

ABSTRAK

Pesatnya perkembangan industri perhotelan di kota Yogyakarta menciptakan persaingan yang semakin ketat, menuntut setiap hotel untuk secara aktif membangun dan mempertahankan citra positif di mata publik guna menarik minat dan loyalitas pelanggan. Penelitian ini bertujuan untuk menganalisis strategi komunikasi yang diterapkan oleh Hotel Patra Malioboro Yogyakarta dalam membangun citra yang positif di tengah persaingan industri perhotelan yang ketat. Penelitian menggunakan konsep strategi komunikasi Cutlip, Center *and* Broom pada tahapan perencanaan komunikasi dan didukung *Theory of Planning* oleh Charles Berger. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus, di mana data dikumpulkan melalui wawancara mendalam dengan pihak manajemen hotel, observasi langsung, serta dokumentasi dan analisis ulasan dari tamu dan masyarakat sekitar. Dari hasil penelitian yang dilakukan, diperoleh bahwa strategi komunikasi Hotel Patra Malioboro Yogyakarta dalam membangun citra positif dalam aktivitasnya melalui beberapa tahapan di antaranya pencarian data atau fakta mengenai apa yang menjadi masalah di tamu dan masyarakat (*defining the problem*), merencanakan program komunikasi yang tepat sasaran (*planning and programming*), melakukan komunikasi dalam pelaksanaan program (*taking action and communicating*), serta melakukan evaluasi secara internal dan eksternal (*evaluating the program*). Strategi komunikasi yang dilakukan mencakup strategi komunikasi multi-saluran dengan menyesuaikan target. Dengan demikian setiap tahapan yang dilakukan dalam penelitian ini membangun citra positif perusahaan melalui komunikasi yang terencana dan terstruktur.

Kata Kunci: Komunikasi, Strategi, Hotel, Citra, Yogyakarta

ABSTRACT

The rapid development of the hospitality industry in this region has created increasingly fierce competition, requiring every hotel to actively build and maintain a positive image in the eyes of the public in order to attract customer interest and loyalty. This study aims to analyze the communication strategies implemented by Hotel Patra Malioboro Yogyakarta in building a positive image amid fierce competition in the hospitality industry. The research uses the communication strategy concept of Cutlip, Center, and Broom in the communication planning stage and is supported by Charles Berger's Theory of Planning. The research method used is qualitative with a case study approach, where data is collected through in-depth interviews with hotel management, direct observation, as well as documentation and analysis of reviews from guests and the surrounding community. From the results of the research conducted, it was found that the communication strategy of Hotel Patra Malioboro Yogyakarta in building a positive image in its activities involves several stages, including data or fact gathering regarding issues faced by guests and the community (defining the problem), planning targeted communication programs (planning and programming), implementing communication during program execution (taking action and communicating), and conducting internal and external evaluations (evaluating the program). The communication strategy implemented includes a multi-channel communication strategy tailored to the target audience. Thus, each stage conducted in this study builds a positive corporate image through planned and structured communication.

Keywords: Communication, Strategy, Hotel, Image, Yogyakarta