

ABSTRACT

Title : *Communication Strategy of the Government of Sidareja Village in Implementing the Family Planning Village Program*
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This study aims to find out the communication strategies carried out by the Government of the Village of Sidareja with related parties such as the Family Planning Field Instructor, and the Working Group, in implementing the Family Planning Village program. This research was conducted in Sidareja village, Cilacap district, Central Java, using qualitative research methods. Data validity uses data source triangulation, which is obtained from interviews (in-depth interviews) with informants, field observations, documentation, and literature studies.

The results of the study show that the Government of the Sidareja Village, Family Planning Field Instructor and the Working Group have succeeded in realizing the Family Planning Village program. The communication strategy used is; (1) advocacy of community leaders and religious leaders, (2) socialization based on KIE (Information Communication and Education), and (3) launching. There are still some obstacles in the implementation of the Family Planning Village program that arise from within the communicator and the communicant, causing the Family Planning Village program to not run optimally.

Keywords : *Communication strategies, government communication, public relations, social systems, family planning*