

ABSTRACT

This research is motivated by the uniqueness of one of the traditions that exist in Bali, precisely in the village of Sesetan Banjar Kaja which is called the Omed-omedan tradition. However, behind the uniqueness and uniqueness of the Omed-omedan tradition, it is not uncommon for some people to discriminate the Banjar Kaja tradition, because this tradition not in accordance with generally accepted norms, especially Eastern Culture. This situation then encourages the Banjar Kaja youth to create a communication strategy in introducing the Omed-omedan tradition to the community. The purpose of this research was to find out the communication strategy in introducing the Omed-omedan tradition of Sesetan Bali Village. In this research, researchers used a qualitative approach with descriptive analytic research type. The communication strategy model that used in this research is the Cultip and Center which consists of four stages, 1) Fact Finding Stage which is found through the understanding behind the Omed-omedan tradition. 2) Planning Stage makes a communication plan such as who will be the communicator, what message to convey, the media used, set targets, and prepare program planning. 3) Communication Action Stage is carried out by holding the Sesetan Heritage Omed-Omedan Festival. 4) Evaluation Stage is only an internal evaluation which is carried out regularly at the end of the Sesetan Heritage Omed-Omedan Festival, which aims to find out the supporting and inhibiting factors of the festival. The results of this research indicate that the communication strategy that used by the Banjar Kaja youth has succeeded in introducing the Omed-omedan tradition.

Keywords: *Communication Strategy, Omed-Omedan Tradition, Sesetan Heritage Omed-Omedan Festival, Banjar Kaja Youths, Tourism*