

ABSTRACT

This research discusses the Public Relations (PR) strategy of Startup Ngampooz through the Ngampooz Internship program. The aim is to understand and analyze the strategic steps taken by Ngampooz in maintaining business and building long-term relationships with the public through the Ngampooz Internship program. This research uses a qualitative approach with a case study method, involving interviews, documentation and observation. This research refers to the Cutlip, Center and Broom PR strategy model (Atmaja, et al, 2020), which involves a four step process, namely Defining the Problem, Planning and Programming, Taking Action and Communication, Evaluating the Program. The research results show that Ngampooz is effective in carrying out these processes through the Ngampooz Internship. In defining the problem, Ngampooz carried out opportunity analysis, internal brainstorming, and idea generation. The planning stage involves planning goals, objectives, program packaging strategies, and program information delivery strategies. The process continues with action and communication via Instagram and company networking. Program evaluation is carried out through monthly monitoring. The research results confirm that Ngampooz's PR strategy through the Ngampooz Internship has succeeded in building public trust and long-term relationships. With structured steps, Ngampooz creates good customer engagement from apprentices and companies towards Ngampooz.

Keywords: *Internship Program, Public Relations Strategy, Startup Edutech.*