

ABSTRACT

The Communication Science Student Association is one of the student organizations in Telkom University. The spread of the Covid-19 pandemic has resulted in technical changes to activities, both academic and non-academic at Telkom University. Technical changes in activities to be online in the organization occur for the sake of the continuity of the organization. It was found that there was a decrease in program participants felt by the Functionaries due to the technical changes in the activity. This study was carried out with the aim of explaining how the communication strategy of the Communication Science Student Association organization in increasing its work program participants. The research method used is qualitative using a descriptive approach, and data collection is done by means of interviews, observations, and structured documentation. The results of this study indicate that the Communication Science Student Association implements organizational communication strategies to increase its work program participants by communicating the stages of the organizational communication strategy based on observations, deliberation and field surveys, the Communication Science Student Association develops strategies based on the needs of participants and the function and essence of its work program, As well as conducting evaluations based on indicators and benchmarks and obstacles of the organization's communication strategy being implemented.

Key Words: Communication, Strategy, Communication Organization