

ABSTRACT

Bandung as a center of Sundanese culture under the leadership of mayor, Ridwan Kamil, make a weekly program to maintain and preserve the Sundanese culture through “Rebo Nyunda” (Sundanese Wednesday). “Rebo Nyunda” is the Bandung Government Programs and part of the thematic prevailing in Bandung.

This study, entitled “Socialization Program “Rebo Nyunda” (Sundanese Wednesday) by Ridwan Kamil (Case Study Among Students In Bandung) with a focus issue to the media used by the Mayor, Ridwan Kamil to campaign “Rebo Nyunda” programs among students in Bandung, how the steps of socialization among students and the messages through this program.

This study used a qualitative method with case study research. Data were obtained through interviews and documentation as well as literature. Informants in this study is the Mayor of Bandung, Ridwan Kamil, students as participants socialization and teachers in Bandung.

The result of this study is the medium used by Ridwan Kamil diverse, including newspapers, television and magazines, radio, comics, online media and twitter. The programs evaluated by the Government of Bandung once a month with scheduled visits to several schools in Bandung. Stages of socialization begins with a circular, held a meeting at City Hall, schools visit, and use social media as an event invitation or photo campaign.

Keywords: *Socialization, Sundanese Wednesday “Rebo Nyunda” Program, Students, Media Communication.*