



ABSTRAK

STRATEGI KOMUNIKASI HUMAS ROYAL MALIOBORO HOTEL BY ASTON DALAM MENINGKATKAN EKSISTENSI PERUSAHAAN MELALUI INSTAGRAM @ROYALMALIOBORO

Agam Setiawan
5201711355

Penelitian ini mengkaji strategi komunikasi humas Royal Malioboro Hotel by Aston melalui Instagram @royalmalioboro dalam konteks industri perhotelan di Yogyakarta yang sangat kompetitif. Pentingnya penerapan strategi komunikasi digital yang efektif untuk membangun dan mempertahankan eksistensi hotel di era media sosial menjadi fokus utama, terutama mengingat peran krusial Instagram dalam industri perhotelan modern. Tujuan penelitian adalah menganalisis secara mendalam strategi komunikasi Humas Royal Malioboro Hotel by Aston di Instagram, termasuk penggunaan berbagai fitur platform dan pendekatan konten. Menggunakan metode penelitian kualitatif dengan pendekatan deskriptif, penelitian ini menerapkan metode analisis 7C dari Cultip Center dan Broom (2006), dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Hasil penelitian mengungkapkan bahwa Royal Malioboro Hotel menerapkan strategi komunikasi yang terstruktur dan efektif, meliputi: Kredibilitas (membangun kepercayaan melalui konsistensi publikasi dan transparansi komunikasi), Konteks (menyelaraskan konten dengan budaya lokal dan tren industri), Isi konten (menyajikan konten berkualitas dan relevan, termasuk kolaborasi dengan influencer), Kejelasan (menggunakan bahasa sederhana dan elemen visual efektif untuk kejelasan pesan), Kontinuitas dan Konsistensi (mempertahankan pesan utama sambil beradaptasi dengan berbagai segmen audiens), Saluran (mengoptimalkan berbagai fitur Instagram dan strategi hashtag), dan Kapabilitas Audiance (menyesuaikan penyajian konten dengan kemampuan pemahaman audiens).

Kata Kunci: Strategi Komunikasi, Humas Hotel, Media Sosial, Instagram

ABSTRACT

PUBLIC RELATIONS COMMUNICATION STRATEGY OF ROYAL MALIOBORO HOTEL BY ASTON IN IMPROVING COMPANY EXISTENCE THROUGH INSTAGRAM @ROYALMALIOBORO

Agam Setiawan
5201711355

This research examines the public relations communication strategy of Royal Malioboro Hotel by Aston through Instagram @royalmalioboro in the context of Yogyakarta's highly competitive hospitality industry. The main focus is the importance of implementing an effective digital communication strategy to build and maintain the hotel's existence in the social media era, especially considering the crucial role of Instagram in the modern hospitality industry. The research aims to deeply analyze the Royal Malioboro Hotel through Aston's PR communication strategy on Instagram, including various platform features and content approaches. Using a qualitative research method with a descriptive approach, this research applies the 7C analysis method from Cultip Center and Broom (2006), with data collection techniques through in-depth interviews, observation, and documentation. The results revealed that Royal Malioboro Hotel implemented a structured and effective communication strategy, including Credibility (building trust through publication consistency and communication transparency), Context (aligning content with local culture and industry trends), content (presenting quality and relevant content, including collaborations with influencers), Clarity (using simple language and effective visual elements for message clarity), Continuity and Consistency (maintaining key messages while adapting to various audience segments), Channels (optimizing various Instagram features and hashtag strategies), and Audience Capability (adjusting content presentation to the audience's ability to understand).

Keywords: *Communication Strategy, Hotel Public Relations, Social Media, Instagram*