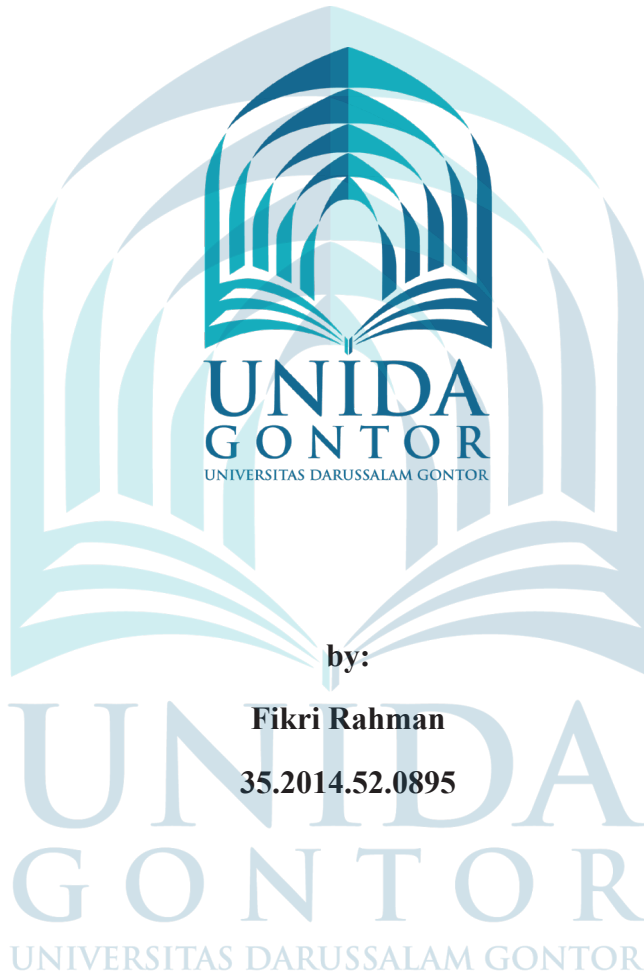


**MEDIA RELATIONS ACTIVITIES OF SYARIAH HOTEL SOLO
IN IMPROVING CORPORATE IMAGE**



**COMMUNICATION SCIENCE
FACULTY OF HUMANITIES
UNIVERSITY OF DARUSSALAM GONTOR
PONOROGO
2018**



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MEDIA RELATIONS ACTIVITIES OF SYARIAH HOTEL SOLO IN IMPROVING CORPORATE IMAGE

A THESIS

Presented to
University of Darussalam Gontor
In Partial Fulfilment of Requirement
For the Degree of Licentiate (S1)
In Faculty of Humanities

By
Fikri Rahman
35.2014.52.0895

Supervisor
Mohammad Luthfi, M.I.Kom
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**COMMUNICATION SCIENCE
FACULTY OF HUMANITIES
UNIVERSITY OF DARUSSALAM GONTOR
PONOROGO-INDONESIA**

2018



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With honour,
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Hopefully, the thesis would be useful for religion, nation and the development of educational institution.

Wassalamualaikum Wr. Wb.

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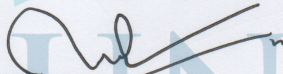
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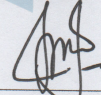
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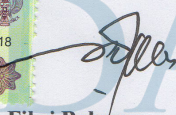
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Declare that this thesis is the result of my own research, except where otherwise stated. I also declare that this has not been previously and concurrently submitted as a whole for any other degrees in University of Darussalam Gontor. When, otherwise found that this thesis is plagiarism, I am ready to accept any punishment according to academic regulations of university.

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ABSTRACT

Media relations is the attempt to achieve a maximum publication or broadcasting in order to create people awareness to the company. The success of public relations to build image can be obtained from the harmonious relations with the media relations. The same challenges are also faced by PR of hotels in Solo, one of tourist destinations in Central Java. The growing numbers of hotel encourages higher level of competition in hospitality industry, Syariah Hotel Solo presents a new brand identity which is easily recognized by its preferences to use the ornamental pattern which is rooted in Islamic tradition so but was able to compete in news coverage in the media. Public relations of Syariah Hotel Solo also organize media relations activities. This research aims to know media relations activities and the challenges conducted by Syariah Hotel Solo in order to improve the company's image. The method used is descriptive qualitative techniques of data collection through interviews, observation and documentation. From the results of research show that media relations activities performed by Syariah Hotel Solo in order to improve corporate image are: Press Conference, Press Briefing, Press Tour, Press Release, Press Luncheon, Press Interview, Media Visit, Greeting Media Partner's Anniversary. All the activities are organized regularly and has been deemed efficient. Some of the activities implemented formally when it is attended by the General Manager and informal when it is only attended by public relations. All the activities aims to build personal relationships with journalists. Constraints in the conducting Press conference, Press Briefing, Press Tour and Press Luncheon activities at Syariah Hotel Solo are in determination of dates to adjust internal hotel activities with media's schedule. Public relations tries to overcome it by doing intense communication in whatsapp group with media. As for the press release, usually the obstacle is competition with another hotel's news. The competitor has higher access in media, which gives them higher priority in publications of news than public relations of Syariah Hotel Solo

Keyword: Media Relations, Public Relations, Image



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DEDICATION

I dedicate this worthy thesis to them as their big support on finishing this thesis. First of all, to my one and only God, Allah The Almighty, The Most Merciful, The Most Compassionate, The King, The Powerful, The Most Gentle, and The Gracious. My prophet Muhammad (PBUH), The Light of Humanity, Most Believable, Most Trusteeship, Most Intelligence, and The Most Noble with his merit to become *rahmatan lil- 'alamin*.

My beloved parents, Drs H. Anwar Ali, S.H and Yeni Ermita, S. Kep who always pray and do the best for their children. My beloved brother and sister, Ihsanul Hadi, S. Psi and Fifi Andini who cheer and support me up anytime anywhere. And also to my great family at Bengkulu and Padang, especially for Anna Fauziah Anwar for support me up anytime in every a long day.

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By the mercy and guidance of Allah only, the writer could finish writing this thesis. Realizing his incapacity to complete this thesis, the writer felt the need to express his thank for all indispensable direction, guidance, and assistance. In this occasion, the writer should deliver his greatest thanks to:

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6. Moreover, to all of his friends who have contributed to accomplish this thesis.

May Allah reciprocate a proportionate reward for them and bless them, and may this humble thesis be and useful to the readers and especially for the writer.

Writer,

Fikri Rahman



TABLE OF CONTENT

ABSTRACT	v
DEDICATION	xi
ACKNOWLEDGEMENT	xiii
TABLE OF CONTENT	xv
LIST OF PICTURES	xvii
LIST OF TABLES	xvii
CHAPTER I	1
INTRODUCTION	1
1.1. Background of the Study	1
1.2. Problems Formulation	3
1.3. Purpose of the Study	4
1.4. Significance of Study	4
1.5. The Literature Review	4
1.5.1. Previous Research	4
1.5.2. Conceptualization	6
1.5.3. Theoretical Framework	15
1.6. Research Method	16
1.6.1. Kind of Research	16
1.6.2. Subjects of the Research	16
1.6.3. Object of the Research	16
1.6.4. Data Collection Technique	17
1.6.5. Data Analysis Technique	18
1.6.6. The Validity of Data	18
CHAPTER II	21
THE DESCRIPTION OF THE OBJECT OF THE RESEARCH ...	21
2.1. Syariah Hotel Solo's History	21
2.2. Vision & Mission	23
2.3. Organizational Structure	23

2.4. Tasks & Responsibility	26
CHAPTER III	33
THE DESCRIPTION OF SUBJECT OF THE RESEARCH	33
3.1. Public Relations Manager Syariah Hotel Solo.....	33
3.2. Food and Beverage Manager Syariah Hotel Solo.....	35
3.3. Assistant House Keeping Manager	36
CHAPTER IV.....	37
DISCUSSION	37
4.1. Media Relations Activities of Syariah Hotel Solo	37
4.1.1. Press Conference	37
4.1.2. Press Breifing	42
4.1.3. Press Tour	46
4.1.4. Press Release	48
4.1.5. Special Event	50
4.1.6. Prees Luncheon	51
4.1.7. Press Interview	52
4.1.8. Other Media Relations activities of Syariah Hotel Solo	54
4.2. Syariah Hotel Solo Constraints in Media Relations Activities	55
CHAPTER V	57
CLOSING	57
5.1. Conclusion	57
5.2. Suggestions	58
BIBLIOGRAPHY	59

LIST OF PICTURES

Picture 1: The Organizational Structure of The Department	
Sales & Marketing	31
Picture 2: Public Relations Manager.....	33
Picture 3: Food & Beverage Manager	35
Picture 4: Assistant House Keeping Manager.....	36
Picture 5: Live Cooking Menu 3 months Promo	44
Picture 6: Public Relations Manager along with journalists in Promo 3 months activity	44
Picture 7: Press Tour from TVRI in Syariah Hotel Solo's Preparation ..	47
Picture 8: Press Lunchoen together with journalist at Al-Kaustar	52
Picture 9: Media Visit Syariah Hotel Solo to NET Yogyakarta	54



LIST OF TABLES

Table 1: Publication in Printed Newspaper on October	3
Table 2: Theoretical Framework	15
Table 3: Media Relations Syariah Hotel Solo	42



CHAPTER I

INTRODUCTION

1.1. Background of the Study

Public Relations (PR) has an important role in a company. PR has the task to create or maintain a positive image to the public. In creating or maintaining a positive image of the company can be done by instilling confidence to stakeholders, namely its internal and external public.

A company needs to respond the challenges and changes in the environment very quickly. Public relations hold a very important and strategic in a company. Beyond a tool of communication public relations activities serves as a bridge to build a conducive atmosphere within the framework of “win-win solutions” between the various stakeholders in the company, both internal and external in order to build image of the company.¹

The image of company is formed through proper communication. In this fast moving information age, the decision to present the latest information is often based on the stories of people or friends. Word of mouth or buzz. Becomes the king today. Managed properly, public relations can be a very effective tool to create a positive image of the company.²

The success of public relations to build image can be obtained from the harmonious relations with the media (media relations). It can not be denied, that the role of the media is very vital in building public awareness. A good relations between both parties will benefit both of them. Media will have a reliable up to date and accurate source of information while PR will have a channel to publish its company’s promotion and news. This mutually beneficial relationship will have a positive impact for the public relations

¹ Budi Prasetyo “Strategi Media Relations dalam pemerintahan Daerah “Thesis Surakarta: Communications Science Universitas Sebelas Maret 2010 p 3.

² Siti Khadija Strategi Public Relations dalam membangun citra perusahaan Thesis Communication Science Universitas Islam ‘45’ Bekasi p 2.

and media. Through media relations the company's positive image can be built.

Media relations is the attempt to achieve a maximum publication or broadcasting in order to create people awareness to the company³. Relations with the media is not only maintained as a solution after a problem has occurred. It has to be maintained in a sustainable way.

One disturbing attitude in PR-Media relations is a growing suspicion between both side. Media often assume that PR manipulates the information to build a positive image. In the other side, PR holds that media needs bad news from the company, because bad news is good news for the media. This disharmonizing situation can be solved once PR successfully established a strong relation with media, through various strategies and activities.

The same challenges are also faced by PR of hotels in Solo, one of tourist destinations in Central Java. The growing numbers of hotel encourages higher level of competition in hospitality industry. One of notable player in the industry is Syariah Hotel Solo.

Syariah Hotel Solo (SHS) is a 4(four)-star sharia hotel and is also the largest syariah hotel in Indonesia located in Adi Sucipto street Solo. The hotel presents a new brand identity which is easily recognized by its preferences to use the ornamental pattern which is rooted in Islamic tradition.⁴ Being Sharia means adhering to Islamic values and teaching, nevertheless the hotel accept both muslim and non muslim to stay at the hotel.⁵ One of notable characteristics of shariah hotel is its commitment to serve halal food which is certified by Council of Indonesian Ulama (MUI).

Public relations of Syariah Hotel Solo is also doing a lot of effort in order to improve the company's image. One of the efforts made is a good relationship with the media to publish the company and deliver its message to the public, Last October, SHS is only second to The Sunan Hotel Solo in

³ Frank Jefkins and Yadin, Public Relations V (Jakarta: Erlangga, 1994) p 113.

⁴ Company Profile Syariah Hotel Solo

⁵ General Manager Syariah Hotel Solo, Company Profile Syariah Hotel Solo

term of publication in printed newspaper.

Table 1: Publication in Printed Newspaper on October

THE NAME HOTELS	THE AMOUNT OF NEWS COVERAGE	PERCENTAGE
The Sunan Hotel Solo	24	15.29%
Syariah Hotel Solo	21	13.38%
Lorin Solo Hotel	18	11.46%
The Alana Hotel & Convention Center	10	6.37%
Best Western Premier Hotel Solo	9	5.73%
Hotel Alila Solo	9	6%
Swiss-Belinn Saripetojo Hotel	8	5.10%
Novotel Hotel	7	4.46%
Kusuma Sahid Prince Hotel	7	4%
Grand HAP Hotel Solo	6	3.82%
Aston Solo Hotel	6	3.82%
THE AMOUNT OF NEWS COVERAGE	157	100.00%

Source: Syariah Hotel Solo's Documentation

Table 1.1. shows that about seventh of the publication in printed newspaper on October contained news or any other kind of publication from SHS. However, my research shows there are still a lot of strategies they can apply to strengthen their relationship with media, such as press release, media gathering, press conference, media visit etc.

Understanding the importance of the role of the media in public relations activities program of Syariah Hotel Solo, this research aims to find out the public relations activities in establishing relations with media as an attempt to improve the image of the company, in accordance with the concept of public relations.

1.2. Problems Formulation

The problem of the research can be formulated as follows:

- What are media relations activities conducted by Syariah Hotel Solo in order to improve the company's image?
- What are the challenges by public relations of Syariah Hotel Solo in conducting media relations activities?

1.3. Purpose of the Study

The objectives of this research are as follows:

- a. To find out the Media Relations activities of Syariah Hotel Solo in improving corporate image.
- b. To find out the challenges by public relations of Syariah Hotel Solo in conducting media relations activities.

1.4. Significance of Study

- a. The research is expected to contribute positively to the development of communication studies particularly in the field of Public Relations studies.
- b. The research is expected to contribute practical guide to public relations practitioners in building a good relationship with the media in an attempt to improve corporate image.

1.5. The Literature Review

1.5.1. Previous Research

Various studies about media relations have been conducted. As a comparasion, the researcher used several research themes as references with almost the same research topic, including the following:

Saputro (2009)⁶, in “Public relations activities conducted of Media relations (descriptive of public relations and information in Yogyakarta Government) concluded that public relations and information of Yogyakarta Government has done good enough media relations activities. In carrying out its functions, the activities are divided into two parts. The first, formal media relations activities including implemented a press releases, cooperation with the print media, cooperation with electronic media and press tour. Second, nonformal including personal relationships, Mayor Award, Servicing

⁶ Dedy Riyadin Saputro Aktivitas Humas dalam Menjalankan Media Relations Studi Deskriptif pada Bagian Humas dan Informasi Pemerintah Kota Yogyakarta, Thesis Yogyakarta: Communications Science, Universitas Sunan Kalijaga 2009 p 89.

Media in the form of giving comfortable place, providing computer and hot spot areas.

As can be seen Saputro's research is in Public Relations and Information of Yogyakarta government while in this research is in Syariah Hotel Solo. The two researches are also differ in the subject of research. Saputro discussed the "Public relations activities conducted media relations in Yogyakarta government" while the subjects in this research is Media relations activities of Syariah Hotel Solo in improving corporate image. Similarity of this with Saputro's research is in research methods namely qualitative methods. The next similarity is seeking good relations with media in order to improve the company's image.

Hakim (2013)⁷ "Public Relations and Media Relations (Descriptive qualitative studi in Media Relations Strategy of Hotel Ibis Solo in order to build the positive image) conducted: First, the PR has implemented several media relations activities of the hotel Ibis Solo in improving positive image, implemented several media relations activities such as press releases, media gathering, press conference, media visit. Second, the media selected are mostly local media in Solo in print media, electronic or cyber. Third, strategy's approach to media relations applied by public relations of hotel Ibis Solo is always maintaining personal relationships with media relations especially with journalists.

The difference between Hakim's research and with this research is on location and the subject of research. Hakim did research at Hotel Ibis Solo while research will observe Syariah Hotel Solo. Next difference is in the focus of research. Hakim's research is "Public relations strategy in order to build good relations with media at the

⁷ Wahid Faysal Hakim Public Relations dan Media Relations Studi Deskriptif Kualitatif Strategi Media Relations sebagai Upaya Meningkatkan Citra Positif Hotel Ibis Solo, Thesis Surakarta: Communication Science, Universitas Muhamdiyah Surakarta 2013 p 14.

hotel Ibis Solo”, while the focus in this research is “Media relations activities of Syariah hotel Solo in improving company’s image”. The similarity in Hakim’s research and this research is on research methods which is qualitative methods.

Prasetyo (2010)⁸ wrote “Media relations strategies in local government “qualitative descriptive about media relations of public relations and protocol in Surakarta government in establishing relationships with media in order to improve the positive image”. He conducted that public relations activities implemented in Surakarta government are as follows. First, public relations and protokol establish relations with journalists and with the editors but more often with journalists. Second, to develop a strategy by pointing some officers to attend training are related with public relations such as cameraman, photographer and journalism aiming providing good material to mass media. Third, appointing his staff to become news officers in order to anticipate the absence of journalist.

The difference between Prasetyo’s research and this research is in location and focus of the. Focus of Prasetyo’s research is “Media relations strategy in local government” while the subjects in this research is the “Activities media relations of Syariah Hotel Solo in improving corporate image “. The similarity of this research with Prasetyo’s research is that both use qualitative research methods, and both cover discussion on effort of public relations to establish good relations with the media in order to improve positive image.

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1.5.2. Conceptualization

a. Media Relations

Media relations according to Philip Lesly is:

⁸ Budi Prasetyo “Strategi media relation dalam pemerintah daerah “Thesis, Communication Science Surakarta, Universitas Sebelas Maret 2010 p 181.

“A relationship with communication media in seeking publicity or responding to media’s interests in the company’s interest”

What is Lesly’s described more on the side of benefits that accrue to the company and media relations activities performed by company. The benefits is in the form of publicity which is gained by responding to the interests of the media.

While media relations according to Frank Jefkins is:

“Working with the mass media in seeking publicity or responding to their interest in the organization”

From the above definition we know that media relations is one part of the PR activities. So, what is the purpose of PR also become media relations’s purpose. In fact, media relations is a major deciding factor in “death-or-alive” of public relations.⁹

Mass media refers to the means of communication that can be used to communicate and interact with a large number of people who have the difference of language. The mass media can be classified into 3 parts:

1) Print Media

It is one of mass media communication in the form of printed material. Included in the print media are newspapers, booklets and brochures, magazines, newsletters, books, and more. The newspaper is one of the oldest mass media and often becomes a reference for us to search for information. Newspapers have some characteristic that is publicity and universality. It contains a wide range of news, actuality that is associated with the speed of delivery of the news to the audience, and a periodicity that is associated with the the publication of newspapers on a regular basis.

⁹ Nurudin. 2008. Hubungan Media Konsep dan Aplikasi, (Jakarta: Raja Grafindo,2008) p 12.

2) Electronic Mass Media

It is one of the types of media that requires electrical supply to access it. Electronic mass media is also famous as Broadcast Media. Each of the broadcasting media transmit information electronically such as television, radio, and others. Television as one of the mass media is widely used as a source of information about a wide variety of current events. When we see the news broadcasted then we must realize that the speed of a piece of news is an important factor for television compared with newspaper and magazine.

3) New Media

With growing internet as a communication media, now we can enjoy many of the advantages of high-tech media that is not only faster but has a very wide reach. New media includes internet, computers, smart phone and others. The Internet is quickly becoming the main source of information on various themes from health to hobbies. The Internet has given the impact on mass communication through multiple media such as email, websites, podcasts, e-forum, e-book, blogging, internet TV, as well as other social media.¹⁰

Media relations and public relations are the same in its nature. Both institutions must work to ensure that information sourced from activities processed according to journalistic principles. In its function, public relations implement media relations activities in order to build good relation for awakening positive image. Several media relations activities are as follows:¹¹

¹⁰ <https://pakarkomunikasi.com/karakteristik-media-massa>

¹¹ Elvinaro Ardianto, *Dasar-Dasar Public Relations* (Bandung: Rosdakarya, 2016)

1) Press Conference

The press conference is an interview given to several journalists by a Government official or private institution in order to make an announcement or answer questions. The President, King, Ministers, Governors, Directors, Ruler, Notable Families, Public Figures, press conference.

2) Press Briefing

This activity included a formal press conference held by company periodically. Usually in the beginning or the end of month or a year by public relations and company leader. Press briefing held similar like a discussion or dialogue, give each other input or information that is considered important for both parties.

3) Press Tour

Press tour is an activity where journalist from the mass media which has been well known by public relations are invited to visit some event or organized by a company either in short or long term.

4) Press Release

Press release is an information in the form of news made by public relations that was delivered to the Press Manager or Editorial of mass media (tv, radio, newspapers, magazines) to be published in mass media.

5) Special Event

In the publications activity, public relations often held an event in cooperation with the journalists, either institutionally or individual. This is usually done in various ways, such as gathering or any other special event.

6) Press Luncheon

A press luncheon where public relations officials held a luncheon for representatives of mass media/journalists.

In this occasion, the press could meet with company's top management to listen to the company's development.

7) Press Interview

Interview with the press may happen spontaneously or planned. Spontaneous interviews could happen at the legislative assembly or seminar, inauguration, marriage, or any other occasion. Although the situation is spontaneous the company has to aware that the interview might be published in mass media.

Based on explanation above, it is important for PR to do media relations activities, to maintain a good relationship with media

b. Image

According to Frank Jefkins in his book Public Relations, image is defined as

“The Impression, or picture proper (in accordance with reality) of company's policy, personal and services “

The image is the perception arised from public's experiences, beliefs, feelings, and knowledge to the company. Thus, the features of the company and the services that are delivered by employess to the consumers can influence the perception of the consumer to the image.¹²

Kotler argued in his theory that company's image is consumers response on the whole offer given by company and is defined as a number of beliefs¹³. Bill Canton in Sukatendel (1990) said that the image is:

¹² Frank Jefkins, Public Relations, Edisi Kedua, Transalated by Daniel Yaadin (Jakarta: Erlangga, 2003) p 93.

¹³ Philip Kotler, Manajemen Pemasaran Analisis, Perencanaan dan pengendalian, 2 press (Jakarta: Erlangga, 2005) p 46.

“The impression, the feeling, the conception of the public on an object, person or organization”¹⁴

An interesting insight about image can be found in Islamic teaching. Islam governs all aspect of Muslim's life from the way they behave physically and spiritually. In Al- Qur'an Allah SWT said:

يَا بَنِي آدَمَ قَدْ أَنْزَلْنَا عَلَيْكُمْ لِبَاسًا يُؤَارِي سَوَاتِكُمْ وَرِيشًا
وَلِبَاسُ التَّقْوَى ذَٰلِكَ خَيْرٌ ذَٰلِكَ مِنْ آيَاتِ اللَّهِ لَعَلَّهُمْ يَذَّكَّرُونَ

O children of Adam, we have bestowed upon you clothing to conceal your private parts and as adornment. But the clothing of righteousness—that is best. That is from the signs of Allah that perhaps they will remember. (Q.S Al-A'raf 26)

The ayah is interesting as it covers explanation on the importance of clothing as an adornment. In addition, it also emphasizes that the best kind of clothing is not a physical clothing but rather a spiritual clothing which is called by taqwa. In our discussion on image building, it can be interpreted from the ayah that building an image will not be sufficient just by a physical performance in the form of employees clothing, company's building architecture, product packaging etc. A complete image building will include the excellence in service and the whole intangible experience which customers feel.

The research about corporate image has proven that the image could be measured and changed, although image changes are relatively slow.

The following are the dimensions of corporate image which is developed by combining research of Zhang and Shirley

¹⁴ Elvinaro Ardianto, *Dasar-Dasar Public Relations* (Bandung: Rosdakarya, 2016) p 112.

Harisson (Fitriani in 2012)¹⁵:

- 1) Personality; including the attitude of the company to the consumers especially when they are facing some troubles.
- 2) Value; including moral, ethical and employee's concern to consumers in the service.
- 3) Communicatio; including brochures about the company, and the website.
- 4) Likeability, including employee friendliness as well personalized employee attention.

Corporate image that became the ultimate purpose of public relations activities defined as mental impression upon the impression or an image of a company in the eyes of public based on their own experience and knowledge.¹⁶

Refers to the definition above, we need to highlight that the image should be managed through dialogue & good relations to public, in managing communication network and cooperation with partner company.

There are six types of image known by the public¹⁷ :

- 1) Mirror image

The image is attached to a person or the members of the organization. This image is often often inaccurate because of inadequate information, understanding, knowledge or awareness of the company.

- 2) Current Image

The opposite of the mirror image, it is an image or view attached by parties outside the about company. Like

¹⁵ Putri Fitriani, "Pengaruh Kegiatan Corporate Social Responsibility Terhadap Citra Perusahaan" (Thesis, Universitas Indonesia, 2012) p 33.

¹⁶ Franks Jefkins, Public Relations, (Jakarta, Erlangga, 1992) p 352.

¹⁷ Rosady Ruslan, Manajemen Humas dan Manajemen Komunikasi Konsepsi dan Aplikasi, (Jakarta: Raja Grafindo Persada, 2001) p 74.

mirror image, Current image might also not accurate. This is because experience or knowledge public is not always accurate.

3) Wish Image

This is the image desired by management. This image does not correspond to the actual image. Usually, the expected image is always better than the real state of affair.

4) Corporate Image

Is the whole corporate's image, not just on the product or service being produced. Corporate image is formed by a lot of things especially positive things about company, for example company life story, the achievements reached, the success of export industry and others.

5) Multiple Image

Every companies certainly have many units and employees. Each unit and individual have behaviour so that, intentionally or unintentionally they certainly shows up an image that is not necessarily the same with the company. The number of image of company is the same with the number of employees.

6) Performance Image

Performance image more aimed at the performance of the professionals in the company. This includes providing shapes and the quality of service, the ethics implementation of receiving phone, guests, customers, as well as public.

Of the six types of image that expressed above, the task of public relations is shaping positive image of the company. This can be realized through the construction of a good relations with media.

c. Syariah Hotel Solo

Syariah Hotel Solo (SHS) is a 4(four)-star sharia hotel and is also the largest syariah hotel in Indonesia. The hotel presents a new brand identity which is easily recognized by its preferences to use the ornamental pattern which is rooted in Islamic tradition. Being Sharia means adhering to Islamic values and teaching, nevertheless the hotel accepts both muslim and non muslim to stay at the hotel. The hotel was built by Hutomo Mandala or Tommy Suharto, one member of suproce family.

In 2016, Syariah Hotel Solo was listed as “The Nominees of the tourist-friendly Muslim family Hotel” and got recognations from Halal Tourism in National Halal Tourism Competition in 2016. The hotel presents a new brand identity which is easily recognized by its preferences to use the ornamental pattern which is rooted in Islamic tradition. By presents Islamic teaching its means Syariah Hotel Solo ought to follow Shari’a of Islam and for all ladies employees must wearing long clothes and hijab. While for men, they wear suitable uniform with cap. Those rules one of the aim to cerate a positive image of Syariah Hotel Solo which exactly different with others.¹⁸

¹⁸ Company Profile Syariah Hotel Solo

1.5.3. Theoretical Framework

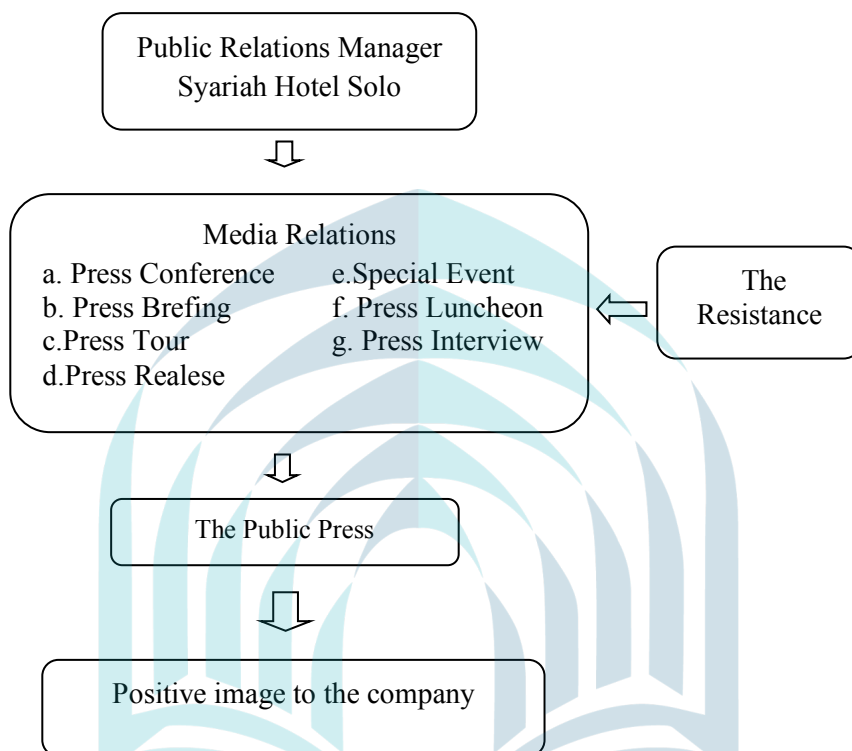


Table 2: Theoretical Framework
(Source: Soemirat & Ardianto)

From the theoretical above we can formulat the model of communications of public relations in order to improve the company's image. Public relations of Syariah Hotel Solo is described as communicator which produce message to be communicated to media relations as the communicant. The message conveyed to media relations is in the form of activities such as press conferences, press brefig, press tour, press realese, special event, a press luncheon and interviews press. However, in activities of media relations there are noise or barriers in a communication. Therefore, this research will find out the message in the form of media relations activities.

1.6. Research Method

1.6.1. Kind of Research

Based on the background of study, formulation of the problem and research objectives that have been set out earlier, the type of research used here descriptive qualitative researcher. Qualitative research is the study is to understand the phenomenon of what is experienced by the subjects of research such as behavior, perceptions, motivations, actions and others.¹⁹

1.6.2. Subjects of the Research

Subject of the research cover the people, places, or things which are observed in the course of data collection (target)²⁰. The subjects in this research is someone or something which can give the pertinent informations required in a study. The subject of this research are: (1) Paramita Sari Indah Widarini, Public Relations Manager who also design and implement in media relations activities the Syariah Hotel Solo, (2) Dwi Basuki Food & Beverage Manager, he is in charge of Menu Promo conducted quarterly in Syariah Hotel Solo as well as explaining the menu to, and (3) Wike, Assistant House Keeping Manager of Syariah Solo Hotel, she is responsible for the readiness of the room that will be visited by journalists in Press Tour agenda .

1.6.3. Object of the Research

Object of the research is the place to conduct research activities to get the data from respondents. The locations of this research is Syariah Hotel Solo Adi Sucipto street No. 47, Solo, Central Java. The hotel presents a new brand identity which is easily recognized by its preferences to use the ornamental pattern which is rooted in Islamic tradition Solo is one of tourist destinations in Central Java. The growing

¹⁹ Lexy. J. Moleong, *Metode Penelitian Kualitatif*, Bandung: PT. Remaja Rosdakarya, 2012, p 6.

²⁰ Indonesian Language Dictionary 1989, p. 862.

numbers of hotel encourages higher level of competition in hospitality industry especially in media coverage. Therefore, the role of a public relations are expected to improve the positive image of the company. Hopely that researcher get information about media relations activities of Syariah Hotel Solo in Improving Corporate Image.

1.6.4. Data Collection Technique

In this study data collection was done through 3 ways, are:

a. Interview techniques

Interview is data collection by question and answer with resource or informant for finding information associated with the researcher. Depth interview is implemented to public relations of Syariah Hotel Solo about media relations activities.

b. Observation Techniques

Observation techniques is a series of activities conducted by researcher to a process or object with the aim to understand the phenomenon/behavior based on knowledge and ideas that were already known before²¹. Observational method was chosen because researcher can observe directly public relations's strategy of Syariah Hotel Solo in improving positive image through media relations activities.

c. Documentation Techniques

The documentation is written records associated with an event of the past such as the memos, announcements, letters, photos, video and more.²² This research also use documentation in the form of data, photos or website of Syariah Hotel Solo.

²¹ Dzulkarnaen, Muhammad Abduh. Peran Masjid Agung Tjokronegoro Ponorogo Dalam Pemberdayaan Ekonomi. Thesis Islamic Economy UNIDA Gontor. 2016, p 16.

²² Ibid, p 16.

1.6.5. Data Analysis Technique

Miles and Huberman stated that qualitative research begins with the collection of data, and continued by data reduction. It should be done by summarizing, sharpening, looking for things that are the eligible for use and discard unnecessary data. Once the data managed carefully it will be easier to present. Then the conclusion can be drawn and verified.

Discovery in qualitative research is the new invention that has never been found. This invention can be wage description about object which is still dimly lit so that the research object is made clear. This research can take the form of interactive relationships, hypotheses, theories²³

1.6.6. The Validity of Data

In this research the validity of the data through triangulation in the form data and photos of media relations activities of Syariah Hotel Solo.

Triangulation of the data used in this research is a sources triangulation. That is, compare and recheck behind the degree of confidence any information or data obtained through interviews and different tools between primary data in interviews and secondary data in the form of related documents. Data obtained from the interview results of researcher their validity to Division of Food Beverage Manager related activities & Press Brefing such as Launching 3 Mounth Syariah's menu with journalists held in the Restaurant Al Kaustar and Assistant Housekeeping Manager of Syariah Hotel Solo in a Press Tour preparation and coordination with public relations.

So in other words, that by using triangulation, researcher able to recheck his findings with the street compare it to various sources, methods, investigators, or theory.²⁴ For it was then the researcher can

²³ Sugiono. *Metode Penelitian Kualitatif*, (Bandung, Alfabeta, 2016) p 334-342.

²⁴ Lexy J Moleong. *Metodologi Penelitian Kualitatif*, (Bandung: PT. Remaja

do it by the way:

- a. Ask of variations of questions to Public Relations Manager about media relations activities of Syariah Hotel Solo.
- b. Checked it out with various sources of data to Food & Beverage Manager & Assistant House Keeping Manager and serves a variety of photos as well as the tables surrounding the activities of media relations.





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CHAPTER II

THE DESCRIPTION OF THE OBJECT OF THE RESEARCH

In this chapter the researcher will explain about the object of research. The object of the research is the place where researcher find the data from informants and the object of this research is Syariah Hotel Solo located in Adi Sucipto street Solo, Central Java. Researcher will explain the history, vision and mission, organization structure and job descriptions as well the focus of this research.

2.1. Syariah Hotel Solo's History

Syariah Hotel Solo is one of Solo's Hotel, the hotel is a four-star hotel and the largest Shariah Hotel in Indonesia. Generaly, Shariah hotel has only 70 to 100 rooms, but Syariah Hotel Solo is able to provide 360 hotel rooms. In addition, it has a hall for events up to 2.000 people. Therefore, it can be claimed as "The Biggest Syariah Hotel in Indonesia".²⁵

Syariah Hotel Solo is one of sharia hotel with 2 hilal, where it still can accept a non-muslim guest, but provides the concept of Islam predominantly in terms of feel, interior, food and service provided. The hotel has 12 floors. The room for guests starts from level 2 up to 11, and the 1st floor only contains a lobby, a restaurant, meeting room, and a kitchen while the 12th floor only contains Ballroom. Syariah Hotel Solo was lauched on March 2014 which is coincided by March 11, 2014 in Solo.

SHS stands as part of "Hotel Anom Solo Group ". It is located in Adi Sucipto street Solo Central Java – 57174, Phone: 0271-711000, Fax: 0271 website: www.syariahhotelsolo.com. It is just about 15 minutes from Adi Sumarmo airport and 10 minutes to the city.²⁶

SHS was built by Hutomo Mandala or famous with Tommy Suharto,

²⁵ Syariah Hotel Solo's History, Company Profile, Documentation of Syariah Hotel Solo

²⁶ Company Profile, Syariah Hotel Solo

part of “the pine family”. The placement of the first stone has been done by Segaf Al-Jufri as the Social Minister accompanied with Wardoyo as The Regent of Sukoharjo and Rina Iriani as The Regent of Karanganyar. Syariah Hotel Solo and Lorin Hotel Solo are managed by PT. Hotel Anomsolo Saranatama (HAS), which is owned by Tommy Suharto. Syariah Hotel Solo was built in Solo, because this city became the history of first Tommy Soeharto’s hotel namely Lorin Hotels and Resort. Therefore, Solo was chosen as the site of the Biggest Syariah hotel in Indonesia. Adhering to Sharia principle, the hotel does not provide bar, alcohol and haram food. Haram foods means foods which are not permitted for muslim to eat. Adzan will be called for in every prayer time.

In 2016, Syariah Hotel Solo was listed as “The Nominees of the tourist-friendly Muslim family Hotel” and got recognitions from Halal Tourism in National Halal Tourism Competition in 2016. The hotel presents a new brand identity which is easily recognized by its preferences to use the ornamental pattern which is rooted in Islamic tradition. By presents Islamic teaching its means Syariah Hotel Solo ought to follow Shari’a of Islam and for all ladies employees must wearing long clothes and hijab. While for men, they wear suitable uniform with cap. Those rules one of the aim to create a positive image of Syariah Hotel Solo which exactly different with others.

Syariah Hotel Solo presents Islamic nuances in most of its activities, which is different from other hotels. In every new year celebrations especially in 2015, the hotel conducted a blood donor and Islamic recitation held at the ballroom. In addition every month, Syariah Hotel Solo has Islamic for all the employees, these activities are always held on Friday at the first floor starting from 16.00 to 17.00. By not leaving teachings and the Shari’a of Islam, Syariah Hotel Solo keeps trying to do the best for the future. SHS, an abbreviation of Syaria Hotel Solo, has philosophical meaning:²⁷

“S” SALUTATION

²⁷ Op Cit Syariah Hotel Solo’s History

The act of giving a greeting with the words or actions to express good intentions, or manners.

“H” HELPFUL

The act of giving help or serve with heart

“S” SMILE

The act of giving a smile is one of worship; approval and welcome smiling to guests, friends and bosses.²⁸

2.2. Vision & Mission

Vision and mission of the Syariah Hotel Solo are as follows:

Vision

Become the first starred shariah-hotel in Surakarta, Central Java and the most sought after consumers and getting significantly profit in the next five years.

Mission

- a. Committed to produce the optimal benefits to the owner.
- b. Fulfill and improve consumer's requirement by providing excellent products and services.
- c. Committed to be the famous hotel with well-known international and national branding²⁹

2.3. Organizational Structure

To be able to perform the task efficiently, it is necessary to have planning, organizing, drafting, and briefing. This will ensure good working relationship between the leader and employees in performing duties, authority and the responsibility. The organizational structure can decrease the overlap in duties, authority and employee's responsibilities.

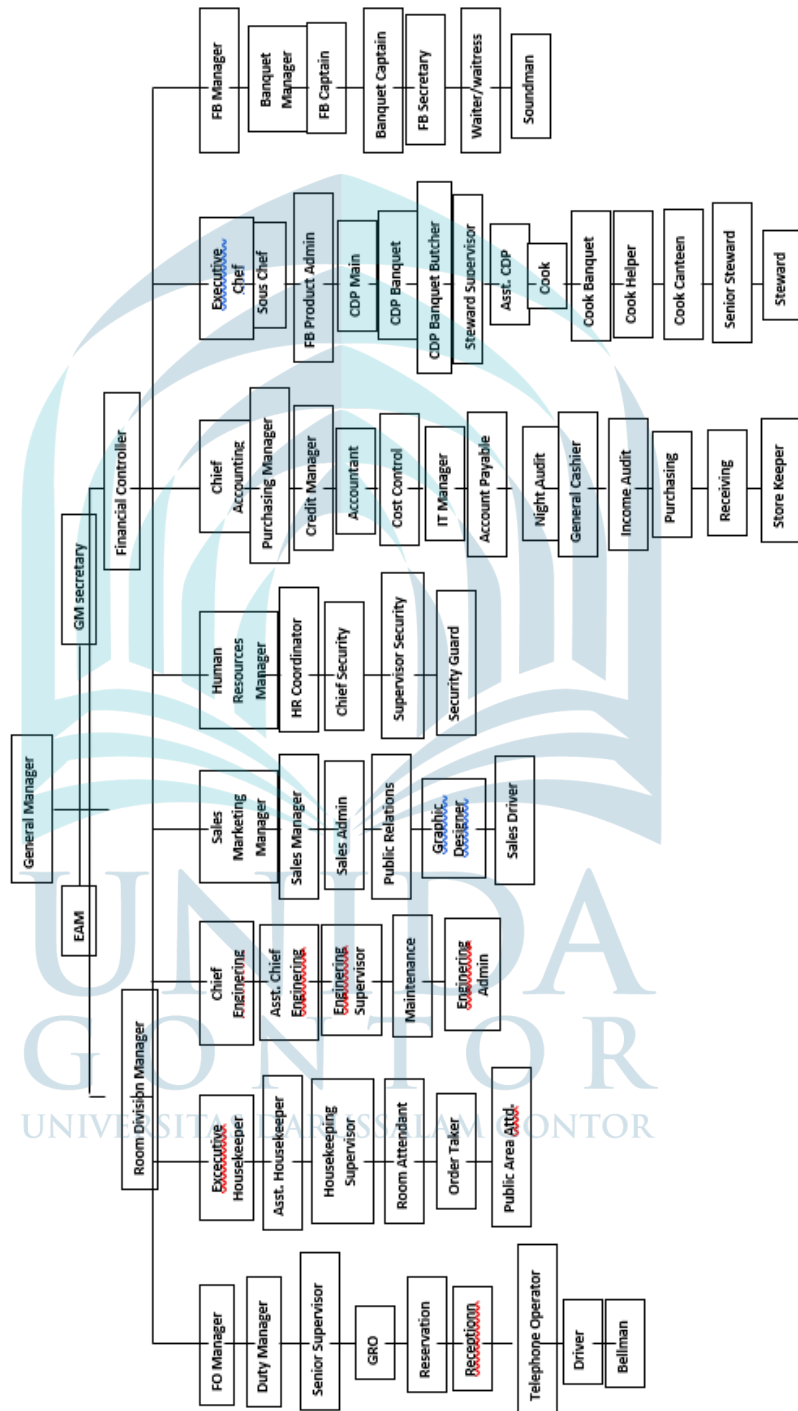
It looked to the structure from the chart below:

²⁸ Company Profile Syariah Hotel Solo, Documentation Syariah Hotel Solo

²⁹ Vision & Mission's Syariah Hotel Solo, Documentation Syariah Hotel Solo



ORGANIZATIONAL STRUCTURE OF SYARIAH HOTEL SOLO



the highest position occupied by a General Manager, second place occupied by Executive Assistant Manager (EAM) that has the same position with GM's secretary, next position occupied by Room Division Manager, it has same position with the Financial Controller. Both supervise several departments such as Front Office, Housekeeping, Engineering, Sales & Marketing, Human Resources Development, Accounting, Food and Beverage Product, Food and Beverage Service. Each department at the top also has a section in underline.

Front Office Department has Front Office Manager as its leader. Next position is a Duty Manager. The Duty Manager section has several sections; Senior Supervisor, GRO, Reservation, Receptionist, Telephone operators, drivers and Bellman.

Housekeeping Department is led by Executive Housekeeper and assisted by Assistant Executive Housekeeper. A Housekeeping Supervisor help them coordinating Housekeeping Supervisor, Room Attendant, Order Takers, and Public Area Attendant.³⁰

Engineering Department is led by Chief Engineering, under this position is Assistant Chief Engineering, next position occupied by the Engineering Supervisor. Engineering Supervisor supervises Maintenance and Engineering admin.

Sales & Marketing Department led by Director Of Sales. Under this position is a Sales Manager who directly supervises a Sales Admin. Under the Sales Manager position is Assistant Sales Manager, who leads Graphic Designer and Public Relation and Sales Driver.

Human Resources is led by Human Resources Manager who oversees the entire section. The position occupied by the Manager under Chief Security, as the highest position for all Security section, under Security Supervisor positions that led the Security Guard. Next to the position under

³⁰ Company Profile, Organizational Structure of Syariah Hotel Solo. Documentation Syariah Hotel Solo

the Human Resources Manager is a Human Resources Coordinator.³¹

The Accounting Department is led by Financial Controller who oversees the entire Accounting Department and activities section. He is assisted by Chief Accountant, which led several department; Purchasing Manager lead Purchasing Staff, Purchasing Manager and Credit Manager are assisted by Account Payable, Accountant lead the Night Audit, General Chasier and Income Audit. Cost Control lead the Receiving Staff and Store Keeper.

Food and Beverage Department has 2 sections Food and Beverage Product and Service. Food and Beverage Product is led by an Executive Chef who the rest of the Kitchen. In second position after the Executive Chef is a Sous Chef who give order to Admin Kitchen. Food and Beverage Service also has its own leaders that is a Manager, next is position occupied by a Banquet Manager he is assisted by Food and Beverage Captain and a Banquet Captain with help of secretary, they supervise the waiter/ waitres. In addition Food and Beverage Captain also supervise Food and Beverage Chasier while Banquet Captain supervise Banquet Attendant and Soundman.³²

2.4. Tasks & Responsibility

a. General Manager³³

- 1) Responsible for the operation
- 2) Planning
- 3) Creating a culture
- 4) Establishing communication with other companies
- 5) Made the decision.

³¹ Company Profile, Organizational Structure of Syariah Hotel Solo. Documentation Syariah Hotel Solo

³² Company Profile, Organizational Structure of Syariah Hotel Solo. Documentation Syariah Hotel Solo

³³ Company Profile, Tasks & Responsibility of Syariah Hotel Solo, Documentation Syariah Hotel Solo.

b. Secretary of General Manager

- 1) Arranging general manager's agenda
- 2) Taking meeting minutes
- 3) Making a report of the results of activities.

c. Executive Asistant Manager

- 1) Carrying out the command delivered by the general manager and forward it to manager.
- 2) Executive assistant manager has to report to the general manager.
- 3) Submitting a report made by the manager.
- 4) Taking over duties of general manager when at the general manager was unable to.

d. Financial Controller

- 1) Forming, analyzing and interpreting statistical data or financial information, so as provider an independent assessment about budget performance
- 2) Responsible in evaluating the performance of the staff as well as Accounting Section Manager.
- 3) Maintaining the accounting system and the transaction record as well as the company's assets.
- 4) Participating in every drafting of budget and financial prediction and foresight and supervising the planning, procedur implementation, analysis and reporting the financial fluctuation.
- 5) Checking out debt to ensure that the internal oversight system are observed.³⁴

e. Sales and Marketing Department

Sales & Marketing department is a section to market the products and services offered by the hotel in order to attract the consumers or customers to stay at the hotel. Marketing also plays a role in the existence of the event at the hotel. One way used to identify the event at hotel is by mark of banquet event orders (BEO)

³⁴ Company Profile, Tasks & Responsibility of Syariah Hotel Solo, Documentation Syariah Hotel Solo

letter. Marketing duties include:

- 1) Making sales and marketing strategy.
- 2) Responsible for the publication and advertisement in hotels.
- 3) Introducing the hotel and its facilities while conducting cooperation contracts to candidate of service users of the hotel.
- 4) Ensuring hotel room sales target is reached
- 5) Responsible for maintaining relationships with the customers.³⁵

f. Engineering Department

Engineering Department is a department responsible for the all repair and maintenance of tools that require electric power, electronics and machine in the hotel.

- 1) Responsible for repairing and maintaining equipments and facilities.
- 2) Making reports about repairs or renewal of hotel facilities and equipment

g. Human Resources Development Department

Human Resources Development Department is one of the hotel's department that has the task and the responsibility to coordinate the employees. Its duties include handling promotion, reshuffle, permission, furlough and also recruitment.

- 1) Responsible for all employees administration
- 2) Recruiting employees.
- 3) Making programs for developing employee skill.³⁶

h. Front Office Department

Front Office Department is the first image of a hotel, if the front office attendant (receptionist) is friendly, then the company's image would be nice. The receptionist's attitude must be natural. Front office department is the first section that handles the guest

³⁵ Company Profile, Tasks & Responsibility of Syariah Hotel Solo, Documentation Syariah Hotel Solo

³⁶ Company Profile, Tasks & Responsibility of Syariah Hotel Solo, Documentation Syariah Hotel Solo

when arrives at the hotel, handling check in and check out process, complaints, direct booking (walk in) or reservation and also become the source of all information.

- 1) Responsible for all activities in the front office.
- 2) Optimizing and maximizing the occupancy rate of hotels.
- 3) Making a report about rooms check in, and check out, and reservation.
- 4) Selling the room; accept room reservations, handle the guest room an assigning the room.
- 5) Providing information about the hotel services.
- 6) Coordinating guest services, such as being a liaison between the parts of the hotel to handle guest complaints and issues.
- 7) Drafting the room status report and coordinating the sale of the room with the housekeeping.
- 8) Organizing guest payment.
- 9) Drafting a history of guest visits, such as writing log individual data for visits, and organized archive of guest visits history card.
- 10) Handling telephone switch board, telex, and telegram.
- 11) Handling guest's baggage.³⁷

i. Food and Beverage Department

Food and Beverage Department is responsible for the management of food and beverage at the hotel. This department is divided into two parts, both are food and beverage service and food and beverage product.³⁸

- 1) Responsible for management food and beverage at hotel.
- 2) Reporting raw materials/F&B cost.
- 3) Creating a new, inovative menu.

³⁷ Company Profile, Tasks & Responsibility of Syariah Hotel Solo, Documentation Syariah Hotel Solo

³⁸ Company Profile, Tasks & Responsibility of Syariah Hotel Solo, Documentation Syariah Hotel Solo

j. Accounting Department

The Accounting Department is a department responsible for the managing and recording spending and revenue of the hotel. Handling employee salaries and procurement operational items for hotel activities.

- 1) Responsible for all logging or administering transactions and financial.
- 2) Making transactions reports and financial hotels.
- 3) Supervising and maintaining all transaction activities.

k. Security

Security section is in charge of the security of hotel as well as surrounding area and also maintain discipline in its work areas.

- 1) Responsible for the security of the hotel.
- 2) Dispelling any security disturbances coming from outside the hotel.

l. Housekeeping Department

Housekeeping Department is a department in hotel which is responsible for cleanliness, beauty, tidiness and comfort for entire hotel and guest room. Every section of this department has duty in each part. Room boy and room maid are the persons whose in charge of cleaning hotel rooms. Public area is one who has job for cleaning the public areas. The gardener has duty to treat and take care of the whole plant and the hotel gardens.

- 1) Responsible for the cleanliness and neatness of hotel facilities.
- 2) Cleaning and tidying the room that had been used by guests as soon as possible after check-out.
- 3) Reporting to the Front Office when a room has been prepared for sale.³⁹

³⁹ Company Profile, Tasks & Responsibility of Syariah Hotel Solo, Documentation Syariah Hotel Solo

2.4. The Focus of Research Object



Picture 1: The Organizational Structure of The Department Sales & Marketing
Source: Syariah Hotel Solo's Documentation

This research will be researching the sales and marketing division where Public Relations Manager (PRM) Syariah Hotel Solo is situated. PRM has vision and mission as follows:⁴⁰

Vision

Becoming capable department to create, raise, and always maintain a positive image of the company in the middle of the community environment in accordance with sharia concept

Mission

- a. Building network, participation, and collaboration in various circles, internal as well external of the company that create mutual benefit between related parties.
- b. Having programs with relevant work effectively, efficiently, right on target, and bring benefit for the internal and external company.
- c. Building good relations and maximizing the role of mass media, such as print media, electronic media, and online media. Designing several events and promotion activities that can raise public awareness which is acceptable to the entire publics.

⁴⁰ Vison & Mission's Public Relations Syariah Hotel Solo, Documentation Syariah Hotel Solo

Public relations Syariah Hotel Solo is part of the Sales & Marketing Department which is one of eleven departments in the Syariah Hotel Solo. It is under supervision of Director of Sales Marketing (DOSM) and which supervises Asistant Director of Sales Marketing and Public Relations Manager (PRM). Public Relations Manager supervises Graphic Design and Public Relations Admin, but for while at Syariah Hotel Solo there is no Public Relations Admin. PRM and Ass DOSM have same position under the auspices of DOSM. In running the task such as budget reporting and event planning PRM directly to General Manager (GM) with the knowledge of DOSM. Therefore, this research focus to know deeply about public relations activities of Syariah Hotel Solo in an attempt to improve the company's image, several activities conducted by public relations Syariah Hotel Solo in an attempt to improve corporate image such as Community relations, Media relations, Government relations, Corporate social responsibility (CSR) and Supplier relations. But researcher want to know more about media relations activities of Syariah Hotel Solo as one of the efforts of improving the company's image.⁴¹



⁴¹ Interview with Paramita Sari Public Relations Manager, Friday 16 Maret 2018, at 15.10.

CHAPTER III

THE DESCRIPTION OF SUBJECT OF THE RESEARCH

In getting data in the field, researcher pointed and determined subject of the research (the informant) to be interviewed. An informant in a research is someone who have data or information which is considered reliable and vital to research object. The key informants to get the data in this research are people at Division of Public Relations Manager (PRM), Food Beverage Manager (BFM) & Assitant of House Keeping Manager.

3.1. Public Relations Manager Syariah Hotel Solo



Picture 2: Public Relations Manager

Paramita Sari Indah Widarin is familiar with Mita and was born in Solo, April 28, 1990. She graduated from Communication Sciences in the Faculty of Social and Political Science (FISIP) in 2013 at University of Sebelas Maret (UNS) Surakarta. Before serving as PRM in Syariah Hotel Solo, she was a journalist at Joglosemar, one of print media in Solo, for two years. Mita's name in the field of public relations in the Bengawan city is already famous. Her perseverance leads Syariah Hotel Solo to achieve several awards, one of which is the "Best Food & Beverage" organized by

the Traveloka.

As PRM of Syariah Hotel Solo, Mita has great responsibility in her attempt to improve the company's image especially with "largest Syariah Hotel" brand in Indonesia, one of the activities conducted in distributing information to the the public by doing some activities with media relations.⁴²

A Brief on Mita's Experience

1. Speaker at student orientation on Public Relations Communication
2. Guest Lecturer/speaker in public lecture with the theme "Media strategy and Cyber Relations to enhance the corporate image" Communication and Informatics Faculty of UMS, on 15 and 22 November 2016.
3. Single speaker at Seminar on Hospitality 2017 with the theme of "Increasing Competitiveness in the Hospitality Business Through Syariah Hotel" at University of Darussalam Gontor Ponorogo, on April 10, 2017.
4. Guest lecturer of Public Relation Course on period March-May 2017 at Magistra Utama Solo.
5. Guest lecturer of Excellent Service Course on period January-February 2017 at Retail Business School Indonesia (SBRI) Solo.
6. Speaker at introduction of specialization and profession of communication science, Faculty of Social and Political Science UNS "Sharing and Caring with Alumni" on March 8, 2018 at Political Science Seminar room UNS.

⁴² Curriculum Vitae, Paramita Sari Indah Widarini, Public Relations Manager Syariah Hotel Solo.

3.2. Food and Beverage Manager Syariah Hotel Solo



Picture 3: Food & Beverage Manager

Dwi Basuki or famous by calling “Pak Basuki” was born in Malang 2 April 1978 he lives in Jajar village 02/01 Sendang Agung. Served as Food and Beverage Syariah Hotel Solo, he is responsible against to supply the food in the Syariah Hotel Solo and also in charge of maintaining the entire halal certification of food products in Syariah Hotel Solo to Council of Indonesian Ulama (MUI). In addition, he also served as the person in charge of 3 months Promo. He has been in the industry since 2008, below are the details of his work experience:

2014 – Present: Food & Beverage Manager Syariah Hotel Solo

Managed By Lor In (Pre Opening Team) 378 Room with
6 Meeting Room

2011 – 2013 : Asst. FBM at Grand Mansion Hotel Blitar

2008 – 2010 : Asst. Operational Manager at Liiur Café & Resto Tulungagung

1998 – 2008 : F&B Supervisor at Wisata Tidar Hotel Malang⁴³

⁴³ Curriculum Vitae, Dwi Basuki, Food & Beverage Manager Syariah Hotel Solo.

3.3. Assistant House Keeping Manager



Picture 4: Assistant House Keeping Manager

Wike Sari familiar with Wike is Assistant Housekeeping at Syariah Hotel Solo. She leads a team who prepare the room and meeting room that will be used for guests. Generaly, Assistant House Kepping has a responsibility to report and assist the Housekeeping Manager in duty, as well as ensuring the cleanliness of the room after being cleaned by House Keeping and then reporting to Front Office for sale. In the activities of the Press Tour, Wike has responsibility for providing supplies and clean up the room to be used for the journalist for room visit in accordance with Syariah Hotel Solo's operational standards of implementation (SOP).⁴⁴

⁴⁴ Interview with Wike as Assistant House Keeping Manager Syariah Hotel Solo, Wednesday 18 April 2018, at 12.00.

CHAPTER IV

DISCUSSION

In this chapter, the researcher will explain the results of observation, interview and documentation held in Syariah Hotel Solo. This chapter will answer the question in chapter one on media relations activities of Syariah Hotel Solo in improving the company's image. Media relations activities regularly held by public relations are: Press Conference, Press Briefing, Press Tour, Press release, Special Event, Press Luncheon and Press Interview. The results of research are discussed by researcher as follows:

4.1. Media Relations Activities of Syariah Hotel Solo

4.1.1. Press Conference

The press conference is an interview given to several journalists by a Government official or private institution in order to make an announcement or answer questions. The President, King, Ministers, Governors, Directors, Ruler, Notable Families, Public Figures, press conference. The main requirement of the press conference is that the news conveyed to reporters ought to be very important. A press conference will lose its function when the news is not too important, especially if covered by television and radio. Press conference, according to Abdurrahman Oemi, is held when there are important events in organization/company/agency, or demand representatives of the press.⁴⁵

At Syariah Hotel Solo, public relations said, the press conference is held if there are important events organized. Paramita Sari said that:

“Press conference is held only in big event sometimes journalists will not come when moments are small. In small event don't

⁴⁵ Ardianto, Elvinaro. Dasar-Dasar Public Relations. (Bandung, PT Remaja Rosdakarya) P 128.

invite journalist, we only send them the press release and it will be sufficient”⁴⁶

Event considered as big are; Milad Syariah’s activity, 3 Month Promo (Food & Beverage), Special Promo on Ramadhan, Eid Fitri and Islamic New Year (Muharram). In every press conference at Syariah Hotel Solo, public relations always prepare the news to be presented.

From the above interview, we know that for small activity such as internal Syaria Hotel activity, public relations prefer to send the release to reporters without organizing press conference. Because the main requirement for holding a press conference is that the news delivered must be very important.

A very well planned preparation is one key factor which always considered by public relations of Syariah Hotel Solo. Several preparations are as follows: 1) Sending the invitations to journalist a week before. 2) Preparing the news which will be delivered as press release. 3) Preparing the material for presenter (usually General Manager) or public relations of Syariah Hotel its self. 4) Preparing the place. Normally, it is located at “Al Kautsar Restaurant” for its informal environment and the possibility to hold breakfast or lunch after the press conference.

The data are then given to General Manager of Syariah Hotel Solo. This is according to the interview between researcher with Paramita Sari:

“General Manager asks for before being interviewed, I’ve prepared by supplying the complete data such as performance, percentage of increase, achievement and several certifications that has been achieved. During interviewed General Manager did not talk too much because the data was attached”⁴⁷

⁴⁶ Interview with Paramita Sari Public Relations Manager, Friday 16 Maret 2018, at 14.00.

⁴⁷ Interview with Paramita Sari Public Relations Manager, Friday 16 Maret 2018,

From the above interview we know that public relations always prepare the material which is delivered by General Manager as speaker in press conference. However public relations said that sometimes there are data which is not available in release that the journalist able to ask in questions and answer session.

As quoted from M Djen Amar in his book “Law of Journalistic Communication”, the official from governmental or private institution who organize a press conference, usually well-prepared with oral statements or writings. Alternatively, the journalist can also prepare their question to be asked. The quality of the officials and journalist can be assessed by their capability in questions and answer session.⁴⁸

Paramita Sari further explained:

“The main purpose of press conference on Syariah Hotel Solo is in line with the purpose of media relations’s activities, branding of Syariah Hotel Solo and awareness building.”⁴⁹

Purpose of press conference held by the public relations Syariah Hotel Solo:

- a. Disseminating positive information to the public about the activities, achievements, and hotel’s promo.
- b. Improving the image to support marketing and product such as the new promo introduction and corporate achievement.
- c. Building direct relationship to journalists which become public relations’s partner in order to improve positive image.

Then it is important for public relations to implement this activity as one form of company’s existence to the public especially to

at 14.00.

⁴⁸ Ardianto, Elvinaro. Dasar-Dasar Public Relations. (Bandung, PT Remaja Rosdakarya) P. 137

⁴⁹ Interview with Paramita Sari, Public Relations Manager, Friday 16 Maret 2018, at 14.00.

media relations.

Sometimes, the purpose of the arrival of journalists to press conference at Syariah Hotel Syariah are: 1) Confirmation or recheck leader of the company's speech so as not to misquote. 2) Friendship visit, not only with the aim of searching news but more a friendship visit as co-workers and business partner that will make it easy for public relations in running all activities.

In some occasion, there are an error from leader's speech which is still in doubtful of its credibility, the journalist directly confirm to public relations of Syariah Hotel Solo through personal chat or whatsapp grup with other journalists.

This is reflecting the charcter of press conference as Syariah Hotel Solo as Paramita Sari confirmed:

“Syariah Hotel Solo has the distinctive characteristics of every Press Conference which is more informal and friendly when it is between journalist and public relations, but sometimes also formal when General Manager is present”⁵⁰

Relationship of public relations and journalists may take the form of functionaries relationship or personal approach. According to Frank Jefkins, one form of press relations is:

a. Personal contact

Basically, the success of relationship between public relations and journalist depends on the “what and how” personal contact between the two sides are maintained through informal relationship such as hosnesty, mutual understanding and mutual respect as well as good cooperation in order to achieve goals or positive publications.⁵¹

⁵⁰ Interview with Paramita Sari, Public Relations Manager, Friday 16 Maret 2018, at 14.20.

⁵¹ Ruslan, Rosady Manajemen Public Relations & Media Komunikasi Konsepsi dan Aplikasi (Jakarta: Rajawali Pers) p. 187.

In the external activities, the most important thing is personal touch even though public relations was already know well with the journalist but without personal touch, the communication will not be effective. The benefit of personal touch goes beyond the filed of communication it self. A journalist might voluntary recommend the hotel to his/her friends. The personal touch will also make it easier for public relations to deliver the information through whatsapp or telephone. Good relations were not just formal. In fact, informal communication is mor dominant than formal. The public relations must be able to build a personal, informal relation with journalist before the press conference. This will avoid him/her from awkward situation when public relations interact with journalist during press release.

In this case, public relations of Syariah Hotel Solo often take an informal approach with journalists. This to ensure that bonds that woven between public relations and media relations are not just business partner but more on daily life by personal contact.

Currently public relations of Syariah Hotel Solo has been partnering with some of print media inside and outside Solo, following media has established cooperation with Syariah Hotel Solo:

Table 3: Media Relations Syariah Hotel Solo

No	Media Relations Syariah Hotel Solo	
	Media's Name	Office/Location
1	Solopos	Solo
2	Jawa Pos	Solo
3	Republika	Solo
4	Joglosemar	Solo
5	Suara Merdeka	Semarang
6	Bisnis Indonesia	Semarang
7	Pikiran Rakyat	Yogyakarta
8	Tempo	Yogyakarta
9	Media Indonesia	Yogyakarta
10	The Jakarta Post	Yogyakarta

Source: Syariah Hotel Solo's Documentations

From above list, due to several reasons, general manager of Syariah Hotel Solo has decided to discontinue its cooperation with some media. Among them are; Tempo, Media Indonesia, The Jakarta Post. One media from the list, Joglosemar, is currently not-operating.

4.1.2. Press Breffing

Beside press conference, public relations also organize press breffing activity as one of effort in improving company's image. This activity includes a formal press conference held by company periodically. Usually in the beginning or the end of month or a year by public relations and company leader. Press breffing held in similar way like a discussion or dialogue, where everyone give each other suggestion or information that is important enough for both parties. Beside it, journalist will have an opportunity for digging information about factual and actual problems. The journalist will the be most aware of publication of regulation, law or new policy by government in the future.⁵²

⁵² Ruslan, Rosady Manajemen Public Relations & Media Komunikasi Konsepsi dan Aplikasi (Jakarta: Rajawali Pers) p. 192.

As part of press briefing activity, public relations of Syariah Hotel Solo invite journalists quarterly or when there is a launch of promo package that will be published by local or national media. In this activity, public relations prepares the entire data in detail. As disclosed by Paramita Sari:

“I will match the briefing with the agenda of hotel and journalist, I will coordinate with Food & Beverage Manager Division and Chef for 3 month promo.”⁵³

From the above interview, public relations as coordinator in this activity always coordinate with internal divisions for preparation of press briefing with journalists, in cooperation with FBM (Food and Beverage Manager) communicated by briefing at the hotel or through of the IOC (Internal Office Communication) to the related divisions and also usually held at “Al-Kaustar Restaurant”. The place is chosen because of its strategic position it is near lobby. In addition, it is also the restaurant way for branding to guests and non-guests visiting hotel. In this activity, public relations as responsible for promotion by external media in local Solo, OTA (Online Travel Agent) and internal media of Syariah Hotel Solo included: social media and websites’s Syariah Hotel Solo. This activity, begins with provision of promo menu and live cooking. As mentioned by Dwi Basuki:

“Usually, besides live cooking, we also prepare some cooked meal. The journalist then have chance to shoot the cooking process from the best angle. The whole process of cooking will be a very good advertisement for the hotel.”⁵⁴

The purpose of the live cooking is to let journalists know the materials used for cooking, the process of menu making to the

⁵³ Interview with Paramita Sari, Public Relations Manager, Friday 16 Maret 2018, at 14.25.

⁵⁴ Interview with Dwi Basuki, Food and Beverage Manager Syariah Hotel Solo, Wednesday 18 April 2018, at 10.00.

presentation.



Picture 5: Live Cooking Menu 3 months Promo

Source: Syariah Hotel Solo's Documentation

In press briefing, FBM deliver the materials used in menu creation. Occasionally, some journalists ask about material like “Why don't use other materials?”. In this process, he explained in detail that material are used in all menu are accordance with standard and recommendation of halal label form Council of Indonesia Ulama (MUI).



Picture 6: Public Relations Manager along with journalists in Promo 3 months activity

Source: Syariah Hotel Solo's Documentation

In press briefing, public relations delivers information about recent activities of the company. Question and answer session follows the session. Paramita explained:

“The concept is more informal it is held at “Al Kaustar Restaurant”. There we can directly brief journalists about the menu before the activity. We have prepared release menu so journalists will only ask for things that are not listed in the release such as about MICE (Meeting, Incentive, Conferencing, Exhibitions) etc.”⁵⁵

Paramita Sari explained that, public relations coordinate with FnB of Syariah Hotel Solo. When the journalist asked about menu, Mr Basuki are trusted to be speaker in this activity.

It cannot be denied that sometimes the journalist asked difficult questions that may have an adverse impact on image of the company. In this case Paramita Sari revealed:

“Whatever a question is tricky or not, depends on the personal touch. From my experiences as journalist, a tricky question will appear if the resource does not provide the informations and data, this makes journalists unsatisfied.”⁵⁶

Based on the explanation above, public relations have to prepare the press briefing by attaching the valid data, to make them fully satisfied. Any inconvenience can be avoided when public relations and journalists has personal relationships and appreciate each other.

Public relations Syariah Hotel Solo also build good relations and mutual benefit in line with Frank Jefkins explanation: 1) By providing service to media, as has been done by public relations that to cerate partnership with media and create reciprocal relationship such as providing compliment voucher personally to journalist to stay

⁵⁵ Interview with Paramita Sari, Public Relations Manager, Friday 16 Maret 2018, at 14.35.

⁵⁶ Interview with Paramita Sari, Public Relations Manager, Friday 16 Maret 2018, at 14.35.

for free at the hotel. 2) By supplying good copy, namely supplying good manuscript that attract attention. This will help journalists in the provision of news. 3) By cooperation in providing material, namely doing good cooperation in providing information. By designing good interviewees such as General Manager or public relations itself in the interview. 4) By providing verification facilities, namely the providing of adequate facilities. 5) By building a personal relationship with the media, namely establish personal relationships with the media. Underlying this openness and mutually respective professions.⁵⁷

4.1.3. Press Tour

Press tour is an activity where journalist from a mass media invited to visit some event organized by a company either in short or long term.

- a. For example an opening ceremony or viewing a process of industrial production/factory. This will enable that the journalist covers and then spread the news directly (on the spot).⁵⁸

The press tour activity, which is known at hotel is not same with the government's institution which invites some journalists from several media to cover some event or place for several days. In hospitality industry where the scale and scope is smaller the tour will be different. As disclosed by Paramita Sari that:

“The tour in hotel is mostly short. The example of tour is a tour to see wedding, umrah, and hajj package. The tour is based on request.”⁵⁹

⁵⁷ Ardianto, Elvinaro. *Dasar-Dasar Public Relations*. (Bandung, PT Remaja Rosdakarya) p 124.

⁵⁸ Ruslan, Rosady *Manajemen Public Relations & Media Komunikasi Konsepsi dan Aplikasi* (Jakarta: Rajawali Pers) p 191.

⁵⁹ Interview with Paramita Sari, Public Relations Manager, Friday 16 Maret 2018, at 14.40.

From the above interview, it is known that public relations of Syariah hotel did not invite the journalists to visit of the hotel in order to cover some news or event. But press tour conducted by the hotel only when there special request from journalists, if there's no its mean there is no press tour.



Picture 7: Press Tour from TVRI in Syariah Hotel Solo's Preparation of Kahiyang-Ayu wedding

Source: Syariah Hotel Solo's Documentation

Depari said:

Press tour held by public relations gives opportunities to journalists to know and discover more situations and working mechanism of a company so that the press can understand on problems the company faced.⁶⁰

The picture above, shows journalist from TVRI Jakarta doing press tour one of superior room in Syariah Hotel Solo. It about Syariah Hotel Solo's preparations of the wedding of Kahiyang-Ayu, one daughter of the President of Indonesia. In press tour, journalists have chance to shoot the preparation and ask the facilities of the wedding room.

⁶⁰ Ardianto, Elvinaro. Dasar-Dasar Public Relations. (Bandung, PT Remaja Rosdakarya) p 127.

Before the interview, Wike has to ensure that the room is clean and ready for shooting session, Wike, assistant House Keeping said:

“We decorate the family suite with some flower and we will make sure that the room is perfectlis cleaned.”⁶¹

The purpose of coordination with House Keeping is for excellent preparation to give good impression to journalist. In cleaning the room, Syariah Hotel Solo has standardization of hygiene in cleaning thoroughly by taking out the garbage and then cleaning using using “clockwork” system. Rotating the room clockwise so as to clean all garbage. In every press tour activity, public relations of Syariah Hotel Solo always coordinate with House Keeping at least a week before.

In other words, press tour doesn’t have to be held outside the company but also can be held in the company.

4.1.4. Press Release

Press release is an information in the form of news made by public relations that is delivered to the Press Manager or Editorial of mass media (tv, radio, newspapers, magazines) to be published in mass media.⁶²

Thomas Bivinis in “*Dasar-Dasar Public Relations*” said:

“Although the press releases contained by public relations has the same format, actually has an emphasis on the information”

In this case Syariah Hotel Solo has two types in making his release:⁶³

- a. Basic Press Release, includes various information contained by company, organization which has various values for local media,

⁶¹ Interview with Wike, Assistant House Keeping Manager Syariah Hotel Solo, Wednesday 18 April 2018, at 12.00.

⁶² Ardianto, Elvinaro. *Dasar-Dasar Public Relations*. (Bandung, PT Remaja Rosdakarya) p 54.

⁶³ Ibid

regional or national. Press release in this case as sent message to journalist or editor in media. Informations contained varies from Milad of Syariah Hotel Solo and all and achievements achieved by Syariah Hotel Solo in every competition.

- b. Product Release, includes target of a product for regular trade publications in industry. Press release usually composed of information about product, promotion in every month, and Hajj, Umrah and Wedding Package.

Press release, is sent regularly Syariah Hotel Solo as publication to print and electronic media. Public relations schedule the release in the most effective timing. Paramita Sari said:

“The best is to send the release twice or three times in a month. It is more effective than sending every week. Normally, the release will be published in the following day or following week,”⁶⁴

From the above results, public relations have determined the schedule for sending release to journalist and after seeing in last few year. The release will be published in maximum for a week in the local and national media. The existance of press release shows that company exists and public attention to the company can be fostered.

As for the documentation, public relations have been done something related to its work. Later days, if there's news in the newspapers regarding the same subject but different contents. Public relations may report it to editor of mass media.

Along with development of technology, press release delivery is no longer difficult. Because public relations and media can interact quickly anywhere and everytime. Public relations of Syariah Hotel Solo prefer email as media for sending release to journalist. As disclosed by Paramita Sari:

⁶⁴ Interview with Paramita Sari, Public Relations Manager, Friday 16 Maret 2018, at 14.50.

“For sending release, we are using email. When the hotel doesn’t held press conference. Usually, if there is briefing, we pass it to journalist, but if we have no meeting, we deliver by email. Because journalists do not want to complicate and rewrite the release.”⁶⁵

This proves that sending release by email is more effective than conventional shipping services. It can also helps journalists to rewrite press release. When there is a information which is less clear, the journalist will contact public relations as soon as possible.

There are several factors that will help the news to be published. A good and interesting news will have higher chance to be published than the lower one. Public relations closeness to media is another factor. Maintaining professional and journalistic ethic will also leverage the possiblility of the news to be published.

4.1.5. Special Event

In the publications activity, public relations often held an event in cooperation with the journalists, either institutionally or individual. This is usually done in various ways, such as gathering or any other special event.

The form of cooperation, especially in hospitality industry has smaller scale than government institution. Sometimes in activities, public relations didn’t need to cooperate with the media. As Mita said:

“So far, we do not involve any media in special event, because PR still can manage interl event of hotel. For media. We consider them as media partner only. Because we can still manage the event and public relation should be able to create the event in company too”⁶⁶

From the above explanation, public relations of Syariah Hotel Solo is not in collaboration with media relations in special event.

⁶⁵ Interview with Paramita Sari, Public Relations Manager, Friday 16 Maret 2018, at 14.55.

⁶⁶ Interview with Paramita Sari, Public Relations Manager, Friday 16 Maret 2018, at 15.00.

Because of several reasons such as; 1) Public relations has the ability to observe and analyze an issue based on the facts of the situation, work planning, communication and be able to evaluate the problem. public relations is still able to be Event Organizer for internal program 2) However, public relations still can still organize special event without involving media in event organizing. It means, public relations is still able to attract attention, through a variety of innovative and creative publications as public relations function. 3) The ability to draw attention through a variety of innovative, creative, dynamic and interesting for public as the target object.⁶⁷

4.1.6. Prees Luncheon

Public relations officials sometimes held a luncheon for representatives of mass media/journalists. In this occasion, the press could meet with company's top management to listen to the company's development.⁶⁸

In press luncheon, public relations of Syariah Hotel Solo invites journalists or representatives of mass media for having breakfast or lunch after press conference and press briefing. Paramita Sari said:

“Usually, press luncheon held after press conference or 3 month promo around 9-10 o'clock. We invites them to take breakfast or lunch as well as tasting the new menu.”⁶⁹

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⁶⁷ Ruslan, Rosady Manajemen Public Relations & Media Komunikasi Konsepsi dan Aplikasi (Jakarta: Rajawali Pers) p 132.

⁶⁸ Ardianto, Elvinaro. Dasar-Dasar Public Relations. (Bandung, PT Remaja Rosdakarya) p 129.

⁶⁹ Interview with Paramita Sari, Public Relations Manager, Friday 16 Maret 2018, at 15.05

Nearly all activities, related to media relations are always packaged in friendly interaction familiarity among public relations with media relations is evident in almost every event.



Picture 8: Press Luncheon together with journalist at Al-Kaustar

Source: Syariah Hotel Solo's Documentation

One of the purpose of this program is maintaining good relations between public relations and media. This will create a close relationship, mutual understanding, to know each other, support and respect each other's profession as a positive partner.⁷⁰

4.1.7. Press Interview

Interview with the press may happen spontaneously or planned. Spontaneous interviews could happen at the legislative assembly or seminar, inauguration, marriage, or any other occasion. Although the situation is spontaneous, the company has to aware that the interview might be published in mass media.

In the world of public relations, public relations or top management of the company always been a source for interview at the press interview. To avoid traps interview from press which could be a boomerang effect to public relations or top management itself, the preparation has to be complete before Public relations doing interview, public relations should ask an outline or grid of the topic of interview.

⁷⁰ Ruslan, Rosady Manajemen Public Relations & Media Komunikasi Konsepsi dan Aplikasi (Jakarta: Rajawali Pers) p.193

Asking written questions if possible, which will be developed during the interview.⁷¹

Based on explanation of public relations of Syariah Hotel Solo press interview, General Manager asked by journalist for the opinion about the hotel development, when he attend event at Solo. Paramita Sari explained:

“When General Manager attended the event, he was asked for responses about Lor In Hotel and the hope after receiving the award. So far, it’s also happens when attend in Indonesian Hotel & Restaurant Association (PHRI) at Solp. In this event, there is some sort of issue from the resource where the journalists need some other resources to be interviewed.”⁷²

Press interview, including in its capabilities and techniques to communicate (skill of communications). General manager or public relations ought to prepare them self as a resource to be interviewed. They must always follow developments of information and always be a reliable resource, either in spontaneous interviews or ask for interviews beforehand agreement.

“So far not very influential. Because we only asked an opinion and future prospects after receiving the award and the hope for Lor In Solo Hotel.”⁷³

Therefore, public relations and top management must prepare themselves to be interviewed with journalist regardless the situation.

⁷¹ Ardianto, Elvinaro. *Dasar-Dasar Public Relations*. (Bandung, PT Remaja Rosdakarya) p 133.

⁷² Interview with Paramita Sari, Public Relations Manager, Friday 16 Maret 2018, at 15.15.

⁷³ Ibid.

4.1.8. Other Media Relations activities of Syariah Hotel Solo

a. Media Visit

Media Visit is an activity of visiting media partner office in order to create relationship⁷⁴. One of specific purpose is to strengthen the cooperation with local or national media. This especially for several with media which are already partnering with public relations of Syariah Hotel Solo in the form of renewing the contract.



Picture 9: Media Visit Syariah Hotel Solo to NET Yogyakarta

Source: Syariah Hotel Solo's Documentation

In the picture above, public relations and team, came to NET TV Yogyakarta for building relation between both parties, and also giving the brochure, and merchandise of Syariah Hotel Solo.

b. Greeting Media Partner's anniversary

In this activity, usually Head of Sales & Marketing departement of Syariah Hotel Solo prepares a birthday cake as Greeting Media partner's anniversary. In order to maintain the relation as partner in work. At this moment, public relations of Syariah Hotel Solo give wish or heartfelt speech representative as expectations for prosperous future of the media.⁷⁵

⁷⁴ Monica Lovenia 2012 "Aktivitas Media Relations Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia" Skripsi Universitas Indonesia p 146

⁷⁵ Interview with Paramita Sari, Public Relations Manager, Friday 16 Maret 2018,

4.2. Syariah Hotel Solo Constraints in Media Relations Activities

In every media relations activities of Syariah Hotel Solo, it cannot be denied that some constraints are found it can sourced from external or internal. The constraints faced by public relations of Syariah Hotel Solo are as follows:

In press conference, for example, public relations of Syariah Hotel Solo sometimes find difficulties in the determination of the appropriate date & time with the journalists.

Public relations can choose a date that corresponds to date of the journalists and activities of the hotel, in order to be present in press conferece activity. Besides, public relations should advice General Manager on that issue. However, General Manager determine the date of the activity only accordance with his of availablility. For example, when he ask to organize a press conference in the afternoon at 16.00 O'clock, where it's time to reporter's deadline. Several journalists will refuse to be present in activities, especially if the information is only about internal issue. Therefore, public relations should cleverly in adjust the hotel and journalist schedules. Most of the journalist will always ask for holding press conference or briefing at morning time it is because journalist can come immediately to hotel before going to his/her office.

Other barriers, are after public relations deal with journalists not , there some of them doesn't come not ontime or unable to attend to event bacuse of some reason. But it is just some of journalist character. Most of them will have commitment and present in press conference.

Regarding prees tour, the company face the same problem

“it os difficult to adjust the time of the hotel activities with journalists in the press tour activity”⁷⁶

at 14.15.

⁷⁶ Interview with Paramita Sari, Public Relations Manager, Friday 16 Maret 2018, at 14.15.

And public relations also should be able to adjust the exact date to journalists who wants to hold press tour. Also educate them, when there is the obstacle of press tour implementations. So far, any inconvenience can still be resolved by communication it to journalist.

Not only in press conference and press tour, in other activities such as Press Briefing and press luncheon, timing is crucial. In several activities, public relations are faced with similar obstacles in determination of the date to fit both company and media.

Several obstacle of media relations above are different with press release, in order to establish good relations with media, not infrequently found the obstacles faced by public relations of Syariah Hotel Solo such as:

“The challenge is when our news have to compete with another news from another hotel. The situation is getting severe when that hotel has an access to higher rank of people in media’s editorial board”⁷⁷



⁷⁷ Interview with Paramita Sari, Public Relations Manager, Friday 16 Maret 2018, at 14.15.

CHAPTER V

CLOSING

5.1. Conclusion

In this chapter, the researcher will conclude the discussion about media relations activities of Syariah Hotel Solo in an attempt to improve positive image of the company. The summary is as follows:

- a. Media relations activities performed by Syariah Hotel Solo in order to improve corporate image are: Press Conference, Press Briefing, Press Tour, Press Release, Press Luncheon at a press Interview. All the activities are organized regularly and has been deemed efficient. Some of the activities implemented formally when it is attended by the General Manager and informal when it is only attended by public relations. All the activities aims to build personal relationships with journalists. Syariah Hotel Solo also has the other media relations activities such as; Media Visit and Greeting Media partner's anniversary.
- b. Constraints in the conducting Press conference, Press Briefing, Press Tour and Press Luncheon activities at Syariah Hotel Solo are in determination of dates to adjust internal hotel activities with media's schedule. Public relations tries to overcome it by doing intense communication in whatsapp group with media. As for the press release, usually the obstacle is competition with another hotel's news. The competitor has higher access in media, which gives them higher priority in publications of news than public relations of Syariah Hotel Solo.

5.2. Suggestions

Based on the results of the conclusions above, the researcher suggests several points below:

- a. Special Event, should still be implemented by public relations in order to build cooperation with media.
- b. In facing competition in publication of press releases, public relations of Syariah Hotel Solo should establish better cooperation with media and strengthen personal relationship. This is the key to win competition and become media priority
- c. Due to time constraints it is expected to the next researcher to research about “effectiveness of media relations activities of Syariah Hotel Solo in improving corporate image”.



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