

ABSTRACT

In human life, communication is needed as an introduction in daily activity. But the function of communication is not just for language introduction and human interaction, more than that, communication has an important role on social activity that requires a lot of impact towards the communicant. For example, on a social movements, communication is needed to become a bridge between the communicator and the communicant. There is one organization that always apply communication strategy into it's social movements is WALHI. One of the Social Movements that is capable of drawing society and wide audience's attention is the movements of SAVE Babakan Siliwangi. The aim of this research is to find out what kind of strategy that WALHI JABAR decided to use so that the strategy could work in the case of SAVE Babakan Siliwangi. As for the strategies that the researcher want to know, are related to the method of how WALHI of West Java choose the communicator for every activity that they make, deciding the communicant target from the case, the form of messaging it's media, and what becomes the supporting factors, and the obstacle from the activity and social movements that WALHI JABAR runs. Those four question is based on what Harold Laswell said as element of communication. This research is using descriptive qualitative method with WALHI JABAR as the research informant are 7 (seven) people include 3 (three) from WALHI JABAR's staff, 2 (two) of proponent of social movement, 2 (two) from local people in Babakan Siliwangi. According to the result of research, noted that on deciding the communicator is based on a conference, by looking at a couple of factors, such as education, experience, popularity, and society approach, as for the communicant target of this movements are for the government and the society, the form of messaging is not just in a form of text, but in a form of pictures and oration (verbal), and the contents are infomative, persuasive, and education, those messages then to be broadcast by using a couple kinds of medias, such as social media, online, and creative media.

Key words : communication strategy, social movement, organization communication