

## ABSTRACT

*The Bandung Love ODHA Campaign is a campaign held by the Against AIDS Organization which consists of Telkom University Bandung students who have high concern for ODHA, because the Against AIDS Organization is closely related to students where young people, including students, have the most HIV AIDS sufferers according to KPA ( The AIDS Commission in Bandung with the number 19,365 sufferers written in the 2017 HIV AIDS Report at [kpakotabandung.or.id](http://kpakotabandung.or.id)).*

*This study aims to determine and explain the communication strategy to the Against AIDS Organization in socializing Bandung Love ODHA Campaign. This research is using descriptive qualitative. Data collecting is done through interviews, literature studies, observation and documentation. Studied variable were communication strategies and content in the Bandung Love ODHA Campaign. The data were analyzed using qualitative analysis. The results of the study show that communication strategy that is carried are communication strategy digitally and conventional communication strategies, as well as the contents of messages from the campaign for change the thinking and changes in attitudes of young people and Bandung society about negative stigma from HIV AIDS and ODHA.*

*Keywords: Communication Strategy, Against AIDS, Campaign, Bandung Love ODHA.*