

ABSTRACT

As a *santri* who has just entered Islamic boarding schools, it requires the ability to adapt to the habits and regulations contained in Modern Darussalam Boarding School Gontor. The adaptability of the new *santri* in the new Sighor (GBS) new building is relatively low, as indicated by data on the number of new *santri* who quit because they were unable to adapt. This study aims to find out how communication strategies are implemented to improve the adaptability of GBS students including what problems they face. This study uses qualitative descriptive method since the researcher analyzes the data previously obtained from the process of interviews, observation and documentation. Analysis of the data is done by reducing it from the results of interviews conducted, the presentation of data that has been arranged and drawing conclusions that depend on the findings in the field. The results showed that the communication strategies of GBS board administrators were carried out using four communication techniques namely informative communication techniques, persuasive communication techniques, instructive communication techniques and human relationship communication techniques. Some of the obstacles faced were the ineffectiveness of posting announcements in wall-chart, the existence of disciplinary changes caused by negligence of administrator and direct reprimand on *santri* in a short time. This research is expected to contribute to the study of communication science that focuses on the communication strategy of *pesantren* education.

Keywords: *Communication Strategy, Administrator of GBS, Adaptation, New santri.*