

## **ABSTRACT**

*Podcast is an audio streaming service. Seeing podcasts as a new medium that is widely used by the public, several agencies use podcasts as a medium for distributing information in the form of audio, Public Relations of the Bandung City Government is the one who use podcast. The podcast created by the Bandung City Government Public Relations is called the Bandung Menjawab podcast which contains one of the flagship programs of the Bandung City Government Public Relations program, Bandung Menjawab which presents resource person to answer issues in the city of Bandung. The purpose of this study is to find out how the strategy used by the Bandung City Government Public Relations in increasing the traffic of Bandung Menjawab podcast listeners. The method used in this research is a qualitative method with a case study approach. The theories and concepts used in this research are public relations strategies according to Cutlip, Center and Broom, namely defining problem, planning program, taking action and communicating, and evaluating program. The result of this study indicate that what is done to increase podcast listeners is content with up-to-date issues, making new innovation which is content with light discussions, not too long duration, promotion on social media and WhatsApp Group leaders, and collaborating with community to attract listeners and introduce Bandung Answers podcast to the wider community. However, at the program evaluation stage, the Bandung City Government Public Relations did not set a target number of listeners that must be increased.*

*Keywords: public relations; public relations strategy; podcast.*