

ABSTRACT

This research reveals how the Cretivox corporation implements its marketing and public relations strategy, which has now entered the digital era, with all activity shifting to social media. This study takes a qualitative approach with descriptive research. The notion of Ruslan's three-way method was used in this investigation. Interviews, observations, and documentation studies are used to gather research data. According to the findings of this study, cretivox's marketing public relations strategy contains a pull strategy, which is utilized to draw the attention of prospective clients by approaching, promoting, and presenting to them. Then, as part of a push plan, entice cretivox customers with pricing discounts and content. The following stage is the pass strategy, where Creativox implement in providing good public opinion by engaging in social activities with MSMEs and individuals in need.

Keywords: Cretivox, marketing public relations strategy, social media