

ABSTRACT

The low level of young generation's interest to agriculture is a social issues in society which threatening Sovereignty food in Indonesia. Paprici Segar Barokah with the role as Social Enterprise not only look for the bussines profit but try to solve the issues in society with agriculture socialization for young generation. In this event Paprici Segar Barokah absolutely has a communication Strategy. This thesis try to know the communication strategy that used by Paprici Segar Barokah in the agriculture socialization. This thesis uses qualitative withinterview ways and documentary study were used as collective data method. The result of this thesis will describe a communication Strategy that used by Paprici Segar Barokah in agriculture socialization for young generation.

Keywords: Agriculture, Social Enterprise, Youth Generation