

ABSTRACT

This study discusses the Marketing Public Relations Strategy of Disdagin in managing the Bandung Creative Market event 2020. This research was conducted with the aim of knowing the implementation of the Marketing Public Relations Strategy carried out by Disdagin in managing the Bandung Creative Market event 2020. This study uses a qualitative approach with descriptive research type. . In this study using the concept of three ways strategy according to Ruslan (2006) and the researcher also uses the stage model of event management according to Goldblatt (2013). Collecting research data obtained by conducting interviews, observations and documentation studies. The results of this study can be concluded that the marketing public relations strategy carried out by Disdagin is a pull strategy, which is used to attract public attention by cooperating with several parties. Then carry out a push strategy by encouraging all MSME participants and Disdagin Office employees to promote the holding of the Bandung Creative Market 2020. The next step, namely the pass strategy carried out by Disdagin, is by holding outreach activities to MSME participants. In managing the 2020 Bandung Creative Market event, Disdagin also carried out several stages of event management, such as first conducting research to determine the reasons for the event, the location and time of the event and determining the parties who would be involved. Then do the design stage to determine the concept of the exhibition to design logos, posters and others. Planning, starting with the selection of MSME participants to determining the party who will be in charge. Coordination, Disdagin coordinates through WhatsApp groups. Evaluation, making a report book on the results of the 2020 Bandung Creative Market event.

Keywords: *event management, Bandung creative market 2020, marketing public relations strategy.*