

## **ABSTRACT**

Each local government certainly has a vision and goals in regional management, including matters related to regional development. Regional development policies is based on the characteristics of the region itself. Including what happened in the Sumedang Regency. Sumedang Regency has regional potentials that can be explored either in the form of Natural Resources (SDA), Tourism, Agriculture and Culture. Not only regional potential, there are dynamics and problems that are considered as strategic issues in Sumedang Regency, therefore the Regent of Sumedang has a vision for Sumedang Simpati 2023. In realizing this vision, it is necessary to hold outreach activities to the community. The Public Relations Section of the Sumedang Regency Government plays a role in socialization activities, therefore, the purpose of this study is to find out and reveal the communication strategies carried out by the Public Relations section of the Sumedang Regency Government in socializing the Sumedang Simpati vision. This study used a qualitative method with a descriptive approach and based on the theoretical basis of the communication strategy-setting stages of Cangara. From the results of this study, it is known that the Public Relations Division carries out a coherent and structured communication strategy through the formulation of a vision and communication planning to carry out the stages of a communication strategy starting from selecting and assigning communicators, determining target targets, compiling messages conveyed, selecting messages, selecting media, to evaluation of outreach activities. From the results of the evaluation, the people of Sumedang Regency are able to know and understand the Sumedang Simpati Vision.

**Keywords:** Communication Strategy, Socialization, Vision, Public Relations Section, Sumedang

