

ABSTRACT

This research was conducted to know the public relations process conducted by BPK Penabur Jakarta in the event of Penabur International Choir Festival 2017 or PICF 2017. The purpose of this research is to know and analyze about four public relations process conducted by Public Relations of BPK Penabur Jakarta consisting of situation analysis or problem determination, strategy or planning and implementation of the program, implementation or acts of communication and assessment or evaluation of the program. This research uses post-positivism paradigm and also uses qualitative method with descriptive research type. This research was collected by in-depth interviews and official company documents. For data analysis, this research performs data reduction, data display and conclusion and verification. Based on the results of data collection, Public Relations of BPK Penabur Jakarta has conducted four stages of public relations process in communicating PICF 2017 event to the public. (1) Situation analysis, at this stage the public relations public is looking for information in the form of BPK Penabur image in the community, the strength of PICF 2017 and the organizers of the choir festival in Indonesia. (2) Strategy, at these stage public relations of BPK Penabur Jakarta chooses the planning of government relations and media relations. (3) Implementation, at this stage there are communication activities such as video testimony and press conference. (4) Evaluation, evaluation phase which is done in the form of annual meeting and media mapping. The conclusion of this research is, Public Relations of BPK Penabur Jakarta has done public relations process to communicate PICF 2017 as benchmarking and barometer of school choir level of education level. Overall, Public Relations of BPK Penabur Jakarta managed to get positive publicity for PICF 2017 in the media.

Keywords : *public relations process, event of PICF 2017, BPK Penabur Jakarta*