

ABSTRACT

The problem found in this study is the low interest of the younger generation in participating in community activities. This condition requires a communication strategy that is adaptive to the digital interaction patterns of generation Z. This study aims to analyze communication strategies in empowering online communities for the development of digital social innovation through the Youtz Community Hub. This study uses a qualitative approach with a case study method, relying on in-depth interview techniques and participatory observation of programs implemented by the Youtz Community Hub. The results of the study show that the communication strategies implemented include the stages of analysis and research, policy formulation, program planning, implementation of communication activities, and evaluation and feedback. The use of social media as the main communication tool can increase participation, engagement, and have an impact on community empowerment. The designed digital communication strategy has also proven effective in encouraging the development of social innovation and building a collaborative ecosystem between communities, institutions, and other stakeholders. This study concludes that the success of the Youtz Community Hub communication strategy is greatly influenced by adaptation to digital technology and a deep understanding of audience characteristics. A participatory, flexible, and data-driven approach is key to creating inclusive and sustainable social change.

Keywords: *communication strategy; community empowerment; digital social innovation; social media; Youtz Community Hub.*