



ABSTRAK

STRATEGI PUBLIC RELATIONS DALAM MEMBANGUN KETERLIBATAN MASYARAKAT PADA *EVENT KEBUMEN INTERNASIONAL EXPO 2023*

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Strategi *public relations* penting dalam membangun keterlibatan masyarakat pada event Kebumen Internasional Expo 2023. Event ini pertama digelar dalam skala internasional di Kebumen, dampak keberhasilan strategi dapat diterapkan kembali pada program yang serupa dimasa mendatang. Tujuan penelitian untuk mengetahui strategi *public relations* yang efektif dalam membangun keterlibatan masyarakat melalui event tersebut. Menggunakan metode kualitatif deskriptif, paradigma post-positivisme dan triangulasi data sebagai uji keabsahan data. Pengumpulan data melalui wawancara, dokumentasi dan studi kepustakaan yang dianalisis menggunakan teori PII (*preparation, implementation, impact*). Hasil penelitian pada tahap *preparation* mengenai potensi daerah yang perlu dikembangkan dan upaya meningkatkan kunjungan wisata. Ketepatan pesan dilihat melalui kegiatan sosial serta kualitas pesan diukur melalui kolaborasi komunitas lokal dan sponsorship. Tahap *implementation* strategi melalui promosi dan publikasi. *Public relations* melakukan mentions dan penawaran tiket flash sale untuk menarik minat masyarakat. Keberhasilan jumlah penerima pesan diukur melalui jumlah pengunjung dan pengunjung yang berasal dari luar daerah. Tahap *impact*, jumlah publik yang memahami isi pesan dilihat dari partisipasi dan tingkat kepuasan masyarakat dalam berkunjung. Jumlah masyarakat yang mengubah opini dapat dilihat dari penghargaan yang diraih setelah event berlangsung. Promosi dan publikasi menjadi strategi paling efektif dalam membangun keterlibatan masyarakat, sehingga dapat diterapkan dalam praktik *public relations* dimasa mendatang

Kata Kunci: Event, Kebumen Internasional Expo, Masyarakat, Public Relations

ABSTRACT

PUBLIC RELATIONS STRATEGY IN BUILDING COMMUNITY INVOLVEMENT IN THE KEBUMEN INTERNATIONAL EXPO 2023 EVENT

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Public relations strategy is important in building community involvement in the Kebumen International Expo 2023 event. This event was first held on an international scale in Kebumen, the impact of the strategy's success can be reapplied to similar programs in the future. The purpose of the study was to determine an effective public relations strategy in building community involvement through the event. Using descriptive qualitative methods, post-positivism paradigm and data triangulation as a test of data validity. Data collection through interviews, documentation and literature studies analyzed using the PII theory (preparation, implementation, impact). The results of the study at the preparation stage regarding the potential of the region that needs to be developed and efforts to increase tourist visits. The accuracy of the message is seen through social activities and the quality of the message is measured through local community collaboration and sponsorship. The strategy implementation stage through promotion and publication. Public relations makes mentions and offers flash sale tickets to attract public interest. The success of the number of message recipients is measured by the number of visitors and visitors from outside the area. Impact stage, the number of public who understand the contents of the message is seen from the participation and level of community satisfaction in visiting. The number of people who change their opinions can be seen from the awards won after the event took place. Promotion and publication are the most effective strategies in building community involvement, so they can be applied in future public relations practices.

Keywords: *Community, Event, Kebumen International Expo, Public Relations*