

## ***ABSTRACT***

In the era of globalization and increasingly intense competition, companies are required not only to offer quality products or services but also to build a strong image and reputation in the eyes of the public. Red Bull, as a health drink that can boost stamina and endurance, organizes various activities and events to maintain its position in the minds of consumers. This study aims to understand the positive impact of Public Relations (PR) activities conducted by Red Bull on the socio-cultural sector. This research uses a qualitative descriptive approach, which examines existing issues and the applicable working methods. The results of the study show that, based on Lestari's (2021) concept, Red Bull has successfully implemented PR Events according to PR objectives in the social sector. However, the company needs to improve the formulation of PR Events in the cultural sector to design PR programs that can strengthen the emotional bond between the public and the company to achieve the desired PR goals..

**Keywords:** communication, public relations event, marketing management