



ABSTRAK

STRATEGI *MARKETING PUBLIC RELATIONS* GRAND ALTUZ HOTEL YOGYAKARTA DALAM MENINGKATKAN OKUPANSI HOTEL

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Marketing Public Relations (MPR) merupakan pendekatan strategis yang menggabungkan fungsi pemasaran dan hubungan masyarakat untuk membangun citra, menciptakan ketertarikan publik, serta mendukung tujuan komersial suatu organisasi. Dalam konteks industri perhotelan yang sangat kompetitif, penerapan strategi MPR menjadi penting bagi hotel baru seperti Grand Altuz Hotel Yogyakarta untuk memperkuat kehadiran merek di tengah publik dan meningkatkan okupansi. Penelitian ini bertujuan untuk menganalisis strategi *Marketing Public Relations* yang dijalankan oleh Divisi Sales & Marketing Grand Altuz Hotel dalam rangka meningkatkan okupansi. Penelitian menggunakan metode kualitatif deskriptif dengan teknik wawancara mendalam dan dokumentasi sebagai alat pengumpulan data. Model analisis yang digunakan adalah *Three Ways Strategy* oleh Thomas L. Harris, yang mencakup strategi *Pull*, *Push*, dan *Pass*. Hasil penelitian menunjukkan bahwa ketiga strategi tersebut dijalankan secara terpadu: strategi *Pull* melalui media sosial dan promosi visual, *Push* melalui kerja sama dengan pihak ketiga seperti OTA (*Online Travel Agency*), kegiatan *sales trip* dan *sales call*, serta *Pass* melalui kegiatan sosial dan CSR dan kolaborasi dengan mitra bisnis. Seluruh strategi tersebut berkontribusi dalam membangun relasi publik dan mendukung peningkatan okupansi hotel secara berkelanjutan.

Kata Kunci: Marketing Public Relations, Three Ways Strategy, Strategi Komunikasi, Okupansi Hotel

ABSTRACT

GRAND ALTUZ HOTEL YOGYAKARTA'S PUBLIC RELATIONS MARKETING STRATEGY TO INCREASE HOTEL OCCUPATION

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Marketing Public Relations (MPR) is a strategic approach that combines marketing functions with public relations to build brand image, generate public interest, and support the commercial goals of an organization. In the highly competitive hospitality industry, implementing MPR strategies is crucial for new hotels like Grand Altuz Hotel Yogyakarta to strengthen brand presence and increase occupancy. This study aims to analyze the Marketing Public Relations strategies carried out by the Sales & Marketing Division of Grand Altuz Hotel in an effort to improve hotel occupancy. The research uses a descriptive qualitative method with in-depth interviews and documentation as data collection techniques. The analytical model used is the Three Ways Strategy by Thomas L. Harris, which includes Pull, Push, and Pass strategies. The results show that all three strategies are implemented in an integrated manner: Pull Strategy is reflected through digital media and visual promotions; Push Strategy is realized through partnerships with third parties such as Online Travel Agencies (OTAs), as well as through sales trips and sales calls; and Pass Strategy is implemented through social and CSR activities and collaborations with business partners. These strategies collectively contribute to building strong public relations and supporting the sustainable growth of hotel occupancy.

Keywords: *Marketing Public Relations, Three Ways Strategy, Communication Strategy, Hotel Occupancy*