

ABSTRACT

The Quality Family Program in Kampung KB Serumpun, Bandung City, faces communication in disseminating its information. This study aims to analyze the program's communication strategy using the Lasswell Model: who the communicator is, what the message is, what channel is used, to whom the message is delivered, and what the effect is. A qualitative method was used, involving in-depth interviews with DPPKB officials and cadres, as well as observation. The findings indicate that the DPPKB and cadres are the main communicators. The messages are tailored to community needs, using face-to-face and WhatsApp channels. The cadres' role is crucial as a communication bridge. The effect is an increase in community understanding and awareness. This study concludes that the Lasswell Model is relevant for evaluating micro-level program communication.

Keywords: Kampung KB, Lasswell Communication Model, Communication Media.