

## **ABSTRACT**

This research reviews the Communication Marketing Strategy of the event organizer, Kesatria, in implementing communication marketing strategies for promoting events of the Bandung City Government. Kesatria, as one of the many event organizers in Bandung, has successfully maintained and implemented communication strategies with the Bandung City Government. The aim is to analyze the Three Ways Strategy employed by the Event Organizer Kesatria towards the Bandung City Government. This study uses a qualitative constructivism approach, with data collection through interviews and observations, and the Three Ways concept from Lestari (2021). The results show that Kesatria implements the three ways strategy: pull, push, and pass. The approach process and maintenance with clients carried out by Kesatria are inseparable from the three ways strategy. The study's results indicate that Kesatria implements the "three ways" strategy, including pull, push, and pass, in their approach and relationship maintenance with clients, by paying attention to these communication marketing strategies. This study concludes that Kesatria has successfully implemented communication marketing strategies and its reputation by maximizing the outcomes of each event, even achieving zero mistakes, and ensuring clients' satisfaction with the results provided. Kesatria has successfully strengthened its position as one of the leading Event Organizers in Bandung through the effective Three Ways strategy

**.Keywords: Communication, Event Organizer, Marketing, Public Relations**