ABSTRAK

PERANAN *PUBLIC RELATIONS* HOTEL JAYAKARTA BANDUNG
DALAM MENJAGA LOYALITAS PELANGGANNYA
MELALUI KEGIATAN "BERMAIN ANAK"

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Penelitian ini bertujuan untuk mengetahui Peranan *Public Relations* Hotel Jayakarta Bandung dalam menjaga loyalitas pelanggannya melalui kegiatan "Bermain Anak" dengan menggunakan indikator kegiatan, pesan dan media.

Penelitian ini menggunakan pendekatan penelitian kualitatif dengan metode deskriptif. Teknik pengumpulan data yang dilakukan oleh peneliti adalah dengan observasi, wawancara, studi pustaka, dan *Internet searching*. Teknik penelitian ini menggunakan teknik *purposive sampling.* Subjek penelitian dalam penelitian ini berjumlah 9 orang. Informan dalam penelitian ini adalah *Public Relations* Manager Adventa Pramusanti.

. Hasil penelitian ini menunjukan bahwa kegiatan yang diadakan oleh s *Public Relations* Hotel jayakarta Bandung berupa kegiatan rutin seperti sarana kolam renang dan kegiatan insidentil seperti belajar melukis, media yang digunakan berupa media elektronik seperti radio dan media cetak seperti brosur dan ada pesan yang disampaikan berupa isi pesan informative, persuasive, dan bentuk pesan verbal, non verbal.

Kesimpulan dari penelitian ini bahwa *Public Relations* Hotel Jayakarta mampu menjaga loyalitas pelanggannya melalui kegiatan bermain anak dengan melakukan kegiatan yang disebarkan melalui media dan ada pesan yang disampaikan dengan tujuan dapat menciptakan kepuasan konsumen sehingga terbentuk loyalitas pelanggan. Peranan *Public Relations* Hotel Jayakarta mampu mencapai tujuan dan sasaran yang dapat meningkatkan kualitas perusahaan

Dari kesimpulan di atas peneliiti menyarankan meningkatkan informasi kegiatan hiburan yang lebih luas lagi seperti membuat blog mengenai kegiatan Hotel Jayakarta

Kata Kunci : Peranan, Pelanggan, Loyalitas, kegiatan, Media dan Pesan.

ABSTRACT

Role Of Public Relations At Hotel Jayakarta Bandung In Maintaining Consumers Loyalty Through Child's Play Activities

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This research under the guidance of :

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The purpose of this research was to examine the Role of Public Relations at Hotel Jayakarta Bandung *in maintaining consumers loyalty through "Child's Play Activities" by using activity, message, and media as indicators.*
This type of research was qualitative and descriptive suvey method used. The Researcher Collected data by using an interview, literature, study, and internet searching. The research use purposive sampling method. The subject of this research included 9 peoples, and the informan was a Public Relations Manager Adventa Pramusanti.

The result of this research indicated that the "Child's Play Activities" which held by Public Relations at Hotel Jayakarta Bandung *Included routine activities such as swimming and insidential activities such as pintaining. The media which was being used included electronic media such as radiao and printed media such as brochures and messages which was informative, persuasive, in verbal and non verbal messages.*

The conclusion showed that Public Relations at Hotel Jayakarta *was able to maintain consumers loyalty through "child's play activities" which published using a media and messages in order to create consumers satisfaction, so that the consumers loyalty could be established. Role of Public Relations at* Hotel Jayakarta *could reach a goal to increasing the quality of company.*

According to the conclusion above, researcher suggest to increase the information about the various entertainment activity such as making a blig which contains Jayakarta *Hotel activity.*

Keywords : Role, Consumers, Loyalty, Activities, Media and Messages.