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**STRATEGI KOMUNIKASI PEMERINTAH KOTA SAMARINDA
DALAM MERELOKASI MASYARAKAT BANTARAN SUNGAI
KARANG MUMUS DI DAERAH PASAR SEGIRI SAMARINDA**

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Abstract

Ikhlusal Amal. *The Samarinda City Government Communication Strategy in Relocating the Karang Mumus Riverside Communities in the Segiri Samarinda Market Area under the guidance of Mrs. Nurliah, S.Sos., M.I.Kom. The purpose of this research is to describe and analyze communication strategy of the Samarinda City Government in relocating the communities along the Karang Mumus River in the Pasar Segiri area of Samarinda. The research focus consists of: communicator, message, channel (media), receiver, and influence (effect). The informant was the Head of the Data Collection and Residential Area Planning Section of the Samarinda City Housing and Settlements Office. Data collection techniques were carried out by means of field research which was examined by means of observation, interviews, documentation, and document research. The data analysis technique used is the interactive model data analysis component proposed by Miles, Huberman and Saldana. Qualitative data analysis using an interactive model. The results showed that the Samarinda City Government's communication strategy in relocating the community on the banks of the Karang Mumus River in the Samarinda Segiri Market area, the Settlement Area Data Collection and Planning Section served as a communicator and compiled the DPPT which included community data on land and building rights. Messages are conveyed in a language that is easy for the public to understand, so there are no misunderstandings. The channels used by the Perkim Office are circular letters and direct face-to-face outreach. The message recipients determined by the Perkim Office are the people on the banks of the Karang Mumus River. The impact of the community before receiving the relocation message, many people did not receive the message, while the impact after receiving the message, many people supported the program.*

Keywords: Strategy, Communication, Relocation, Community, River, Market.