

ABSTRACK

This research was conducted to find out how the strategy used by public relations of the Bandung City Government in Managing Youtube Account "Halo Bandung". The purpose of this research is to find out what kind of strategy is carried out by public relations of the Bandung City Government. The method used in this study is a case study method with a qualitative approach. Data collection is conducted with interviews and direct observations. This research informant was selected by purposive sampling technique involving 2 (two) key informants, 1 (one) expert informant, and 2 (two) supporting informants. The results of the study showed that the strategy carried out by the Public Relations of the Bandung City Government in managing youtube account "Halo Bandung" is to do Fact Finding, Planning, Communicating, Evaluating.

Keywords : Bandung City Government Public Relations, PR strategy, Youtube.