

ABSTRACT

This study discusses the Marketing Public Relations strategy. This study aims to find out how Bandung Thrift Weekend implements strategies for managing events and what tactics are used to manage Thrift District events. This study uses the theory of Marketing Public Relations strategy according to Ruslan (2010) there are three strategies, namely A Pull Strategy, A Pass Strategy, A Push Strategy in the stages of action and communication. This theory is used by researchers to find out the ways and strategies of the Bandung Thrift Weekend in managing the Thrift District event during the Covid-19 Pandemic. Researchers used qualitative methods with a case study approach by using in-depth interview data collection methods, as well as conducting field observations. Through the method that researchers use, it aims to find out the efforts made based on the strategy used by Bandung Thrift Weekend in managing events and what tactics are used to attract an audience. Data findings that have been obtained, that the strategies and tactics used by Bandung Thrift Weekend in managing the Thrift District event are in accordance with their targets.

Keywords: Event, Marketing Public Relations, Strategy