

ABSTRACT

This study aims to analyze the communication planning carried out by PERMATA GBKP Bandung Pusat in delivering the teachings of Christ to young congregants. Using a qualitative approach, the study examines four key components of communication strategy: communicator, message, media, and communicant. The findings reveal that communicators are primarily selected based on theological background, though often not aligned with the characteristics of the younger generation. Spiritual messages are structured according to the central curriculum but require contextual adaptation to resonate with the realities of youth life. The media used include face-to-face interactions and digital platforms such as WhatsApp and Instagram, yet these are not fully optimized to enhance participation. Young congregants tend to respond better to communicative, visual, and emotionally relevant approaches. This study concludes that while PERMATA GBKP's communication planning has a solid structure, it needs further adjustment in delivery style and contextual, participatory communication methods. The findings are expected to serve as a reference for religious organizations in addressing intergenerational communication challenges in the digital era.

Keywords: *Communication Planning, PERMATA GBKP, Youth, Christ's Teachings, Digital Media*