



UNIVERSITAS  
MERCU BUANA

Universitas Mercu Buana  
Fakultas Ilmu Komunikasi  
Bidang Studi Public Relations  
Ade Fita Apriyani  
44213120040

Peran *Public Relations* Dalam Membangun Citra Aston Pluit Hotel & Residence Jakarta  
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### ABSTRAK

Industri hotel sekarang telah diakui sebagai industri global dengan produsen dan konsumen terbesar di seluruh dunia. Ditengah ketatnya persaingan bisnis perhotelan tersebut *customer* semakin jeli dalam memilih hotel mana yang akan mereka tempati mereka melihat seberapa baik citra hotel tersebut. *Public relations* di anggap memiliki peran penting dalam membangun citra Aston Pluit Hotel & Residence Jakarta. Tujuan penelitian ini adalah untuk mengetahui peran *public relations* dalam membangun citra Aston Pluit Hotel & Residence di Jakarta.

Penelitian ini dilakukan untuk mengetahui peran yang dijalankan *Public Relations* Aston Pluit Hotel & Residence dalam upaya membangun citra perusahaan dengan menggunakan landasan teori peran PR yang ada di dalam buku Cutlip, Center and Broom. Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif. Metode penelitian yang digunakan adalah studi kasus dengan melakukan wawancara mendalam kepada narasumber.

Hasil penelitian ini membahas mengenai peran yang dilakukan *Public Relations* Aston Pluit Hotel & Residence dalam membangun citra positif, hambatan yang dihadapi dalam membangun citra hingga upaya menanggulangi hambatan. Dengan demikian, peneliti mampu memperoleh gambaran mengenai peran *public relations* dalam membangun citra Aston Pluit Hotel & Residence Jakarta.

Penelitian ini menyimpulkan bahwa peran yang dilakukan *Public Relations* dalam membangun citra Aston Pluit Hotel & Residence Jakarta yaitu sebagai teknisi komunikasi, fasilitator komunikasi dan fasilitator pemecah masalah.

Kata Kunci : Peran Public Relations, Citra, Hotel



UNIVERSITAS  
MERCU BUANA

Mercu Buana University  
Faculty Of Communication  
Major Public Relations  
Ade Fita Apriyani  
44213120040

The Role of Public Relations in Building Image of Aston Pluit Hotel & Residence Jakarta  
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### ABSTRACT

The hotel industry has now been recognized as a global industry with the largest producers and consumers worldwide. Amid the tight competition of the hospitality business, customers are increasingly observant in choosing which hotel they will occupy they see how good the image of the hotel is. Public relations is considered to have an important role in building the image of Aston Pluit Hotel & Residence Jakarta. The purpose of this research is to find out the role of public relations in building the image of Aston Pluit Hotels & Residence in Jakarta

This study was conducted to determine the role that is carried out by Public Relations Aston Pluit Hotel & Residence Jakarta in an effort to build the company's image by using the PR role theory foundation contained in Cutlip, Center and Broom. This study uses a qualitative approach with descriptive research type. The research method used is a case study by conducting in-depth interviews with informants.

The results of this study discuss the role of Aston Pluit Hotel & Residence's Public Relations in building a positive image, the obstacles faced in building the image until the effort to overcome obstacles. Thus, researchers are able to obtain an overview of the role of public relations in building the image of Aston Pluit Hotel & Residence Jakarta.

This study concludes that the role of Public Relations in building the image of Aston Pluit Hotel & Residence Jakarta is as a technician communication, facilitator communication and problem-solver

Keyword : The Role of Public Relations, Image, Hotel