

## ABSTRAK

*Public Relations* Grand Inna Malioboro merupakan divisi dibawah marketing yang bertanggungjawab atas memberikan respon dalam menanggapi *travel reviews* pada Traveloka. Pihak yang berhubungan dengan *Public Relations* Grand Inna Malioboro Yogyakarta antara lain yaitu pihak Traveloka dan *customer* yang pernah menginap di Grand Inna Malioboro Yogyakarta melalui situs Traveloka. Tugas akhir ini mengangkat kajian mengenai bagaimana pola komunikasi *Public Relations* Grand Inna Malioboro Yogyakarta dalam menanggapi *travel reviews* pada Traveloka di Grand Inna Malioboro Yogyakarta. Tujuan penulisan tugas akhir ini adalah untuk menganalisis tentang peran *Public Relation* di Grand Inna Malioboro dan bagaimana pola komunikasi *Public Relations* dalam menanggapi *travel reviews*. Jenis penelitian yang digunakan adalah metode penelitian kualitatif deskriptif. Teknik pengumpulan data yang digunakan adalah teknik wawancara tak terstruktur, observasi partisipatif, dan dokumentasi. Jenis data yang digunakan adalah data primer dan sekunder. Data primer dikumpulkan melalui wawancara tak terstruktur dan observasi langsung di Hotel Grand Inna Malioboro Yogyakarta, sedangkan data sekunder diperoleh dari buku, jurnal maupun data-data internal perusahaan. Berdasarkan hasil penelitian menunjukan bahwa *Public Relations* Grand Inna Malioboro mampu menjalankan perannya sebagai *Cyber Public Relations* Grand Inna Malioboro dengan menggunakan empat indikator yaitu, Penasehat Ahli (*Expert Prescriber*), Fasilitator Komunikasi (*Communicator Facilitator*), Fasilitator Proses Pemecahan Masalah (*Problem Solving Process Facilitator*), Teknisi Komunikasi (*Communication Technician*). Pada proses pola komunikasi yang dilakukan oleh *Public Relations* Grand Inna Malioboro sudah dapat dikatakan berhasil karena memiliki lima elemen yang mendukung dalam proses pola komunikasi yaitu *Who, Say what, In wich channel, to whom, what effect*. Namun demikian masih ada yang belum sesuai yaitu dalam pengiriman pesan yang berisikan pembalasan *travel reviews* pada Traveloka melalui media email tersebut sebaiknya dilakukan oleh divisi *Public Relation* bukan *Sekretaris General Manager* karena itu merupakan peran dari *Public Relations*.

**Kata Kunci : Pola Komunikasi, Public Relations, Grand Inna Malioboro Yogyakarta, Travel Reviews, Traveloka**

## **ABSTRACT**

*Public Relations Grand Inna Malioboro is a division under marketing that is responsible for responding to travel reviews on Traveloka. Parties related to the Public Relations Grand Inna Malioboro Yogyakarta include Traveloka and customers who have stayed at the Grand Inna Malioboro Yogyakarta through the Traveloka website. This final project raises the study of how the communication patterns of the Public Relations of Grand Inna Malioboro Yogyakarta in response to travel reviews on Traveloka at the Grand Inna Malioboro Yogyakarta. The purpose of this final assignment is to analyze the role of Public Relations in Grand Inna Malioboro and how the pattern of Public Relations communication in responding to travel reviews. The type of research used is descriptive qualitative research method. Data collection techniques used are unstructured interview techniques, participatory observation, and documentation. The type of data used is primary and secondary data. Primary data is collected through unstructured interviews and direct observation at the Grand Inna Hotel Malioboro Yogyakarta, while secondary data is obtained from books, journals and company internal data. Based on the results of the study showed that the Grand Inna Public Relations Malioboro was able to carry out its role as the Cyber Public Relations Grand Inna Malioboro by using four indicators namely, Expert Advisor (Expert Prescriber), Communication Facilitator (Communicator Facilitator), Facilitator Process Solving Process (Problem Solving Process Facilitator), Communication Technician (Communication Technician). In the process of communication patterns carried out by the Public Relations Grand Inna Malioboro it can be said to be successful because it has five elements that support the process of communication patterns, namely Who, Say what, In channel, to whom, what effects. However there are still those that are not appropriate, namely in sending messages containing travel reviews in Traveloka through the e-mail media. carried out by the Public Relations division not the Secretary General Manager because it is the role of Public Relations.*

**Keywords:** *Communication Patterns, Public Relations, Grand Inna Malioboro Yogyakarta, Travel Reviews, Traveloka*