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Public Relations is an important role for a company or organization between internal public and external public. Event is one of the strategies used by several companies. PT. Telekomunikasi Indonesia Tbk. is a telecommunications and network service provider company in the region of Indonesia which is famous in Southeast Asia. An internal event as one of the public relations strategies according to PT. Telkom is the "Undian IndiHome". "Undian IndiHome" is an appreciation of PT. Telkom to loyal customers who have used IndiHome services and products.

The purpose of this research is to find out how the public relations strategy process Telkom with "Undian IndiHome" Event. The method used in this research is descriptive qualitative method by collecting actual data based on the results of deep interviews, observation, and documentation. This research paradigm uses a constructivist paradigm. The theory used is the Public Relations Strategy according to Cutlip, Center, & Broom (2006:319).

The researcher concludes that there is a public relations strategy carried out by Telkom Regional III West Java in organizing events, that is (1) conducting a situation analysis based on internal and external analysis, (2) TREG 3 conducting planning and programs by conducting research to determine targets and communication strategies to the public, (3) communication actions or actions taken by TREG 3 communicating with digital promotion media and conventional, lastly (4) TREG 3 evaluates by evaluating the criticisms and suggestions given by the relevant units to be made improvements in the next event.

Keywords: *Public Relations Strategy, Events, Undian IndiHome.*