



ABSTRAK

STRATEGI MARKETING PUBLIC RELATIONS HOTEL ARTOTEL YOGYAKARTA DALAM MENARIK MINAT PENGUNJUNG

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Penelitian ini bertujuan menganalisis penerapan strategi Marketing Public Relations (MPR) di Artotel Yogyakarta melalui tiga pendekatan utama, yaitu pull strategy, push strategy, dan pass strategy, dalam menarik minat pengunjung serta membangun loyalitas pelanggan. Penelitian menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Informan penelitian berasal dari pihak manajemen Artotel Yogyakarta yang terlibat langsung dalam perencanaan dan pelaksanaan strategi komunikasi pemasaran. Analisis difokuskan pada bentuk implementasi strategi MPR serta dampaknya terhadap persepsi publik dan perilaku konsumen. Hasil penelitian menunjukkan bahwa *pull strategy* dijalankan melalui penyelenggaraan event kreatif, penciptaan konten visual, dan *storytelling* berbasis seni serta nilai lokal yang dipublikasikan secara konsisten melalui media sosial, khususnya Instagram. Strategi ini efektif membangun awareness, *top-of-mind positioning*, dan mendorong ketertarikan awal konsumen. *Push strategy* diimplementasikan melalui aktivitas trade show, kunjungan B2B, layanan pelanggan yang personal, pemanfaatan aplikasi loyalitas Artotel Wanderlust, serta penanganan keluhan yang responsif dan empatik. Strategi ini terbukti paling berdampak langsung terhadap peningkatan pemesanan, okupansi grup, dan loyalitas tamu. Sementara itu, *pass strategy* diwujudkan melalui pemberdayaan internal karyawan, komunikasi internal yang kuat, serta internalisasi kampanye “*Like a Local*” dan konsep *friendship hospitality* yang menjadikan karyawan sebagai brand ambassador dalam menciptakan pengalaman menginap yang autentik dan berkesan. Penelitian ini menyimpulkan bahwa keberhasilan MPR Artotel Yogyakarta terletak pada integrasi ketiga strategi tersebut secara sinergis. *Pull strategy* berperan membangun citra dan minat, *push strategy* menjadi penggerak utama konversi dan loyalitas, sedangkan *pass strategy* menjaga konsistensi pengalaman dan reputasi merek jangka panjang.

Kata Kunci: loyalitas pelanggan, marketing public relations, pull strategy, push strategy, pass strategy, Artotel Yogyakarta

ABSTRACT

ARTOTEL YOGYAKARTA HOTEL'S PUBLIC RELATIONS MARKETING STRATEGY TO INCREASE VISITORS

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This study aims to analyze the implementation of Marketing Public Relations (MPR) strategies at Artotel Yogyakarta through three main approaches, namely pull strategy, push strategy, and pass strategy, in increasing visitor numbers and building customer loyalty. The research employs a descriptive qualitative method, with data collected through in-depth interviews, observation, and documentation. The research informants consist of Artotel Yogyakarta's management team who are directly involved in the planning and execution of marketing communication strategies. The analysis focuses on the forms of MPR strategy implementation and their impact on public perception and consumer behavior. The results show that the pull strategy is implemented through the organization of creative events, the production of visual content, and storytelling based on art and local values, which are consistently disseminated through social media, particularly Instagram. This strategy is effective in building awareness, strengthening top-of-mind positioning, and stimulating initial consumer interest. The push strategy is carried out through trade show activities, B2B visits, personalized customer service, the utilization of the Artotel Wanderlust loyalty application, and responsive and empathetic complaint handling. This strategy has the most direct impact on increasing bookings, group occupancy, and guest loyalty. Meanwhile, the pass strategy is realized through internal employee empowerment, strong internal communication, and the internalization of the Like a Local campaign and the friendship hospitality concept, which position employees as brand ambassadors in creating authentic and memorable guest experiences. This study concludes that the success of MPR at Artotel Yogyakarta lies in the synergistic integration of the three strategies. The pull strategy plays a role in building image and interest, the push strategy acts as the main driver of conversion and loyalty, while the pass strategy ensures consistency of experience and long-term brand reputation.

Keywords: *customer loyalty, marketing public relations, pull strategy, push strategy, pass strategy, Artotel Yogyakarta*