

ABSTRAK

Semakin banyaknya hotel berbintang empat di Yogyakarta yang menawarkan fasilitas mewah dan suasana yang baru, menjadi faktor bagi Grand Inna Malioboro untuk selalu mempertahankan *corporate image* perusahaan sebagai hotel *heritage and convention* yang telah berdiri cukup lama. Penelitian ini bertujuan untuk mengetahui aktivitas *public relations* Grand Inna Malioboro dalam mempertahankan *corporate image* dan mengetahui peran *public relations* Grand Inna Malioboro. Metode yang digunakan adalah penelitian kualitatif dengan pendekatan deskriptif, mengumpulkan data lewat hasil wawancara, observasi, dan studi pustaka. Peneliti menemukan hasil penelitian bahwa aktivitas *public relations* Grand Inna Malioboro dalam mempertahankan *corporate image* terbagi dalam dua aktivitas yaitu aktivitas internal dan aktivitas eksternal. Peran *public relations* Grand Inna Malioboro dalam pelaksanaannya terbagi menjadi dua yakni peran teknisi komunikasi dan peran manajer komunikasi. Berdasarkan teori *image building* yang dikemukakan oleh Wayne De Lozier, aktivitas *public relations* Grand Inna Malioboro dalam mempertahankan citra perusahaan sesuai dengan yang dimaksud dalam teori *image building*. Dalam setiap program-program dan aktivitasnya *public relations* selalu menyelipkan unsur-unsur budaya Jawa dan unsur *heritage* yang menjadi *corporate image* yang hendak dipertahankan.

Kata kunci: Aktivitas *public relations*, Hotel, *Corporate Image*

ABSTRACT

The increasing number of four stars hotel in Yogyakarta that provides a luxurious facility and new atmosphere, becoming a factor for Grand Inna Malioboro to always maintain the corporate image as the heritage and convention hotel that already exist for long. This research aims to know the activity of public relations Grand Inna Malioboro in maintaining corporate image and know the role of public relations Grand Inna Malioboro. The method used was qualitative research with a descriptive approach, collecting data through interviews, observation, and study of the literature. Researchers found that the results of the research activities of public relations Grand Inna Malioboro in maintaining corporate image is divided in two activities, namely activities internal and external activity. The role of public relations Grand Inna Malioboro in practice divided into two i.e. communication technician role and the role of Communications Manager. Based on image building theories advanced by Wayne De Lozier, activity public relations Grand Inna Malioboro in maintaining the image of the company in accordance with the definition in the theory of image building. In each of the programs and activities public relations always slip a Javanese cultural elements and elements of heritage which became the corporate image that would be maintained.

Keywords: Public relations Activities, Hotels, Corporate Image