

ABSTRAK

Sambi Resort sebagai hotel yang berada di bawah kaki Gunung Merapi memiliki persamaan konsep dengan hotel yang berada di lokasi yang sama, hal ini menyebabkan banyak pilihan bagi konsumen sehingga mereka tidak fokus untuk memilih satu hotel saja. Untuk mengatasi masalah ini, Sambi Resort harus memiliki strategi untuk menjadi pilihan konsumen dengan cara mempertahankan suasana alami pedesaan di dalam hotel. Penelitian ini bertujuan untuk mengetahui bagaimana strategi *public relations* Sambi Resort dalam mempertahankan *brand image* sebagai resort berbasis konsep alami pedesaan. Menurut teori *image building* citra akan terbentuk dari persepsidan menjadi citra dengan melalui proses rangsangan- *attention filter- perceived message-* persepsi- citra. Penelitian ini menggunakan metode kualitatif dengan jenis penelitian deskriptif. Hasil penelitian yang didapatkan Sambi Resort menyusun strategi dengan beberapa cara dimulai dari strategi analisis, strategi pendekatan operasional, strategi pelaksanaan dan yang terakhir strategi monitoring. Strategi ini disusun untuk menunjang kegiatan demi mempertahankan *brand image* Sambi Resort sebagai resort berbasis konsep alami pedesaan.

Kata kunci: strategi, *public relations*, *brand image*.

ABSTRACT

Sambi Resort is a hotel located at Mount Merapi's foot that has same concept with other hotels that located at Mount Merapi's foot. This condition gives consumer with many choices of hotels so they could not decide which hotels that they should pick. To overcome this problem, Sambi Resort must have a strategy in order to become customer's first choice. Sambi Resort does this by having hotel with village and nature as their main theme. This research's purpose was to know Sambi Resort's Public Relations strategy in order to keep their brand image as hotel with nature and village as its theme. According to image building theory, image would be created from perception and would slowly build as image from stimulus that consist of attention filter, perceived message, perception, and then image. This research uses descriptive qualitative method. Result of this research is that Sambi Resort plans their strategy by doing analysis strategy, operational approach strategy, implementation strategy, and lastly monitoring strategy. Those strategies were done in order to keep their brand image as a village and nature themed resort.

Keywords: *Strategy, Public Relations, Brand Image*