

# Analisis proses pembentukan citra pada perusahaan jasa melalui marketing public relations (studi kasus jasa perhotelan) = Analysis of developing image through marketing public relations in Hotel Service Industry

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Abstrak

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Tesis ini membahas tentang pembentukan citra pada jasa perhotelan melalui strategi dan aktifitas marketing public relations. Penelitian ini adalah penelitian kualitatif dengan desain deskriptif. Hasil penelitian menunjukkan bahwa strategi pada jasa perhotelan sesuai dengan teori yang diterapkan dan hampir semua aktifitas marketing public relations dilakukan sebagai taktik dalam membangun citra jasa perhotelan.

Persepsi tamu hotel dapat dibentuk dengan kepuasan akan layanan, fasilitas, dan program yang dibuat oleh hotel.

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**ABSTRACT**

The focus of this study is the forming of image developing at hotel service industry through strategy the used for hotel service and activities of marketing public relations. This research is qualitative descriptive interpretive, The data were collected by means of deep interview to informant from the hotel's side and also the customer that came to the hotel The researched shows that the strategy the used In the hotel are the same as what the theory slated and the acliviries of marketing public relations that implemented in the hotels are almost all the same as the theme staled Good perceptions are created through service, facilities and programs, created by the hotels.