

## ABSTRAK

Judul : Strategi *Public Relations Golden Palace* Hotel Lombok dalam Meningkatkan Kepercayaan Konsumen Hotel

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Program Studi : Hubungan Masyarakat

Penelitian ini bertujuan untuk mengetahui strategi *public relations golden palace* hotel lombok dalam meningkatkan kepercayaan konsumen hotel pasca gempa yang melanda Lombok, Nusa Tenggara Barat. Penelitian ini menggunakan pendekatan kualitatif dengan metode penelitian studi kasus dengan desain kasus tunggal holistik (tipe satu), serta melakukan wawancara mendalam dan observasi partisipan. Teori yang digunakan adalah teori Cultip, Center & Brown yang diantaranya (1) pengumpulan fakta, (2) definisi permasalahan, (3) perencanaan & program, (4) aksi & komunikasi, dan (5) Evaluasi. *Public Relations* di *Golden Palace* Hotel Lombok berperan dalam meningkatkan pelayan-pelayanan kepada customer termasuk dalam upaya mengatasi keluhan-keluhan terhadap pelayanan *Golden Palace* Hotel Lombok. *Public Relations Golden Palace* Hotel Lombok melakukan proses perencanaan, eksekusi, dan evaluasi program-program yang mendorong pembelian dan kepuasan konsumen melalui komunikasi yang kredibel dalam menyampaikan informasi dan menciptakan impresi yang mengidentifikasi perusahaan dan produknya dengan kebutuhan, keinginan, perhatian, dan kepentingan konsumen. *Golden Palace* Hotel Lombok menjadikan para *customer* menjadi *loyal* dan akan kembali berkunjung dan menggunakan layanan jasa yang ditawarkan *Golden Palace* Hotel Lombok. *Loyalitas* merupakan suatu proses panjang dan berkesinambungan, dan dipupuk disepanjang perjalanan hubungan (*relationship*) antara pihak perusahaan dengan pelanggan

Kata kunci : Strategi, *Public Relations*, Kepercayaan, Perhotelan

## **ABSTRACT**

*Title* : *Strategy Public Relations of Golden Palace Hotel Lombok in Enhancing Hotel Consumer Trust*  
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*Program Study* : *Public Relations*

This study aims to determine the public relations strategy of the Golden Palace Hotel Lombok in increasing hotel consumer confidence after the earthquake that struck Lombok, West Nusa Tenggara. This study uses a qualitative approach with a case study research method with a holistic single case design (type one), as well as conducting in-depth interviews and participant observation. Theories used are Cultip, Center & Brown theory which include (1) gathering facts, (2) defining problems, (3) planning & programs, (4) action & communication, and (5) Evaluation. Public Relations at Golden Palace Hotel Lombok plays a role in improving service to customers, including in efforts to resolve complaints against Golden Palace Hotel Lombok services. Public Relations Golden Palace Hotel Lombok carries out the process of planning, executing, and evaluating programs that encourage purchasing and customer satisfaction through credible communication in conveying information and creating impressions that identify the company and its products with the needs, desires, concerns and interests of consumers. Golden Palace Hotel Lombok makes customers loyal and will return to visit and use the services offered by Golden Palace Hotel Lombok. Loyalty is a long and continuous process, and is fostered throughout the course of the relationship between the company and the customer

**Keywords:** Strategy, Public Relations, Trust, Hospitality