

ABSTRACT

The business world's development requires every business characteristics. Kern Space is Creative Space in Banda Aceh that comes with different concept, but it has not reached the public that encourage to hold Kern Creative Day event. This study aims to determine marketing public relations strategy implementation by Kern Space in execute the event. This study uses qualitative approach and descriptive research type with three-way strategy concept Ruslan (2017). Data obtained through interviews, observations, documentation and literature studies. It can be concluded that pull strategy used as marketing public relations to attract attention by promoting on social media and cooperating with several parties. Push strategy to encourage community by collaborating with musicians, SMEs, and famous communities, and pass strategy to work with Wardah and Nutrifood brands in creating positive public opinion.

Keywords: *Marketing Public Relations Strategy, Kern Creative Day*