

Table of Contents

<i>Lembar Pengesahan</i>	i
<i>Lembar Pernyataan</i>	ii
Acknowledgement	iii
Abstract	iv
Table of Contents	v
List of Figures	vii
CHAPTER I	1
A. Research Background.....	1
B. Research Focus.....	4
C. Research Objectives.....	4
D. Research Significance.....	4
E. Theoretical Framework.....	5
1. Public Relations Strategy.....	5
2. Public Relations in Hospitality Industry.....	8
3. Steps of Rebranding.....	10
4. Types of Rebranding.....	12
F. Conceptual Framework.....	13
G. Methodology.....	16
1. Research Approaches.....	17
2. Research Method.....	18
3. Data Collection Technique.....	19
4. Data Analysis.....	20
CHAPTER II	23
1. Public Relations and its Strategy in Indonesia's Hospitality Industry.....	24
2. Rebranding as Strategy and Tools.....	28
3. Rebranding and Public Relations.....	35
CHAPTER III	38
A. Introduction.....	38
B. The Overview of The Alana Malioboro Hotel and Convention Center.....	39
1. Profile and History.....	39
2. The Alana Malioboro's Facilities.....	41

C. Vision, Mission, Values, Logo and Profile of The Alana Yogyakarta.....	45
1. Vision.....	46
2. Mission.....	46
3. Profile.....	46
4. Logo.....	46
D. The Alana Malioboro's Marketing and Communications division.....	47
E. Media Coverage related to the Alana Malioboro.....	49
F. Marketing and Communication Campaign.....	50
1. In 2020 (Right after the rebranding).....	50
2. In 2021 (The transition year after the rebranding).....	51
3. In 2022 (Finally well-known as The Alana Malioboro).....	52
G. The Official Media Social Owned by The Alana Malioboro.....	54
1. Instagram.....	54
2. WhatsApp.....	55
3. Facebook.....	56
CHAPTER IV.....	57
A. Introduction.....	57
B. Findings regarding the Public Relations Strategy in the Rebranding of Neo Awana to Alana Malioboro.....	58
C. Analysis about the Public Relations Strategy at The Alana Malioboro Hotel and Convention Center.....	64
D. Description about the rebranding process that Neo Awana Yogyakarta underwent to become The Alana Malioboro.....	82
E. Analyzing the rebranding types of Neo Awana Yogyakarta in becoming The Alana Malioboro.....	96
CHAPTER V.....	99
A. Conclusions.....	99
B. Suggestions.....	103
Bibliography.....	105
APPENDIX.....	113
INTERVIEW TRANSCRIPT.....	119

List of Figures

Figure 1.1 The Research Conceptual Framework.....	21
Figure 1.2 Five Phases of analysis and their interaction.....	28
Figure 3.1 <i>The Awana Hall & Convention Center</i>	49
Figure 3.2 <i>Large Meeting Room</i>	50
Figure 3.3 <i>Medium Meeting Room</i>	50
Figure 3.4 <i>Alengka Board room</i>	50
Figure 3.5 <i>Premier Room</i>	51
Figure 3.6 <i>Deluxe Room</i>	51
Figure 3.7 <i>Executive Room</i>	51
Figure 3.8 <i>Swimming Pool</i>	52
Figure 3.9 <i>Prawiro Restaurant</i>	52
Figure 3.10 <i>The Logo of Alana Malioboro</i>	54
Figure 3.11 <i>The Structure of Positions at The Alana Malioboro</i>	54
Figure 3.12 <i>#TrustedHotels</i>	58
Figure 3.13 <i>#LocalanaFestivals</i>	59
Figure 3.14 <i>The Alana Malioboro official Instagram</i>	62
Figure 3.15 <i>The Alana Malioboro official WhatsApp Business</i>	62
Figure 3.16 <i>The Alana Malioboro official Facebook</i>	63
Figure 4.1 <i>Alana Malioboro's Rebranding Event</i>	76
Figure 4.2 <i>The Localana Batik Festival</i>	77
Figure 4.3 <i>The News coverage about Alana Malioboro's Rebranding</i>	78
Figure 4.4 <i>The Alana Brand Identity</i>	80
Figure 4.5 <i>Community Involvement by The Alana</i>	81
Figure 4.6 <i>Community Involvement by The Alana</i>	82
Figure 4.7 <i>The CSR in Alana Malioboro</i>	83
Figure 4.8 <i>The Alana Malioboro's Feeds Content</i>	85
Figure 4.9 <i>The Approved Design for Alana Malioboro's Instagram</i>	86
Figure 4.10 <i>The Agreement of Renaming</i>	90
Figure 4.11 <i>The Affiliated Brand in Archipelago International</i>	92
Figure 4.12 <i>Hotel Neo Criteria</i>	93
Figure 4.13 <i>The proof of Renaming</i>	95

Figure 4.14 Rebranding Announcement The Alana Malioboro.....	95
Figure 4.15 The Criteria of The Alana.....	97
Figure 4.16 <i>The logo of Neo Awana</i>	98
Figure 4.17 <i>The logo of Alana Malioboro</i>	98
Figure 4.18 <i>The exterior of Neo Awana Yogyakarta</i>	99
Figure 4.19 <i>The exterior of The Alana Malioboro</i>	99
Figure 4.20 Neo's Uniform.....	100
Figure 4.21 Alana's.....	100
Figure 4.22 Bakrieland Revenue in 3 years a Row (Owner of Alana Malioboro).....	100
Figure 4.23.....	102