

ABSTRACT

This study aims to analyze how PT Nutrifood Indonesia builds customer engagement through the World Diabetes Day Tropicana Slim event in Bandung. The research employs a qualitative approach with data collection techniques through in-depth interviews and direct observation of the event's implementation. The findings indicate that the community relations strategy employed by Tropicana Slim in this event is effective in fostering customer loyalty. This management event involves three main stages: pre-event (Road to World Diabetes Day), main event (World Diabetes Day), and post-event (media coverage). Additionally, the study reveals that the applied community relations approach not only functions as part of Public Relations but also as an integrated Marketing Communications strategy. The event's success is supported by the consistent delivery of brand messages, namely the #BatasiGGL and #Hands4Diabetes campaigns, which align with PT Nutrifood's vision of educating the public on a healthy lifestyle.

Keywords: Community Relations, Event, World Diabetes Day, Brand Message, Customer Engagement