

## **Abstrak**

### **Strategi *Public Relations* Universitas Mercu Buana Yogyakarta Dalam Kegiatan Pengenalan Kehidupan Kampus Bagi Mahasiswa Baru Di Tengah Pandemi Covid-19**

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**ABSTRAK :** Dimasa pandemi Covid-19 yang tengah terjadi, mengharuskan semua orang untuk melakukan pekerjaan dari rumah saja, termasuk kegiatan yang ada di Universitas Mercu Buana Yogyakarta. Dalam masa pandemi Covid-19 semua kegiatan yang seharusnya dilakukan secara langsung, terpaksa harus dilakukan secara daring termasuk kegiatan Pengenalan Kehidupan Kampus bagi Mahasiswa Baru (PKKMB). Penelitian ini bertujuan untuk mengetahui strategi *Public Relations* Universitas Mercu Buana Yogyakarta dalam Kegiatan Pengenalan Kehidupan Kampus bagi Mahasiswa Baru ditengah pandemi Covid-19. Jenis pendekatan penelitian ini menggunakan studi deskriptif kualitatif. Subyek penelitian ini terdiri dari Kepala Humas Universitas Mercu Buana dan staf *Public Relations* Universitas Mercu Buana Yogyakarta. Pengumpulan data dilakukan dengan cara wawancara dan studi dokumentasi. Hasil penelitian ini menunjukkan bahwa strategi *Public Relations* Universitas Mercu Buana Yogyakarta adalah publikasi.

**Kata Kunci :** *Strategi, Public Relations, PKKMB*

*Abstract*

*The Strategy Public Relations of Mercu Buana University Yogyakarta in Introducing Campus Life Activities for New Students Amid the Covid-19 Pandemic*

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***ABSTRACT:** During the Covid-19 pandemic that was happening, it required everyone to only do work from home, including activities at Mercu Buana University, Yogyakarta. During the Covid-19 pandemic all activities that should have been carried out directly, had to be done online, including the Introduction to Campus Life for New Students (PKKMB) activities. This study aims to determine the strategy Public Relations of Mercu Buana University Yogyakarta in the Introduction to Campus Life for New Students in the midst of the Covid 19 pandemic. This type of research approach uses a qualitative descriptive study. The subjects of this study consisted of the Head of Public Relations at Mercu Buana University and staf Public Relations at Mercu Buana University Yogyakarta. Data collection was carried out by means of interviews and documentation studies. The results of this study indicate that the strategy Public Relations of Mercu Buana University Yogyakarta is publication.*

**Keywords:** *Strategy, Public Relations, PKKMB*