

ABSTRAK

Daerah Istimewa Yogyakarta merupakan salah satu provinsi tujuan utama pariwisata di Indonesia. Royal Ambarrukmo Yogyakarta mengombinasikan praktik *public relations* dengan Filosofi Jawa untuk menghadapi persaingan antar hotel serta sarana melestarikan budaya dan memperkenalkan kepada masyarakat. Dalam penelitian ini peneliti menggunakan metode penelitian kualitatif dan tipe penelitian deskriptif. Dalam mengumpulkan data, peneliti melakukan *in-depth-interview* dengan beberapa informan. Berdasarkan hasil penelitian Royal Ambarrukmo Yogyakarta telah menjalankan Filosofi Jawa dalam keempat praktik *public relations* mulai dari teknisi komunikasi, *expert prescriber*, fasilitator komunikasi, dan pemecah masalah masing masing memiliki landasan filosofi Jawa yaitu “*Ambarrukmo*”, “*Memayu Hayuning Bawono*”, “*Unggah-Ungguh*”, dan “*Pintere Kanthi Sinau, Bisane Mergo Takon, Trampile sebab Kulino*”. Untuk prinsip Teori *Excellence* telah dijalankan dengan baik tetapi aktivitas *public relations* belum memenuhi kesepuluh premis atau prinsip dari Teori *Excellence*. Tetapi hal tersebut dapat diatasi karena *Marketing Communication Manager* Royal Ambarrukmo Yogyakarta memiliki wewenang (otonomi) untuk mengatur praktik *public relations* serta merawat hubungan internal dan eksternal organisasi.

Kata Kunci : Praktik *Public Relations*, Filosofi Jawa, Royal Ambarrukmo, Teori Excellence

ABSTRACT

Yogyakarta Special Region is one of the main tourism destination provinces in Indonesia. Royal Ambarrukmo Yogyakarta combines practices public relations with Javanese philosophy to face competition between hotels as well as a means of preserving culture and introducing it to the public. In this study, researchers used qualitative research methods and descriptive research type. In collecting data, researchers conducted in-depth interviews with several informants. Based on the results of research Royal Ambarrukmo Yogyakarta has implemented Javanese Philosophy in four practices public relations ranging from communication technicians, prescriber experts, communication facilitators, and problem solvers, each of which has a Javanese philosophical foundation, namely "Ambarrukmo", "Memayu Hayuning Bawono", "Unggah-Ungguh ", And" Pintere Kanthi Sinau, Bisane Mergo Takon, Trampile because Kulino ". For the principles of Theory Excellence have been implemented well, but activities public relations do not fulfill the ten premises or principles of the Excellence Theory. But this can be overcome because the Marketing Communication Manager of Royal Ambarrukmo Yogyakarta has the authority (autonomy) to regulate practices public relations and maintain internal and external relations of the organization.

Keywords: Practices Public Relations, Javanese Philosophy, Royal Ambarrukmo, Excellence Theory