

ABSTRACT

The main purpose the paper is to discuss how Neo+ Awana Hotel Yogyakarta, located in the complex of Mantrijeron, Yogyakarta performs their activities of Public Relations. Research method that issued is a case study which intends to understand comprehensively how Neo+Awana Hotel Yogyakarta deliver their performance in public relation. Under the mentioned method, the data were separately gained by implementing participant observation during the internship for three months, from December to March. Instead of practicing participant observation, the writer performed note taking to add further detail information from interviewed some employees that work at Neo+Awana Hotel Yogyakarta, and library research to obtain fruitful understanding on the public relation concept. The activities conducted by Public Relations are various to get different customer market segment which are Promotional, Media Relations, and CSR (Corporate Social Responsibility) activities. In more detail, promotional activities are broken down into six; sales promotion, publicity, direct marketing, advertising, internet marketing and personal selling. Meantime, Media relation could be identified to their derivative activities such as press interview, releases, special event, and media visit. At last, CSR completes the previous two by responsibility about surrounding hotel environment. Public Relations of Neo+ Awana Hotel Yogyakarta are a picture of the implementation of promotional activities, media relations, and CSR Program. Furthermore, the obtained result reflects the main job of Public Relations Manager in a hotel which should act as a communicator between the company, media, and public, and put the excellence reputation of the company as number one target.

Key words: Public Relations Activities, Promotional, Media relation, CSR.

INTISARI

Tujuan utama karya ini adalah untuk mendiskusikan bagaimana Hotel Neo+Awana Yogyakarta yang terletak dikomplek Mantrijeron. Dalam melaksanakan aktifitas public relation. Metode riset yang digunakan adalah studi kasus yang bertujuan untuk memahami bagaimana nNeo+Awana membawakan performa mereka di bidang public relation. Menggunakan metode tersebut, data yang diperoleh secara terpisah dengan implementasi pengamatan partisipan selama magang 3 bulan, dari Desember sampai Maret. Penulis menjalankan pencatatan untuk menambah detail informasi dan riset perpustakaan untuk mendapatkan pemahaman mengenai konsep public relation. Aktivitas yang diadakan oleh public relation bervariasi, untuk mendapatkan segmen yang berbeda, yaitu Promotional, Media Relations, dan CSR (CorporatSosial Responsibility). Akitifitas promosional dipecah menjadi 6: promosi penjualan, publisitas, pemasaran secara langsung, periklanan, pemasaran dengan internet dan penjualan pribadi. Sementara Press/Media Relation biasa diidentifikasi dari aktivitas turunan mereka seperti *Press Conference*, *Press Briefings*, *Press Tour*, *Press Releases*, *Special Event*, *a Press Luncheon*, *a Press Interview*. CSR melengkapi kedua sebelumnya dengan bertanggung jawab terhadap lingkungan sekitar hotel. Public Relations Neo+ Awana adalah gambaran dari implementasi aktivitas *promotional*, *media relations*, dan *CSR program*. Selebihnya, hasil yang diperoleh mencerminkan pekerjaan utama public relation manager hotel, bertindak sebagai komunikator antara perusahaan, media, public, dan menempatkan keunggulan reputasi perusahaan sebagai target nomer1.

Kata Kunci : Aktifitas Public Relations, Promosi, Hubungan Media, CSR.