**ABSTRACT**

***The author conducted the research by taking the title: "Communication Strategy Paguyuban Mojang Jajaka About Socialization Tourism And Culture In West Java".***

***The purpose of this study is to describe the step and planning of communication stratregi in a socialization program of tourism and culture in west Java, conducted by paguyuban mojang jajaka west java.***

***This research method using qualitative research method that is research procedure with descriptive data in the form of written words or oral from the people and behavior that can be observed, The contents of the socialization program of tourism and culture of west java in the analysis based on communication strategy associated with the theory of socialization Which was put forward by David A Goslin. Appropriate data collection techniques conducted by interviews and documentation studies.***

***Based on the research that has been done, the communication strategy undertaken by the paguyuban of mojang jajaka is by doing various achievements of activity planning and the methods used to socialize tourism and culture in western Java. This can be done with a well-established communication environment internal and external agencies. To develop effective communication then required a good plan in accordance with the purpose set. Supporting elements in communication strategy are: composing messages, communication methods, media, and audiences.***

***After doing research about communications strategy of paguyuban mojang jajaka about socialization of tourism and culture in west java, researcher suggest that paguyuban mojang jajaka along with tourism office and west java culture need to pay attention or see system or message delivered to society because seen still many Less aware of the importance of tourism and culture. And must pay attention to expertise in the field of socialization and publication better for the delivery of information through media channels and exhibitions or events can be done well.***