

ABSTRACT

Sundanese is one of the regional languages that have a large number of speakers. Even so, there is a decrease in the number of Sundanese speakers over time. It takes a strategy in communication planning carried out by local governments to support the preservation of local languages appropriately and effectively. The purpose of this research is to find out the communication strategies implemented by the West Java Tourism and Culture Office in supporting the preservation of the Sundanese language in print media. This study uses a qualitative descriptive research method. From the results of this study, it is known that the West Java Tourism and Culture Office is a part that plays a role in supporting language preservation. From the six elements of the communication strategy, the elements that were least implemented were establishing communicators, determining work teams, and evaluation.

Keywords: communication strategy, Sundanese language preservation, print media