

ABSTRACT

This study was conducted to determine the effectiveness of the communication strategy of education and culture of anti-corruption at Directorate Operations of Resource, Ditjen SDPPI, Ministry of Communication and Information. The purpose of this study was to investigate and analyze how much the effectiveness of the communication strategy of education and culture of anti-corruption Resource Operations Directorate, DG SDPPI, Ministry of Communications.

This study uses a quantitative method by distributing questionnaires as the primary data source supported by observation and literature. Sampling using the entire population because the population could reach as many as 128 respondents altogether. Analysis of the data used is descriptive analysis.

Based on the results of descriptive analysis of the five dimensions in the variable communication strategy obtained the value of the dimensions set goals activities (84.883%), they define and recognize the target (81.927%), dimensional design of the message (79.844%), the dimensions of delivery methods (85.104%) and the dimensions of the media establishment (76.563%). Lowest yield was on the dimensions determination of the media, with a percentage of the effectiveness of 76.563% with an indicator comprising indicators of the cost of communication channels (77.969%), an indicator of the impact of communication media (75.781%), the indicator media in accordance with the purpose of communication and the target (76.563%), media indicators in accordance with the content of the message (76.094%), and the media indicators according to the availability of funds and easy to operate (76.406%), the lowest result of the sub-indicators are located on the impact of the communication media that is 75.781%.

The conclusion of this study, the lowest values are in the dimension of the media establishment where the position is above 68% (above the neutral zone or have entered the zone agree) so it can be judged that all indicators have been considered effective by most respondents.

Keywords : *Communication, Communication Strategies*