

ABSTRACT

Strategic Planning Of Public Relations In The Implementation Of Virtual Concerts (Case Study of Virtual Concert "Tanda Mata" by PT Musik Bagus Indonesia)

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PT Musik Bagus Indonesia is an indie music label fronted by Glenn Fredly and has held many music concerts. One of them is the Tanda Mata 2020 concert, which is the first Tanda Mata concert given to a musician who no longer exists, namely the late Glenn Fredly. The Tanda Mata Concert 2020 is the first Tanda Mata concert to be held virtually. This happened because music concerts could not be performed in the midst of the Covid-19 pandemic situation. The concept used in this study is Public Relations Strategic Planning. This study aims to determine the Public Relations Strategic Planning in the virtual concert of Tanda Mata 2020 organized by PT Musik Bagus Indonesia as an indie music label. The paradigm used by this research is post positivist paradigm with a qualitative approach. This study used a interview purposive sampling technique. The results of this study indicate that Tanda Mata 2020 considers that careful planning is a reference for a successful event to take place. The strategy used by Musik Bagus Indonesia is to use a narrative approach. From the results of the research, it is hoped that it can provide an overview of the strategic planning of Public Relations process for a virtual music concert.

Keywords : *Virtual Concert, Strategic Planning of Public Relations*

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