

ABSTRACT

Public Relations take an important role to a company as a communicator between the internal and external public. The development currently make the PR practitioner should be able to understand what strategy that can be accepted by the public. Special event is one of the public relations strategy that being used by several companies. This also happened to Infobdg, as an online media company in Bandung, Infobdg must be well-known and do the offline interactions with the public too. Special event that being used as one the Low Cost and Fresh Public Relations strategy for Infobdg is “Ngamplag Live”. “Ngamplag Live” special event is a music event that being held every end of the month by Infobdg that has a noble purpose, to appreciate Bandung musicians and also as a promotion media of the venue where “Ngamplag Live” being held. The purpose of this research to understand how the Infobdg Public Relations strategy is, by “Ngamplag Live” special event. This research uses the descriptive qualitative method. This research found that there is a Public Relations strategy which is conducted by the PR of Infobdg in the execution of the special events, such as do the problem identification (situation analysis) based on the external and internal environment analysis. The second is that Infobdg do the planning and decide a program such as doing a research to the target audience, and a strategy to communicate the event to the public. The third is the action and communication which are being conducted by Infobdg is communicating by online media such as instagram, twitter, and Infobdg’s website. Besides, the venue and also the talents of this event take a part in the promotion by the media partners. The last is that Infobdg do the evaluation, such as an appraisal based on the suggestions by the audience and also the Infobdg’s staffs as an improvement for the next month’s event.

Keywords: *Public Relations Strategy, Special Events, and Ngamplag Live.*