

## **ABSTRACT**

**DALAS FRIMA DITO, 21827176**

### ***The Role of Public Relations in the Weddingmarket.com Company During the Pandemic***

Kata Kunci : Public Relations, WeddingMarket, Pandemic.

(xi + 37 + Appendices)

*This research aims to understand the role of public relations in WeddingMarket.com during the pandemic. The study employs image theory, which defines an image as the perception formed by the surrounding environment or other parties based on their experiences and knowledge about an object. This qualitative research uses a descriptive approach. The subjects and objects of this study are the Public Relations of WeddingMarket.com and WeddingMarket.com itself. Data was collected through interviews, observations, and documentation. To ensure the validity of the data, source and method triangulation techniques were used. The research findings, analyzed using image theory, indicate that public relations play a crucial role in WeddingMarket.com during the pandemic. Public relations are essential for shaping the public's perception of WeddingMarket.com's image. Careful planning by WeddingMarket.com's public relations aims to increase public satisfaction and the company's profits. The role of public relations is vital in maintaining the company's image, including fostering good relationships between employees and management, and establishing good relations with vendors and prospective brides and grooms.*

*Bibliography (2001 – 2018)*