

ABSTRACT

Saung Angklung Udjo is a cultural education facility and tourist attraction that utilizes Public Relations Events as a means of educating Sundanese culture and is affected by the crisis due to COVID-19. This caused a readjustment for Saung Angklung Udjo in maintaining its consistency to educate Sundanese culture. However, during the post-pandemic period, the enthusiasm of the community for Sundanese cultural education events has increased both in the local community and tourists. This study aims to analyze the management of Saung Angklung Udjo's Public Relations Event in maintaining its function as a means of educating Sundanese culture, especially after the pandemic ended, in accordance with the theory used in the study, namely The IPPAR Model developed by James E. Grunig and Todd Hunt. This research uses a qualitative method with a descriptive approach. Research data were obtained through observation, interviews and documentation. The results showed that Saung Angklung Udjo succeeded in maintaining its use as a means of Sundanese cultural education which had an impact on the results of the rapid increase in public interest in cultural education events and the entire event design carried out in accordance with the stages in The IPPAR Model.

Keywords: *Event Public Relations, Educational Facilities, Event Management, Sundanese Culture, The IPPAR Model.*