

ABSTRACT

This study discusses the Marketing Public Relations Strategy of LLDikti in managing the 2021 GEMPITA event. This study was conducted with the aim of knowing the implementation of the Marketing Public Relations Strategy carried out by LLDikti in managing the 2021 GEMPITA event. This study used a qualitative approach with descriptive research type. This study uses the concept of a three-way strategy according to Ali (2020) including a pull strategy, a push strategy, and a pass strategy. Researchers also use the event management stage model according to Goldblatt (2013) which includes research, design, planning, coordination and evaluation. Collecting research data obtained by conducting interviews, observations and documentation studies. The results of the study can be concluded that the MPR strategy is a pull strategy, by cooperating with several parties. Then do a push strategy to be willing to contribute to the implementation of the GEMPITA 2021 event. The next step is the pass strategy, by helping prospective students get information. In managing the GEMPITA 2021 event, LLDikti also carries out event management stages such as conducting research, then carrying out the design stage, then planning, coordination, and evaluation.

Keywords: *event management, GEMPITA 2021 event, marketing public relations strategy*