



ABSTRAK

STRATEGI KOMUNIKASI PUBLIC RELATIONS HOTEL NEO MALIOBORO DALAM MENINGKATKAN PELAYANAN KEPADA TAMU MELALUI MEDIA SOSIAL INSTAGRAM @NEOMALIOBORO

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Penelitian ini berjudul Strategi Komunikasi *Public Relations* Hotel NEO Malioboro dalam Meningkatkan Pelayanan kepada Tamu Melalui Media Sosial *Instagram* @neomalioboro. Tujuannya adalah untuk menganalisis strategi komunikasi *public relations* yang diterapkan Hotel NEO Malioboro dalam meningkatkan kualitas pelayanan melalui platform media sosial *Instagram*. Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan paradigma post-positivisme, di mana data diperoleh melalui wawancara, observasi, dan dokumentasi, serta dianalisis menggunakan Model PII (*Preparation, Implementation, Impact*) oleh Cutlip, Center, dan Broom. Hasil penelitian menunjukkan bahwa Hotel NEO Malioboro memanfaatkan *Instagram* secara strategis melalui konten informatif dan visual yang menarik. Tahap persiapan mencakup perencanaan berbasis identifikasi masalah dan preferensi pelanggan. Pada tahap pelaksanaan, media sosial dimaksimalkan untuk menyampaikan informasi secara interaktif, termasuk program unggulan seperti *mingle breakfast* untuk menciptakan hubungan langsung dengan tamu. Tahap evaluasi menunjukkan dampak positif dalam membangun citra hotel, meningkatkan loyalitas pelanggan, dan memperkuat kepercayaan publik terhadap layanan yang diberikan. Penelitian ini berkontribusi secara teoritis pada pengembangan strategi komunikasi *public relations* di sektor perhotelan, khususnya dalam pemanfaatan media sosial. Secara praktis, penelitian ini memberikan rekomendasi kepada pelaku industri perhotelan mengenai pentingnya penggunaan platform digital untuk meningkatkan kualitas pelayanan dan pengalaman pelanggan.

Kata Kunci: Strategi Komunikasi, Public Relations, Media Sosial, Instagram, PII Model

ABSTRACT

PUBLIC RELATIONS COMMUNICATION STRATEGIES OF HOTEL NEO MALIOBORO IN ENHANCING GUEST SERVICES THROUGH THE SOCIAL MEDIA INSTAGRAM @NEOMALIOBORO

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This research is titled "Public Relations Communication Strategies of Hotel NEO Malioboro in Enhancing Guest Services through the Social Media Instagram @neomalioboro." The objective is to analyze the public relations communication strategies implemented by Hotel NEO Malioboro to improve service quality through the Instagram platform. This research employs a descriptive qualitative method with a post-positivist paradigm, where data is collected through interviews, observations, and documentation, and analyzed using the PII Model (Preparation, Implementation, Impact) by Cutlip, Center, and Broom. The findings indicate that Hotel NEO Malioboro strategically utilizes Instagram through informative and visually appealing content. The preparation phase includes planning based on problem identification and customer preferences. During the implementation phase, social media is maximized to convey information interactively, including flagship programs such as mingle breakfast to create direct relationships with guests. The evaluation phase demonstrates a positive impact in building the hotel's image, enhancing customer loyalty, and strengthening public trust in the services provided. This research contributes theoretically to the development of public relations communication strategies in the hospitality sector, particularly in the utilization of social media. Practically, this research offers recommendations to industry practitioners on the importance of using digital platforms to improve service quality and customer experience.

Keywords: *Communication Strategy, Public Relations, Social Media, Instagram, PII Model*