

ABSTRACT

Ros-In Hotel is one of hospitality company in Yogyakarta. For increasing the quality of services, this hotel upgraded the standard of quality to be four star hotel. A tight competition between all of hotels in Yogyakarta motivate Ros-In Hotel in order to keep their customers, and even they expect could having good relations with costumer. So we can conclude the formulation of problem about how the Ros-In Hotel's marketing public relations can attract customer's interest after their transformation of being four star hotel. Whereas the purpose of this research is to getting know the application of Ros-In MPR in case of attract customers interest after their revolution of being four star hotel. This research is descriptive qualitative. Data and information that have been collected include primary and secondary data that collected on April until May 2012. According to this research, 4 MPR strategy have been identified that used by Ros-In in order to promote their product. They are situation analysis, making planning and program, act and comunicate and evaluate the program. The implementation of Ros-In strategy applied in a short time. It's for promote and educate the people after their transformation. But the strategy implementation have some weakness, they are less of coordination, uncertainty plan or unorganized planning with other departments. Therefore it is important to have a technical meeting before implement one of the program. As a new four star hotel, the implementation of direct or indirect to the potential customer still less. There are a lot of activity to maintain loyal customers. It's causes revenue from guest who uses room facility lower than MICE market target. Some of that obstacles causes lack of customer's comprehension and knowledge about Ros-In Yogyakarta.

Keyword: hotel, marketing public relations, costumer.