

ABSTRACT

This study aims to analyze the impact of the Clash of Champions event as a Marketing Public Relations strategy on public perceptions of Ruangguru's brand positioning, a leading online tutoring platform in Indonesia. The study uses a quantitative approach with a survey method, involving 155 respondents who have attended or are familiar with the event. Data analysis was conducted using simple linear regression, hypothesis testing (t and F tests), and Pearson correlation analysis to determine the relationship between variables. The results show that the Clash of Champions event has a significant impact on Ruangguru's brand positioning. The Marketing Public Relations variable contributes 25.3% to brand positioning. This study concludes that the Clash of Champions event is not only effective as a promotional tool but also strengthens public perceptions of Ruangguru's position, providing valuable insights for the online education industry in designing marketing and branding strategies.

Keywords: *Brand Positioning, Clash of Champions Event, Marketing Public Relations, Ruangguru.*