

ABSTRACT

Weddings in Indonesia are events that are commonplace and held. At a wedding, it is only natural that the event organizer joins a service provider to help the wedding event run well and smoothly. By using descriptive qualitative methods, data collection can be done by looking at current events. Ikey Wedding Organizer is one of the providers of wedding organizing services in Bandung. Ikey Wedding Organizer was initially difficult to develop during the Covid-19 pandemic which finally launched a public relations strategy movement so that these service providers could continue to run by complying with the health protocols that were in effect at that time. His PR strategy is to make digital invitations to address these problems. However, this digital invitation not only provides benefits for maintaining health protocols, it can also make other public relations strategies, such as marketing, brand image and so on. This makes digital invitations can be used for more than just health protocols which is very good for service providers and event organizers.

Key Word : Digital Invitation, PR Strategy, Wedding Organize