

## **ABSTRACT**

*The most preferred hotels in Yogyakarta is a 3 star hotel, one of which Quin Colombo Hotel. It lies in the ring 3 and competition with similar hotels that are in the ring closer to downtown Colombo demanding management Quin able competing to reach the target consumer and income. This research is a descriptive qualitative data collection through interviews, observation, and documentation. The results showed that 1) the implementation of marketing public relations in Quin Colombo Hotel Yogyakarta with operational strategy, cooperation and social responsibility approach to public relations, 2) public relations marketing program includes planning, namely research and marketing planning; market analysis; planning and product development; set a target; marketing strategy; set prices; set pricing strategy; formulate the concept of service; implement positioning strategy and implement promotion and public relations; include the implementation of marketing, publicity and cooperation programs; and evaluation to see the achievement of the desired target, and 3) supporting factors that available funds, diversified information media, and a team that can work in public relations, marketing programs and inhibiting factors that maximal use of mass communication media such as newspapers and television as well as the increasing number of established hotel in Yogyakarta which has developed a hotel management with a higher standard of service.*

**Keywords:** *public relations, hotel, Quin Colombo*