

## ABSTRAK

*Public Relations* Lorin Solo Hotel berupaya mempertahankan citra positif sebagai *Business Resort & spa* melalui kegiatan *media relations*. Tingginya kompetisi hotel yang ada di sekitar Soloraya mengakibatkan evaluasi kegiatan *Media relations* dalam mempertahankan citra positif Lorin Solo Hotel sebagai *Resort & spa*. Penelitian ini diharapkan mampu memberikan gambaran mengenai evaluasi kegiatan *Media relations* dalam mempertahankan citra positif Lorin Solo Hotel sebagai *Business resort & spa*.

Penelitian ini menggunakan metode kualitatif deskriptif. Teknik pengumpulan data yang digunakan adalah teknik wawancara semi terstruktur, observasi partisipan, dan dokumentasi. Data primer yang didapatkan dari hasil observasi partisipan dan wawancara semi terstruktur, sedangkan untuk data sekunder didapatkan dari hasil dokumentasi.

Berdasarkan hasil penelitian yang dilaksanakan menunjukkan diantaranya : pertama, *Public Relations* Lorin Solo Hotel telah melaksanakan perannya sebagai *Communicator* dari perusahaan ke pihak eksternal, *Public Relations* sudah menjalankan kegiatan *media relations* sebagai promosi dan mempertahankan citra positif Lorin Solo Hotel, pengimplementasian Indikator keberhasilan kegiatan *Media relations* yang dijalankan oleh *Public Relations* sudah dilaksanakan dengan baik, namun masih perlu ditingkatkan lagi.

**Kata Kunci :** *Evaluasi, Media relations, citra positif, Lorin Solo Hotel, Business resort & spa*

## **ABSTRACT**

*Public Relations Lorin Solo Hotel trying to maintain a positive image as a business resort & spa through media relations activity. The high competition of hotel in Soloraya makes evaluate media relations activity to maintain positive image Lorin Solo Hotel as a resort & spa. The purpose of this research is to give an illustration about evaluation of media relations activity to maintain the positive image Lorin Solo Hotel as a business resort & spa.*

*This research using qualitative descriptive research methods. Data collection techniques were semi structure interviews, participatory observation, and documentation. The types of data used were primer with participatory observation and semi structure interviews, and also secondary data by documentation.*

*Based on this research, show the first Public Relations Lorin Solo Hotel already doing his role as a communicator from corporate to the external side. Public Relations already doing the media relations activity as a promotion and maintain the positive image of Lorin Solo Hotel, the successful indicator implementation of media relation activity by pr already good but still, need some improvement*

**Keywords: Evaluate, Media relations, Positive image, Lorin Solo Hotel, Business resort & spa**