

ABSTRACT

The COVID-19 pandemic has had a significant impact on various aspects of life, including the business world. Micro, Small and Medium Enterprises (MSMEs) such as MacMax Crunchy are not immune from the impact. Therefore, this research was conducted to understand the Public Relations strategies used by MSME MacMax Crunchy in maintaining and improving the company's image during the pandemic. The main objective of this research is to analyze and understand the Public Relations strategy that has been implemented by MSME MacMax Crunchy during the COVID-19 pandemic with a focus on the research, planning, communication and evaluation stages. This research also aims to provide insight for other MSMEs regarding the importance of Public Relations strategies in dealing with crisis situations. This research uses a descriptive qualitative approach with the research subject focusing on the Public Relations strategy carried out by MacMax Crunchy MSMEs. Data was collected through observation, interviews and documentation. Data analysis techniques involve data reduction, data presentation, and evaluation of results. The research results show that MacMax Crunchy MSMEs have succeeded in designing and implementing an effective Public Relations strategy during the COVID-19 pandemic. This strategy involves in-depth research into the impact of the pandemic, smart planning, effective communication, and continuous evaluation. Through this strategy, the company's image is successfully maintained and even improved, enabling the company to survive and grow amidst the challenges it faces. This research highlights the importance of Public Relations strategies in dealing with emergency situations such as pandemics. The success of MacMax Crunchy MSMEs provides a relevant example for other MSMEs, with a focus on continuous research, planning, communication and evaluation. Other MSMEs can consider the use of technology, collaboration with business partners, and commitment to product and service quality as key factors in maintaining and improving the company's image in times of crisis.

Keywords: *MSMEs, Public Relations, Corona Virus.*