

ABSTRACT

Amid the competition faced by Palembang Indah Mall, culinary events are one strategy used to compete the competition with another mall. This study aims to analyze the role of Corporate Communications at Palembang Indah Mall in culinary events. The research employs a descriptive method with a qualitative approach and an interpretative paradigm. Data collection is conducted through interviews, documentation, and observation. This study refers to the Role of Public Relations Theory by David M. Dozier & Glen M. Broom, which includes four main roles: expert prescriber, communications facilitator, problem-solving facilitator, and communications technician. The findings indicate that Corporate Communications fulfills all four primary public relations roles. As an expert prescriber, Corporate Communications oversees responsibilities such as determining event themes. As a communications facilitator, they act as a bridge for external communication, such as organizing media gatherings. As a problem-solving facilitator, they address issues by creating SOPs as preventive measures. As a communications technician, they disseminate information through online and offline media. Overall, this research contributes insights into the role of Corporate Communications in culinary events.

Keywords: Corporate, Corporate Communications, Culinary Event, Public Relations, Mall