

INTISARI

Public relations memiliki peran penting dari sebuah perusahaan termasuk membangun citra aman pada perusahaan khususnya saat terjadi pandemi Covid-19 mengakibatkan kerugian pada dunia pariwisata khususnya bisnis perhotelan. Hal ini terjadi karena kekhawatiran publik akan keamanan dan kesehatan dari bisnis perhotelan tersebut. Penelitian ini bertujuan untuk mengetahui strategi *public relations* eL Hotel Royale Yogyakarta Malioboro dalam membangun citra aman saat menghadapi pandemi Covid-19. Jenis penelitian yang digunakan adalah penelitian kualitatif deskriptif, dimana jenis penelitian ini menjabarkan penelitian secara lengkap. Teknik pengumpulan data yang digunakan adalah observasi partisipan, wawancara semistruktur, dokumentasi dan studi pustaka. Data primer diperoleh melalui hasil wawancara, data perusahaan dan observasi langsung, sedangkan data sekunder diperoleh melalui studi pustaka dan dokumentasi. Hasil penelitian ini adalah strategi yang dilakukan *public relations* eL Hotel Royale Yogyakarta Malioboro dalam membangun citra aman hotel saat memasuki era *new normal* yaitu menggunakan strategi adaptif dengan cara mengubah kebijakan, modifikasi operasional, dan meluruskan citra perusahaan melalui pendekatan *media relations* dan CSR (*Corporate Social Responsibility*)

Kata kunci: *public relations*, citra perusahaan, Covid-19, eL Hotel Royale Yogyakarta Malioboro

ABSTRACT

Public relations has an important role in the company to build an image of the company's hygiene and safety, especially during the pandemic of Covid-19. This pandemic caused financial loss in many tourism businesses, including hotel businesses. Such loss can happen because public worries on the hygiene of those hotels. Therefore, this research aims to understand better about public relation's strategy of eL Hotel Royale Yogyakarta Malioboro to create a secure and hygiene image for consumer during the Covid-19 Pandemic. This research will be conducted with descriptive qualitative method, which means this research will contains detailed information. The data provided in this research are collected by several methods such as; participant observation, semi-structured interviews, documentation, and literature study. Primary data obtained by interviews, data regarding the company obtained by direct observation, meanwhile secondary data obtained by literature study and documentation. The result of this research shows that eL Hotel Royale Yogyakarta Malioboro build a secure and hygiene image of the hotel during the pandemic using an adaptive strategy by changing policies, modifying operations, and aligning the company's image through media relations approach and corporate social responsibility (CSR)

Key words: public relations, corporate identity, Covid-19, éL Hotel Royale Yogyakarta Malioboro