

ABSTRACT

Capital market organizers saw a low level of literacy and inclusion, therefore the company formed the Yuk Nabung Saham campaign which was managed by the Public Relations (PR) of IDX. What is interesting during this pandemic is PR IDX providing campaign innovations that are packaged virtually. Because the public's need for investment is very high in this time of crisis, and PR IDX tries to consistently run the campaign. The purpose of this study is to find out how the campaign strategy uses the Cutlip, Center and Broom (1982) & Inter-Venus Campaign Management (2008) reference theory. The researcher uses a qualitative approach with descriptive type research, for data collection techniques used are observation, interviews and document studies. The results of this research, IDX consistently provides educational understanding and inspiration related to investment which is currently packaged in a virtual campaign. All uploaded content uses the hashtag #YukNabungSaham to make it easier to classify and identify IDX. The campaign that has been run by IDX has recorded a new record regarding the increase in the number of new investors in 2021, which has recorded 1 million new investors. Campaign participants are very enthusiastic about receiving the content presented by IDX, it is proven that the number of webinars reaches hundreds of thousands of participants every month. However, on the other hand IDX must also continue to provide instructions on the first step to becoming a new investor because there are still many who do not understand this. Public Relations IDX will continue to evaluate and produce derivative campaigns to see the condition of the community. This Virtual Campaign continues as long as there is a government policy regarding crowd restrictions due to the Covid-19 pandemic.

Keywords: *campaign management, public relations, public relations strategy, virtual campaign, Yuk Nabung Saham*