

ABSTRAK

Public Relations Syariah Hotel Solo memiliki tanggung jawab untuk mempertahankan *Corporate Identity* sebagai Hotel Syariah Terbesar di Indonesia. *Public Relations* Syariah Hotel Solo perlu adanya standar kinerja yang berbasis syariah dalam setiap pelaksanaan kegiatannya guna mempertahankan *Corporate Identity* yang dimilikinya. Penelitian ini diharapkan dapat memberikan gambaran tentang kegiatan *Public Relations* di hotel syariah. Tujuan penulisan tugas akhir ini adalah untuk menganalisis tentang kinerja *Public Relations* Syariah Hotel Solo dan sejauh mana implementasinya dalam mempertahankan *Corporate Identity*. Jenis penelitian yang digunakan adalah metode penelitian kualitatif partisipatoris. Teknik pengumpulan data yang digunakan adalah teknik wawancara semistruktur, observasi partisipan dan dokumentasi. Jenis data yang digunakan adalah data primer dan sekunder. Data primer dikumpulkan melalui wawancara semistruktur dan observasi langsung di Syariah Hotel Solo, sedangkan data sekunder diperoleh dari buku maupun sumber lainnya. Berdasarkan hasil penelitian menunjukkan bahwa Syariah Hotel Solo sudah berhasil mencerminkan *Corporate Identity* sebagai Hotel Syariah Terbesar di Indonesia, namun masih terdapat beberapa komponen yang belum memenuhi prinsip hotel syariah yaitu, belum adanya alat ibadah di seluruh tipe kamar; belum adanya lantai khusus yang dialokasikan bagi tamu wanita dan keluarga; belum adanya area makan khusus bagi tamu wanita dan keluarga; serta belum adanya fasilitas rekreasi seperti kolam renang yang terpisah antara wanita dan pria. *Public Relations* Syariah Hotel Solo sudah melaksanakan kegiatan yang ditujukan untuk publik internal dan eksternalnya, akan tapi masih terdapat beberapa kegiatan yang belum dilaksanakan secara maksimal oleh *Public Relations* Syariah Hotel Solo. *Public Relations* Syariah Hotel Solo memiliki kualitas kinerja yang baik, namun demikian masih terdapat beberapa indikator yang belum terpenuhi dan perlu diperbaiki, seperti tingkat kedisiplinan dalam menerapkan prinsip hotel syariah.

Kata kunci: Standar Kinerja, *Public Relations*, Hotel Syariah, *Corporate*

Identity

ABSTRACT

Public Relations of Syariah Hotel Solo has a responsibility to maintain Corporate Identity as The Biggest Sharia Hotel in Indonesia. Public Relations of Syariah Hotel Solo needs the existence of sharia-based performance standards in every implementation of activities to maintain its Corporate Identity. This study expected to provide an overview of Public Relations activities in sharia hotels. This graduating paper aims to know the performance of Public Relations of Syariah Hotel Solo and the extent of its implementation in maintaining Corporate Identity. Writer applies qualitative participatory as the method of collecting data. Data collection techniques used are interview, documentation and participant observation. Writer use primer data and seconder data. Primer data collected from semi-structured interview and direct observation in Syariah Hotel Solo. While seconder data collected from book and other source that have relation with this graduating paper. The result of research show that Syariah Hotel Solo has succeeded in reflecting Corporate Identity as The Biggest Sharia Hotel in Indonesia, but there are still some components that have not met the principle of sharia hotels, such as the absence of worship equipment in all types of rooms; there is no special floor allocated for female and family guests; there is no special dining area for female and family guests; and the absence of recreational facilities such as swimming pools that are separate between women and men. Public Relations of Syariah Hotel Solo has carried out activities aimed at internal and external public, but there are some activities that have not been carried out by Public Relations of Syariah Hotel Solo. Public Relations of Syariah Hotel Solo has good quality performance, but there are still some indicators that have not been fulfilled and need to be improved, such as the level of discipline in applying the principles of sharia hotels.

Keywords: *Performance Standards, Public Relations, Sharia Hotels, Corporate*

Identity