

ABSTRACT

The case of the spread of the Covid-19 virus in Indonesia has made Indonesia's economy decline dramatically. The tourism sector, which is one of the largest contributors to the economy in Indonesia, has been significantly affected, namely the decline in both local and foreign tourists. The marketing PR program was carried out by the Bandung Regency Subudpar with the aim of building tourist trust in tourist destinations in Bandung Regency so that it can influence tourists' visiting decisions to travel to Bandung Regency after the pandemic. In this study, researchers used quantitative research methods with a descriptive approach. In this study, researchers used a quantitative research method with a descriptive approach. Using purposive sampling technique on 100 respondents who have traveled to Bandung Regency, the authors found that marketing public relations has an influence on visiting decisions with the results of the t test on the marketing public relations variable stating that the t-count value obtained is 3.169 greater than the t-table value of 1.98. this shows that the marketing public relations of Disbudpar Kab. Bandung has an effect on the decision to visit tourists to Bandung Regency after the pandemic. The results showed that based on respondents' responses, the visiting decision variable with the five dimensions was included in the good category where marketing public relations Disbudpar Kab. Bandung has a significant effect on the decision to visit tourists to Bandung Regency after the pandemic.

Keywords: Marketing Public Relations, Tourism, Visiting Decision