ABSTRACT

Irfan Efendi (C1D4 15061) conducted a research in 2019 under the title Communication Strategy of the Southeast Sulawesi Language Ambassadors Community on Millennial Reading Literacy in Kendari City under the guidance of Dr. Muhammad Zein Abdullah, S.IP., M.Sc as supervisor I and Masrul S.Ag., M.Sc as supervisor II. Formulation of the problem in this study 1). What is the strategy of the Southeast Sulawesi ambassador language community in improving the literacy culture of millennial youth in Kendari City? 2) Barriers faced by the Southeast Sulawesi language ambassador community in enhancing the literacy culture of millennial youth in Kendari City? The purpose of this study was to determine the strategy of the Southeast Sulawesi language ambassador community in improving the literacy culture of millennial youth in Kendari City and to know the obstacles faced by the Southeast Sulawesi language ambassador community in improving the literacy culture of millennial youth in Kendari City. This research type is a descriptive study with a qualitative approach.

The data source in this study consisted of 7 people consisting of the chairman of the Southeast Sulawesi language ambassador, the Secretary, the chairman of the daily members and members of the community of the Southeast Sulawesi language ambassador The results of the study show that the Communication Strategy of the Southeast Sulawesi Language Ambassador in Improving Millennial Generation Literacy Culture is to carry out socialization and implementation of work programs, collaborate with other organizations and use social media in playing an active role to improve literacy culture through several programs related to efforts to improve literacy culture in generations young millennials such as the Jariyah program for elementary school age children, the mental health program for mental patients and digital generation programs for young generation groups. The obstacles faced by the Southeast Sulawesi language community in an effort to improve the literacy culture of the millennial young generation is a matter of continuity in the spirit of the members of the language ambassador community in run a program to increase literacy and less optimal attention of the government in supporting various work programs carried out by the language ambassador community related to efforts to improve literacy culture, young generations as well as the low culture of community literacy.

Keywords: Literacy Culture, Young Generation, Millennial