## **ABSTRACT**

This research was conducted to determine how bank bjb public relations form a public relations strategy and apply the concept of event management during the Covid-19 Pandemic in the DigiCash V-Ride 2020 Series 1 Karawang event. The purpose of this research is to be able to inform about the PR strategy used by the public relations of bank bjb. This research uses qualitative methods with descriptive research type. This study provides research results, namely: 1) Implementation and planning of public relations strategies in event management is carried out directly by the PR bank bjb. The public relations strategy that is implemented includes planning programs, conducting promotions and communication using social media, websites, radio and influencers. 2) The application of the concept of event management is carried out to perfect the PR strategy. 3) The evaluation is carried out after the event ends as a reference for carrying out the next event. This event succeeded in reaching 1,650 participants so that the DigiCash V-Ride 2020 event will be held again with a total of 5 Series with different city hosts.

Keywords: bank **bjb**, DigiCash V-Ride, event management, public relations, public relations strategy.