

ABSTRACT

The title of this study is Bogor Botanical Gardens' Marketing Public Relations Strategy as a Nature Tourism Attraction in Bogor City. Informants were interviewed for the purpose of data collection. As a natural tourist attraction in the city of Bogor, the Bogor Botanical Gardens' marketing public relations strategy is the subject of this investigation. In addition, we are interested in learning about the factors that support and hinder the Bogor Botanical Gardens' marketing public relations strategy. Marketing Public Relations and a number of visitors to the Bogor Botanical Gardens were the subjects of this study. Researchers employ a constructivist paradigm and a qualitative research approach in their methods. Marketing public relations strategies used by the Bogor Botanical Gardens include publications, events, news, sponsorships, speeches, community service activities, and identity media, according to data analysis. According to the findings of this study, the Bogor Botanical Gardens' marketing public relations strategy is thought to have been successful in increasing and attracting visitors. The goal of this Marketing Public Relations activity for the Bogor Botanical Gardens is to get people to visit the gardens. The Bogor Botanical Gardens' attractiveness is expected to be significantly enhanced as a result of this activity, which is intended to entice visitors.

Keywords: *Marketing Public Relations, Public Relations, Strategy Marketing Public Relations, Media Identity.*