

ABSTRAK

Saya yang bertanda tangan di bawah ini :

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Judul Laporan Skripsi : Strategi Public Relations Hotel Aston Priority Simatupang Dalam Upaya Mempertahankan Citra Di Masa Pandemi Covid-19
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Perubahan yang sedang terjadi di dunia akibat munculnya Virus Corona membuat banyak perusahaan mengalami penurunan dalam bisnisnya, industri pariwisata salah satunya perhotelan merupakan industri yang paling depan terkena dampak ini.

Dibutuhkan Strategi Public Relations yang tepat dalam dunia perhotelan untuk meningkatkan kepercayaan tamu agar tetap merasa aman dan nyaman saat berkunjung dimasa Pandemi Covid-19. Penelitian ini berusaha untuk mencari tau strategi apa yang dilakukan Public Relations Hotel Aston Priority Simatupang Dalam Upaya Mempertahankan Citra Di Masa Pandemi Covid-19.

Paradigma penelitian yang digunakan dalam penelitian ini adalah post positivisme yang menggunakan metode penelitian dengan pendekatan kualitatif. Subjek penelitian dilakukan kepada 3 informan internal dari Hotel Aston Priority Simatupang yaitu Bapak Edo Damara (Director of Sales & Marketing), Ibu Riana Megawati (Public Relations & Marketing Communication Manager) dan Bapak Sumardi (F&B Manager) serta 3 informan eksternal hotel yang pernah menginap di Hotel yaitu Ibu Iis Solihat, Bapak Arif dan Ibu Liana dengan melakukan wawancara dan observasi untuk mendapatkan data.

Hasil penelitian ini menunjukkan bahwa Strategi Public Relations yang dilakukan manajemen hotel adalah dengan pemanfaatan media digital, Sosial media instagram menjadi pilihan manajemen hotel untuk mempromosikan hotel serta menginformasikan langkah apa yang telah dilakukan Hotel Aston demi menjaga Citra hotel yang sudah didapat yang mendapatkan penghargaan Traveler's Choice 2021 di TripAdvisor sebagai rekomendasi hotel pilihan di Indonesia serta hotel yang dikenal sebagai MICE (Meeting, Incentive, Conference, and Exhibition), Hotel Aston Priority Simatupang juga mendapatkan penghargaan lainnya yaitu Travel & Hospitality Awards 2021 sebagai salah satu hotel bisnis terbaik di Indonesia yang dengan cepat menyesuaikan pada perubahan pola hidup masyarakat yang terjadi pada masa pandemic Covid 19 ini dan melakukan *digital storytelling* supaya dapat menjangkau masyarakat luas, khususnya yang menjadi sasaran yaitu pelanggan setia hotel. Hasil akhir dari penelitian ini diharapkan mampu menjadi suatu bahan evaluasi bagi Hotel Aston Priority Simatupang dan juga referensi bagi perusahaan lainnya.

Kata kunci : *strategi public relations, perhotelan, era normal baru, citra*

ABSTRACT

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The changes that are happening in the world due to the emergence of the Corona Virus have made many companies experience a decline in their business, the tourism industry, one of which is the hospitality industry, is the industry that is most affected by this.

The right Public Relations Strategy is needed in the hospitality world to increase guest confidence so that they feel safe and comfortable when visiting during the Covid-19 Pandemic. This research seeks to find out what strategies were used by the Public Relations of the Aston Priority Simatupang Hotel in an effort to maintain its image during the Covid-19 pandemic.

The research paradigm used in this study is post positivism using research methods with a qualitative approach. The research subjects were conducted with 3 internal informants from the Aston Priority Simatupang Hotel, namely Mr. Edo Damara (Director of Sales & Marketing), Mrs. Riana Megawati (Public Relations & Marketing Communication Manager) and Mr. Sumardi (F&B Manager) and 3 hotel external informants who had stayed at the hotel, namely Mrs. Iis Solihat, Mr. Arif and Mrs. Liana by conducting interviews and observations to obtain data.

The results of this study indicate that the Public Relations Strategy carried out by hotel management is by utilizing digital media, social media Instagram is the hotel management's choice for promoting the hotel and informing what steps have been taken by the Aston Hotel to maintain the hotel's image which has been awarded the Traveler's Choice 2021 award on TripAdvisor as a recommendation for selected hotels in Indonesia as well as hotels known as MICE (Meeting, Incentive, Conference and Exhibition), the Aston Priority Simatupang Hotel also received another award, the Travel & Hospitality Awards 2021 as one of the best business hotels in Indonesia which quickly adjusting to the changes in people's lifestyles that occurred during the Covid 19 pandemic and conducting digital storytelling so that they can reach the wider community, especially those who are targeted, namely loyal hotel customers. The final results of this research are expected to be an evaluation material for the Aston Priority Simatupang Hotel and also a reference for other companies.

Keywords : *strategic public relations, hospitality, new normal, Image*