

ABSTRACT

This research was conducted to determine the effectiveness of stakeholder management in the digital PR event held by Bank BJB during the pandemic. The purpose of this research is to find out and analyze how stakeholder management when the digital PR event takes place. This study focuses on stakeholder management regarding the quality, safety, liability, and expectation of stakeholders for the digital PR event held by Bank BJB during the pandemic. This research uses quantitative research methods with inferential research type. Sampling was carried out by nonprobability sampling method with purposive sampling type with a total of 100 respondents who had participated in two or three digital PR events held by BJB Bank during the pandemic. The data analysis technique used is descriptive analysis and simple linear regression analysis. Based on the results of hypothesis testing, there is a significant influence on the digital PR event variable on stakeholder management. This is proofed by the $t\text{-count} > t\text{-table}$ ($3,640 > 1,987$) with a significance level of $0.000 < 0.05$. The results of this study showed that takeholder management in digital PR event activities that have been held by Bank BJB during the pandemic was carried out effectively even though there were obstacles when its implementation, but the event organizer, Bank BJB was able to handle it well.

Keywords: Digital PR Event, Pandemic, Stakeholder Management