

INTISARI

Tugas akhir ini bertujuan untuk menjelaskan bagaimana strategi-strategi yang digunakan oleh Public Relations di The Edelweiss Hotel Yogyakarta dalam meningkatkan dan menjaga reputasi. Pembahasan mencakup latar belakang The Edelweiss Hotel Yogyakarta yaitu seputar profil hotel dan analisa tentang strategi Public Relation di The Edelweiss Hotel Yogyakarta.

Penulis melakukan magang dan observasi secara langsung selama tiga bulan (Januari-April) di The Edelweiss Hotel Yogyakarta sebagai staff Public Relations. Pengambilan data dilakukan melalui observasi langsung, wawancara, dan pengambilan data dari dokumen-dokumen The Edelweiss Hotel Yogyakarta. Penulis menggunakan metode deskriptif-kualitatif dalam menganalisa data. Selain itu data-data yang diambil dari observasi, penulis juga memasukkan beberapa data dari berbagai sumber atau pustaka dan penelitian.

Hasil penelitian menunjukkan bahwa The Edelweiss Hotel Yogyakarta adalah hotel berbintang tiga yang berada di Jalan Gejayan, Gondokusuman, Yogyakarta. Fasilitas yang dimiliki oleh The Edelweiss Hotel Yogyakarta antara lain 94 Superior room, 1 Junior Suite room, Lemongrass Coffee Shop, Ei8ht Pool Bar, Hai-day Bar and Restaurant, Food and Beverage, dan yang terakhir adalah Bussines Center atau Meeting room. Selain itu Public Relations The Edelweiss Hotel Yogyakarta sudah cukup baik menjalankan perannya sebagai bentuk salah satu upaya meningkatkan dan mempertahankan reputasi The Edelweiss Hotel Yogyakarta, hal itu dibuktikan dengan meningkatnya 34% *occupancy* hotel pada *Low Season* 2013-2015, hal itu disebabkan oleh adanya promo-promo yang diadakan oleh Public Relations staff. Selain itu staff Public Relations The Edelweiss Hotel Yogyakarta sudah melaksanakan tugas sesuai hakikat tugas Public Relations yang disebutkan beberapa ahli.

Kata Kunci : The Edelweiss Hotel Yogyakarta, Public Relation, Strategi Public Relation.

ABSTRACT

This graduating paper aims to explain the strategies used by Public Relations in The Edelweiss Hotel Yogyakarta. The discussion also includes the profile of The Edelweiss Hotel Yogyakarta.

I did internship at The Edelweiss Hotel Yogyakarta as a Public Relations staff for three months to gain data regarding the company. I conducted direct observations and interviews to obtain data needed. I also used several documents of The Edelweiss Hotel Yogyakarta to complete the information. Additionally, in order to cover the main topic, I conducted direct observation of strategies Public Relation The Edelweiss Hotel Yogyakarta for three months (Januari to April 2015). I used descriptive-qualitative approach to analyze the data.

This paper concludes that The Edelweiss Hotel Yogyakarta is a three-star hotel that is located on Jalan Gejayan, Gondokusuman, Yogyakarta. The Facilities of The Edelweiss Hotel Yogyakarta are 94 Superior rooms, 1 Junior Suite room, Lemongrass Coffee Shop, Ei8ht Pool Bar, Ha-day Bar and Restaurant, Food and Beverage, and the last facilities is Business Center or Meeting room. On the other hand, this paper concludes that the public relations of The Edelweiss Hotel Yogyakarta has performed role as well a form of one effort to maintaining and enhancing the reputation of The Edelweiss Hotel Yogyakarta, it was proven by 34% increase in the occupancy of the hotel customers at Low Season 2013-2015. That is effect of the hotel promotion held by Public Relations Division. In addition, public relations staff of The Edelweiss Hotel Yogyakarta carry out tasks according to the true nature of the task of public relations mentioned by some experts.

Keywords: The Edelweiss Hotel Yogyakarta, Public Relations, Public Relations Strategies.