

## **ABSTRACT**

Yogyakarta as one of the favorite holidays object in Indonesia, has potential for the hospitality industry. It is affected by changes in the representation of the city's transit Gudeg become a tourist destination and a symbiotic mutualism with hotel services therein. One highly recommended hotel in Yogyakarta is a Yogyakarta Hotel Royal Ambarrukmo. This hotel is not a new hotel but a rebranding of Ambarrukmo Palace Hotel which became the first hotel, the grandest, internationally recognized, and inaugurated by President Sukarno in 1960.. In 2004, Ambarrukmo Palace Hotel was closed and left with the same state of disrepair due to all contracts signed by PT. HIN that has entered more than 30 years of age. Rebranding by Royal Ambarrukmo Yogyakarta Hotel has reason and motivation to restructure, make a new beginning with a new management and owner. The research was conducted at the Royal Ambarrukmo Yogyakarta Hotel. The type of research used qualitative descriptive. Techniques of data collection through interviews, observation and literature. The results of the study is indicated that the rebranding is entirely based on the reason and motivation for the new leadership, to accompany early leadership, these investors and owner Royal Ambarrukmo Yogyakarta Hotel Son Mataran Indah PT and PT Sampoerna Tbk Wsata wanted a sign or symbol itself in the company lead. There are several steps in the execution of public relations rebranding done Ambarrukmo Yogyakarta Royal Hotel include identifying the audience, establishing communication design, effective messaging, promotional budgeting, gather feedback, create a public relations program press relations as well as corporate communications, programs and experiences. Implementation of the public relations strategy and application of marketing communications programs that effectively it has successfully completed the various problems faced by the Royal Ambarrukmo Yogyakarta Hotel. Evidenced by the level of occupancy or hotel occupancy rate reached 100% or full-on soft opening was held on October 27, 2011. Thus, public awareness is increasing and the hotel began impressed elimination old image of ancient and haunted hotel.