

ABSTRACT

Hijab Hunt is an event organized by Detikcom in the form of a talent search for Muslim women who wear the hijab, and has been held for over a decade. This event consistently holds prestigious programs among hijab-wearing communities and has been successful in every execution, with the most recent one held in 2024. The purpose of this research is to find out the implementation of the marketing public relations strategy carried out by Detikcom in organizing the event. This research uses a qualitative approach and descriptive research type. The study uses the concept of Three Ways Strategy by Ruslan (2017). The data was obtained through interviews, observation, documentation, and literature study. The results of the research can be concluded that the marketing public relations strategy used includes pull strategy, to attract attention by promoting through social media and collaborating with several parties; push strategy, to encourage public involvement by holding music shows, choosing accessible venues, and collaborating with communities; and pass strategy, by conducting socialization to schools and communities to create a positive public opinion.

Keywords: *Marketing Public Relations Strategy, Detikcom, Hijab Hunt 2024.*