

## **ABSTRACT**

*This research is motivated by Banyumas Regency which has a lot of tourism potential then built and developed into tourist areas and cultural festivals. For this reason, a communication strategy is needed to plan communication and manage communication to achieve a goal that is for the community to come to Banyumas Regency. This study uses qualitative research methodology with descriptive qualitative approach. The purpose of this study is to describe and analyze communication strategies in increasing tourism in Banyumas Regency. The object of research in this study is the communication strategy carried out by the Banyumas Regency Youth, Sports, Culture and Tourism Office. The discussion in this study discusses the stages of the five steps of communication planning. The results of the study found that the research stage carried out by Banyumas Regency's Youth, Sports, Culture and Tourism Office was to find facts about the environment or community background and then conduct research based on the theory of existing theories. The phase of the plan carried out by the Banyumas Regency Youth, Sports, Culture and Tourism Office by forming a PPID team and involving local Bloggers to participate in promoting tourism through online media. The execution phase is carried out by implementing planned plans, such as posting content about tours in Banyumas Regency. Then the measure step by measuring the number of tourists who come in every tourist attraction and event. The report phase carried out by Banyumas Regency's Youth, Sports, Culture and Tourism Service each tourist object provides a report then given to the Head of the Banyumas Regency's Youth, Sports, Tourism and Culture Service to do an overall data recording of the existing tourism objects and make a report number of tourists in each year.*

**Keywords:** Communication Strategy, Tourism, Communication Planning