

INTISARI

Perkembangan dunia perhotelan saat ini tidak terlepas dari peran *Public Relations Staff* dalam mempertahankan citra suatu hotel. Salah satu peran *Public Relations Staff* untuk mempertahankan citra yang positif yaitu dengan *media relations*. Penulisan Tugas Akhir ini bertujuan untuk mengetahui : (1) Mekanisme atau proses aktivitas yang dilakukan *Public Relations Staff* dalam mempertahankan citra Hotel Harper Mangkubumi melalui *media relations*, (2) Kendala yang dihadapi *Public Relations Staff* dalam mempertahankan citra Hotel Harper Mangkubumi melalui *media relations*. Dalam penulisan tugas akhir ini penulis menggunakan metode penelitian dengan cara observasi partisipan, wawancara dan dokumentasi. Penulis berperan langsung dalam kegiatan *Public Relations Staff* di Hotel Harper Mangkubumi sehingga dapat memberikan analisis rumusan masalah hingga kesimpulan dalam penelitian ini. Hasil penelitian bahwa aktivitas yang dilakukan oleh *Public Relations Staff* dalam mempertahankan citra Hotel Harper Mangkubumi melalui *media relations* yaitu dengan mengirim *press release* dengan tata tulis yang baik, menyediakan fasilitas yang baik, membangun *personal relationship*, serta melakukan *media visit*. Dalam pelaksanaannya, *Public Relations Staff* masih mempunyai kendala yang dihadapi yaitu kurangnya jumlah karyawan, kurangnya disiplin waktu saat melakukan *media visit*, dan kurangnya hubungan *personal relationship* dengan media.

Kata Kunci : *Public Relations Staff*, Citra, Media, Relations, Hotel Harper Mangkubumi

ABSTRACT

The development of hospitality now cannot be separated from the role of Public Relations Staff in maintaining the image of a hotel. One of the roles of Public Relations Staff to maintain a positive image is media relations. This final project assignment aims to comprehend : (1) Mechanism or process of activities carried out by Public Relations Staff in maintaining the image of the Hotel Harper Mangkubumi through media relations, (2) The obstacles faced by Public Relations Staff in maintaining the image of Hotel Harper Mangkubumi through media relations. In this final project writer use research methodology by means of partisipatory observation, interviews, and documentation. The writer had a role directly on Public Relations Staff activity of Hotel Harper Mangkubumi, the writer can analyze the problem become a research conclusion. The result of this research shows that the activity of Public Relations Staff to maintaining the image of Hotel Harper Mangkubumi through media relations by sending a good written press release, providing good facilities, building personal relationship, and media visit. The implementation of maintaining image through media relations, the Public Relations staff still has obstacles the lack of employees, lack of time discipline when conducting media visit, and lack of personal relationship with the media.

Keyword : Public Relations Staff, Image, Media, Relations, Hotel Harper Mangkubumi