

## **ABSTRACT**

*Abstract. A lot of competition in the tourism sector cause Hotel Borobudur Jakarta must make innovations in marketing communication one of them through Marketing Public Relation increasing Customer Loyalty. Elements of Marketing Public Relations is the development of social engagement through tripadvisor travel sites. This study aims to determine Engagement development by Hotel Borobudur Jakarta on the TripAdvisor website and what are the obstacles encountered in running the program. The research method is a type of descriptive study research which is part of the qualitative research method which aims to explain the running program through the collection of information & data. Using a constructivist paradigm, direct observation of consumers is carried out through marketing communication strategies by the public relations management of Borobudur Hotel Jakarta. After going through interviews and observations, it can be concluded that the Development of Social Engagement on the TripAdvisor travel site through Marketing Public Relations activities is effective in forming the Customer Loyalty of Borobudur Hotel Jakarta, where this site makes it easier for tourists to find information about hotels or inns and can make hotel reservations through the internet media. Although some internal obstacles are still found, this can be an evaluation and improvement in order to get good and maximum results. In the end, Marketing Public Relations activities have succeeded in increasing customer loyalty, when viewed from internal hotel research, depending on how aggressive the hotel is in running the program and understanding consumer needs.*

**Keywords :** *Marketing Public Relations, Social Engagement, TripAdvisor, Customer Loyalty*

## **ABSTRAK**

Abstrak. Banyaknya persaingan di sektor pariwisata menyebabkan Hotel Borobudur Jakarta harus melakukan inovasi dalam komunikasi pemasaran salah satunya melalui *Marketing Public Relations*. Elemen dari *Marketing Public Relations* ini berupa Pengembangan *Social Engagement* melalui situs perjalanan TripAdvisor. Penelitian ini bertujuan untuk mengetahui pengembangan *Engagement* oleh Hotel Borobudur Jakarta dalam situs TripAdvisor dan apa saja kendala yang dihadapi dalam menjalankan program tersebut. Metode Penelitian yaitu jenis penelitian studi deskriptif yang merupakan bagian dari metode penelitian kualitatif yang bertujuan untuk menjelaskan program yang berjalan melalui pengumpulan informasi & data. Menggunakan paradigma konstruktivis yaitu dilakukan pengamatan langsung terhadap konsumen melalui strategi komunikasi pemasaran oleh manajemen *public relations* Hotel Borobudur Jakarta. Setelah melalui wawancara dan juga observasi, dapat disimpulkan bahwa Pengembangan *Social Engagement* pada situs perjalanan TripAdvisor melalui kegiatan *Marketing Public Relations* efektif dalam membentuk *Customer Loyalty* Hotel Borobudur Jakarta, dimana situs ini memudahkan wisatawan untuk mencari informasi-informasi mengenai hotel ataupun penginapan dan dapat melakukan pemesanan hotel melalui media internet. Walaupun masih ditemukan beberapa kendala internal namun hal tersebut bisa menjadi evaluasi dan perbaikan agar mendapat hasil yang baik dan maksimal. Pada akhirnya kegiatan *Marketing Public Relations* berhasil meningkatkan *loyalitas customer*, apabila dilihat dari riset *intern hotel*, tergantung dari seberapa gencar pihak hotel dalam menjalankan program tersebut dan memahami kebutuhan konsumen.

**Kata Kunci :** *Marketing Public Relations, Social Engagement, TripAdvisor, Customer Loyalty*