

## ABSTRACT

*Health Office of Sikka Regency is responsible for giving socialization to the society of Sikka Regency on Perilaku Hidup Bersih dan Sehat to improve society's awareness in maintaining clean and healthy life. This research is aimed to find out strategy used by health office of Sikka Regency in socializing Perilaku Hidup Bersih dan Sehat. The researcher uses qualitative research by using descriptive method. Data collection technique is conducted by observation, interview, and literary study. Data that has been collected is tested and compared with informants and other documents data through data validity technique of source triangulation. Data analysis is done through data collection and presentation and conclusion drawing. This research indicates that strategies used by health office of Sikka Regency in socializing Perilaku Hidup Bersih dan Sehat are strategy of advocating, atmosphere building and partnership with group, interpersonal communication and communication through a media. In its application strategy is an effective communication strategy interpersonal and group communication for their feedback. The strategies implemented are well done with the change of behaviors and awareness of the society on the important of clean and healthy life.*

*Keywords: healthy communication strategy, society, qualitative methods*