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Peran *Public Relations* Dalam Membangun Citra Hotel Aviary Bintaro

Jumlah halaman : xiii + 83 Halaman + 20 Lampiran

Bibliografi : 22 Acuan, tahun 2010 – 2016

Ditengah ketatnya persaingan bisnis perhotelan, *customer* semakin jeli dalam memilih hotel mana yang akan mereka tempati dan mereka melihat seberapa baik citra hotel tersebut. *Public Relations* di anggap memiliki peran penting dalam membangun citra Hotel Aviary Bintaro. Tujuan penelitian ini adalah untuk mengetahui peran *Public Relations* dalam membangun citra Hotel Aviary Bintaro.

Penelitian ini dilakukan untuk mengetahui peran yang dijalankan seorang Public Relations di hotel Aviary Bintaro dalam upaya membangun citra positif perusahaan dengan menggunakan landasan teori peran PR yang terdapat didalam buku Cutlip, Center and Broom. Penelitian ini menggunakan pendekatan kualitatif dan 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 Hotel Aviary Bintaro dalam membangun citra positif, hambatan-hambatan yang dihadapi hingga upaya menanggulangi hambatan,dengan demikian peneliti mampu memperoleh gambaran mengenai peran Public Relations dalam membangun citra Hotel Aviary Bintaro.

Kesimpulannya bahwa peran yang dilakukan PR dalam membangun citra perusahaan yaitu sebagai teknisi komunikasi,fasilitator komunikasi dan fasilitator pemecah masalah.

Kata Kunci : Peran Public Relations,Citra

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The Role Of Public Relations in Building Image of Aviary Bintaro Hotel

Number Of Page : xiii + 83 Pages + 20 Attachment

Bibliografi : 22 Books,2010 – 2016

Amid the tight competition in the hotel business, customers are increasingly keen in choosing which hotel they will occupy and they see how good the hotel image is. Public Relations is considered to have an important role in building the image of Aviary Bintaro Hotel. The purpose of this study was to determine the role of Public Relations in building the image of Aviary Bintaro Hotel.

This study was conducted to determine the role that a Public Relations at Aviary Bintaro in efforts to build a positive image of companies using the theoretical basis of the role of PR contained in the Cutlip book, Center and Broom. This study used a qualitative approach and descriptive type. The research method that used in this case study is by conducting in-depth interviews with the speakers.

The results of this study is discuss the role of the Public Relations at Aviary Bintaro Hotel in building a positive image, the obstacles and efforts to overcome those obstacles. thus researchers are able to obtain an overview of the role of Public Relations in building the image of Aviary Bintaro Hotel.

The study concluded that the role played by Public Relations in building a company image that is as a communications technician, communication facilitator and facilitator troubleshooter.

Keyword : The Role of Public Relations,Image