interviews and analyzed qualitatively. This study concludes that government communication through programs such as training, performance facilitation, and international promotion has made a significant contribution to the preservation of Jaipong dance. However, this study also identifies several challenges, such as the suboptimal quality of certification and the need to expand public participation. The results of this study provide important recommendations for the government, artists, and the public in joint efforts to preserve the nation's cultural heritage.

Keywords: *Jaipong Dance; Government Communication; Cultural Preservation; Cultural Development*