

ABSTRACT

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Public relations strategy in building the brand image of The Sounds Project as a music festival in Indonesia

Keywords: Public relations, The sound project, and Strategy

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This research examines the strategy for building a brand image in The Sounds Project as a music festival organizer in Indonesia. The strategic goal is the sustainable competitive advantage that arises from every part of the organization's activities. The theory used is the theory of image and theory of excellence. This research uses descriptive qualitative method. With the number of informants as many as 3 people. Data collection methods namely observation, interviews, and documentation. Based on the results of the research conducted, informants gave opinions regarding the planning process to build a brand image. The sounds project, which begins with the dissemination of good and appropriate information through social media facilities and makes social media planning then consistently runs events and makes innovations every year, also receives suggestions and criticism from their audience.

Bibliography (1984-2020)