

## **ABSTRACT**

*Due to the Covid-19 pandemic moved Djojokarsono to return to the New Normal Era in 2022. This prompted them to implement Playlist Live Festival 2.0 with a different concept so that the image and information reached the public. The purpose of this research is to find out the implementation of marketing public relations strategies carried out by Djojokarsono Group in carrying out the event. Using a qualitative approach and descriptive research type. This research uses the concept of three ways strategy MT Lestari (2021). Data obtained through interviews and observations. The results of the study can be concluded that the marketing public relations strategy used is a pull strategy, to attract attention by promoting on social media and collaborating with several parties. Push strategy in encouraging the public to get involved by collaborating and inviting Indonesian musicians and having the concept of Nostalgia. pass strategy collaborates by providing space for the public to experience special music festival events after the Covid-19 pandemic and then providing services by carrying out the character of the Friendly Bandung City and working with well-known brands in Indonesia and national private television networks in Indonesia to create positive public opinion.*

**Keywords:** *Djojokarsono Group, Marketing Public Relations Strategy, Marketing Public Relations, Playlist Live Festival 2.0.*