

ABSTRACT

During the Covid-19 pandemic, the Bandung city government implemented large-scale social restrictions (PSBB) to reduce the spread of COVID-19 as well as temporary closure rules for several tourist attractions in the city of Bandung, which has an impact on decreasing income in the tourism sector, this has resulted in many tourist attractions in the city of Bandung being permanently closed due to lack of operational costs, reduction of employees, and the decreasing number of visitors. However, Kiara Artha Park was able to survive during the pandemic which can be seen from the large number of visitors. So this study examines Kiara Artha Park's public relations strategy in building a positive image in the midst of the Covid-19 pandemic by using qualitative methods and integrating a case study approach. The results obtained from this study indicate that during the COVID-19 pandemic, Kiara Artha Park applied the right strategy to the audience so that a positive image was obtained.

Keywords: Covid-19, Kiara Artha Park, Public Relations, Strategy, Services