

ABSTRACT

COMMUNICATION STRATEGY BETWEEN CIKAL FOUNDATION AND SOCIETY IN ECOTURISM CONSERVING AT TELUK KILUAN

By

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Teluk Kiluan is one of the bays in Lampung Province which retained much nature potency. Not only place for dolphin's existence where created for the best tourism but also has another uniqueness that is a variety of ethnics in society who lives in there. But, all of the potency needed special attention in keeping and conserve the nature in order to use for society prosperity. There was a foundation in ecotourism sector which help society in Teluk Kiluan that is Cikal Ecotourism Foundation. Therefore, need a communication strategy Cikal foundation in conserving at Teluk Kiluan to achieve the goal.

Based on the background above, formulation of the problem is how the communication strategy which is applied by Cikal foundation towards environs society in ecotourism conserving at Teluk Kiluan. This research was qualitative used descriptive research. Observation, interview and documentation were applied to collect the data.

Based on the research result and discussion, it shows that communication strategy which applied by Cikal foundation in ecotourism conserving in Teluk Kiluan through two approaches, organization communication approach and interpersonal communication approach. Cikal foundation used organization communication approach because it's the effective way to inform about conserving through spreading opinion information to society. Communication process happened constructed a communication network pattern which related each other and to be related between individual in conserving ecotourism information spreading in Teluk Kiluan construct the parallelogram pattern. The finding of new communication pattern forming is parallelogram pattern. Interpersonal communication approach used to influence society to do program list.

Keywords: communication strategy, conserving, ecotourism, Teluk Kiluan, communication network, the parallelogram pattern of communication network models