ABSTRACT

The Communication Strategy Of Sanggar Bapontar In Growing Interest Their Members To Studying Kolintang Music Instrument In Jakarta

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This research was conducted *with the intention to describe The Communication Strategy of Sanggar Bapontar in Growing Interest Their Members to Studying Kolintang Music Instrument, with indicators studied strategies include: Communicatore, Messaging, Media, Effect for growing interest Sanggar Bapontar members to studying kolintang music instrument.*

The method *of research used qualitative descriptive method. Data collection tehniques used though library research and field study. The validity test of the data has done by triangulation, memercheck, and documentation. As well, data analysis techniques to perform data collection, data reduction, data display, and concussion drawing.*

The research*, that the selection made by* ***communicator*** *of Sanggar Bapontar slected according by their owner.* ***Message*** *spoken by the give directly by talking with their members dan indirectly through intermediaries media.* ***The media*** *chosen by Sanggar Bapontar are print media like handout, amd electronic media like handphone.* ***Influence*** *to be hope by Sanggar Bapontar is that all members can be loyal to Sanggar Bapontar, and the final* ***interest*** *is the end of communication, maturity, continuous exercise, and motivation in line with expectations.*

Conclusion *about the communication strategy of Sanggar Bapontar using print media and electronic media, as well as choosen the communicator by owner of Sanggar Bapontar to influence and growing interest their members.*

Researchers suggestion*, in order to build innovasion of the songs distribution in Sanggar Bapontar from kolintang music instrument, and develop talents their members so the show more interesting.*

Keyword *: Communication Strategy, Sanggar Bapontar Jakarta, Kolintang Music Instrument*