

ABSTRACT

This study aims to identify the GMKI Political Communication Strategy and Inhibiting Factors of Political Communication in relation to the growth of political interest of Christian students in Jambi City. So that students understand that the GMKI organization is a Christian organization that works to defend the goals of the university, church, and society. as a forum for the welfare, interests, and development of student reasoning. descriptive qualitative research type. The results of this study indicate that the political communication strategy used by the Branch Management Board is to build emotional bonds with students and encourage active participation in all activities discussed by many participants. There are two types of political communication carried out: verbal communication, namely communication carried out face-to-face, and nonverbal communication, namely communication using media. Direct communication is usually carried out when there is an event with Christian students. For example, non-linear communication involves connecting through information platforms such as WhatsApp to inform the program of activities that will be carried out. On the other hand, the challenges of the Branch Management Board's Political Communication are related to the use of communication media and the low level of understanding among Christians in making activity programs.

Keywords: *Political Communication Strategy, Development of Jambi City Students*