



ABSTRAK

STRATEGI PUBLIC RELATIONS THE JAYAKARTA HOTEL YOGYAKARTA DALAM MENINGKATKAN CITRA MELALUI MEDIA SOCIAL INSTAGRAM @JAYAKARTAYOGYA (PUBLIC RELATION STRATEGY OF HOTEL JAYAKARTA YOGYAKARTA IN IMPROVING ITS IMAGE THROUGH SOCIAL MEDIA INSTAGRAM @JAYAKARTAYOGYA)

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Penelitian ini membahas Strategi Public Relations Hotel Jayakarta Yogyakarta dalam meningkatkan citra melalui media social Instagram @jayakartayogya. Tujuan penelitian ini adalah untuk membahas penggunaan Instagram oleh @jayakartayogya dan mengevaluasi keberhasilannya dalam membangun citra perusahaan di internet. Sebanyak 66 postingan Instagram hotel yang diambil dari tahun 2020-2023 dianalisis melalui analisis konten kualitatif dan wawancara semi-terstruktur dengan Public Relations hotel. Postingan tentang hotel di instagram @jayakartayogya dalah untuk menciptakan brand awareness, berkomunikasi dengan tamu, dan memamerkan hotel melalui gambar ataupun video. Menurut penelitian ini, akun Instagram untuk sebuah hotel memiliki dampak yang signifikan terhadap citra hotel di sosial media, dan akun instagram dengan jumlah pengikut, suka, dan komentar terbanyak memiliki korelasi positif. Penelitian ini menambah pengetahuan tentang penggunaan dan dampak media sosial di bidang Public Relations bidang perhotelan. Penelitian ini juga memberikan pengetahuan cara membuat kampanye dengan beberapa tahapan tentang apa yang harus dilakukan oleh Public Relations Hotel Jayakarta Yogyakarta dalam meningkatkan citra perusahaan, dengan adanya kampanye di media sosial instagram @jayakartayogya yang sukses dan akan membuat citra dan reputasi Hotel Jayakarta Yogyakarta tampak semakin menarik.

Kata Kunci: Public Relations, Hotel Jayakarta Yogyakarta, Instagram, Social Media

ABSTRACT

THE JAYAKARTA HOTEL YOGYAKARTA PUBLIC RELATIONS STRATEGY IN IMPROVING THE IMAGE THROUGH SOCIAL MEDIA INSTAGRAM @JAYAKARTAYOGYA (PUBLIC RELATION STRATEGY OF HOTEL JAYAKARTA YOGYAKARTA IN IMPROVING ITS IMAGE THROUGH SOCIAL MEDIA INSTAGRAM @JAYAKARTAYOGYA)

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This study discusses the public relations strategy of Hotel Jayakarta Yogyakarta in improving its image through social media, such as Instagram @jayakartayogya. This study aims to discuss the use of Instagram by @jayakartayogya and evaluate its success in building a corporate image on the internet. The hotel's total of 66 Instagram posts taken from 2020-2023 were analyzed through qualitative content analysis and semi-structured interviews with the hotel's Public Relations. Posts about the hotel on Instagram @jayakartayogya are to create brand awareness, communicate with guests, and showcase the hotel through images or videos. According to this study, an Instagram account for a hotel significantly impacts the hotel's image on social media, and Instagram accounts with the most followers, likes, and comments have a positive correlation. This study adds to knowledge about the use and impact of social media in the hospitality sector's Public Relations field. This study also provides knowledge on how to create a campaign with several stages about what Public Relations of Hotel Jayakarta Yogyakarta should do to improve the company's image, with a successful campaign on social media Instagram @jayakartayogya which will make the image and reputation of Hotel Jayakarta Yogyakarta look even more attractive.

Keywords: *Public Relations, Hotel Jayakarta Yogyakarta, Instagram, Social Media*