

ABSTRACT

The number of fashion enthusiasts in Indonesia encourages various individuals and groups to set up businesses in the fashion sector. Seeing the huge opportunity in the fashion industry which is often in demand by the Indonesian people, especially women, the fashion subsector in Indonesia, which is in tandem with the development of the MICE industry as well as exhibitions and tourism, was captured as a great opportunity by Sheena Krisnawati as the founder of the Hijab Fest event. Events are one of the tools in doing marketing public relations. In order to produce an effective and efficient event, an event management strategy is carried out. Here, the researcher wants to analyze the event management strategy for the Indonesia Hijab Fest 2021 during the Covid-19 pandemic. The researcher uses the Goldblatt theory, namely the event management cycle where there are stages or strategies that must be carried out to produce an effective and efficient event, namely research, design, planning, coordination, and evaluation, as well as analyzing the marketing public relations tools used by the Hijab Fest 2021 event. Research method This is descriptive qualitative where the subject is the Hijab Fest event and the object of the research is the Indonesia Hijab Fest 2021 event management strategy in attracting tenants and visitors in the new normal era, collecting data using interviews with six informants. The result of this research is that the Hijab Fest 2021 Event implements an event management strategy through the implementation of the stages of forming an event, namely research, design, planning, coordination, and evaluation, these stages are carried out well to achieve the event's objectives and attract tenants and visitors to the Hijab Fest event. 2021. Tenant and visitor interest in the 2021 Hijab Fest event in the new normal era is considered to have increased compared to the event in the previous year during the pandemic.

Keywords: *Event Management, Interest, Hijab Fest 2021*