

ABSTRACT

*This research was conducted to determine how bank **bjb** public relations form a public relations strategy and apply the concept of event management during the Covid-19 Pandemic in the DigiCash V-Ride 2020 Series 1 Karawang event. The purpose of this research is to be able to inform about the PR strategy used by the public relations of bank **bjb** . This research uses qualitative methods with descriptive research type. This study provides research results, namely: 1) Implementation and planning of public relations strategies in event management is carried out directly by the PR bank **bjb**. The public relations strategy that is implemented includes planning programs, conducting promotions and communication using social media, websites, radio and influencers . 2) The application of the concept of event management is carried out to perfect the PR strategy. 3) The evaluation is carried out after the event ends as a reference for carrying out the next event . This event succeeded in reaching 1,650 participants so that the DigiCash V-Ride 2020 event will be held again with a total of 5 Series with different city hosts.*

*Keywords: bank **bjb**, DigiCash V-Ride, event management, public relations, public relations strategy.*