ABSTRACT

PUBLIC RELATIONS STRATEGY IN HOTEL JAYAKARTA BANDUNG
HOTEL ROOMS TO PROMOTING
ITS VISITORS

By :

Siti Istiqomah

NIM : 43307015

Under the Guidance :

Andi Nurulhuda, S.Ikom

This study aimed to know Public Relations strategy Jayakarta hotel Bandung in promoting the hotel rooms to its visitors through the planning, the type of activity, forms of communication and evaluation.

The approach used in this study is qualitative and the method used is descriptive, data collection techniques used by investigators is by interview, library research, and search data online. The subjects in this study is the Hotel Jayakarta Bandung and the object of study was the Public Relations Hotel Jayakarta Bandung, which amounts to two employees. Researchers chose the two employees as informants of this study by using total sampling techniques.

The result of this research is to determine the data collection, planning, communications, and evaluation forms and Public Relations Hotel Jayakarta Bandung.

From these results, researchers can conclude that the strategy of Public Relations Hotel Jayakarta Bandung in promoting the hotel rooms to its visitors had to walk with nice views of the many hotel visitors are getting higher. But the researchers also suggested to staff the Public Relations Hotel Jayakarta Bandung is expected to further improve services to the guests since they arrived until the moment they leave the hotel, so as to create a good impression on the service provided by the hotel.