

THE ROLE OF PUBLIC RELATIONS IN THE HOSPITAL INDUSTRY

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Keywords

Public Relations,
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Industri

This study aims to determine the role of Public Relations in the hospitality industry in managing and maintaining the good image of the hotel. The research instrument used in this research is the method of observation at Grandia Hotel Bandung and giving questionnaires to the staff and Public Relations of Grandia Hotel Bandung. The research method uses a qualitative approach by applying the type of descriptive research, namely from the data that has been collected the researcher tries to draw conclusions. Data analysis techniques include data reduction, data decomposition, and drawing conclusions. The result of this research is that public relations has a duty in shaping the good image of the hotel to the public. With the existence of public relations, the communication that exists is harmonious between the institution and the public by creating good reciprocity. Public relations has two important roles in a company, namely the regulatory function and the supervisory function of a company. Public relations is a very important part in the hospitality industry in creating an image for both internal and external parties. The conclusion of this study is that public relations has an important role in the hospitality industry, namely in creating a positive image of the hotel to the public by maintaining the relationship between the hotel and the public or with other companies becomes more harmonious, and public relations also plays a role in supervising an institution, namely the regulatory function and the supervisory function of a company. Public relations is a very important part in the hospitality industry in creating an image for both internal and external parties. The conclusion of this study is that public relations has an important role in the hospitality industry, namely in creating a positive image of the hotel to the public by maintaining the relationship between the hotel and the public or with other companies becomes more harmonious, and public relations also plays a role in supervising an institution, namely the regulatory function and the supervisory function of a company. Public relations is a very important part in the hospitality industry in creating an image for both internal and external parties. The conclusion of this study is that public relations has an important role in the hospitality industry, namely in creating a positive image of the hotel to the public by maintaining the relationship between the hotel and the public or with other companies becomes more harmonious, and public relations also plays a role in supervising an institution,

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1. INTRODUCTION

The increase in tourist visits has made progress with the increasing number of investors who want to invest, especially those related to tourism activities and also tourist accommodation such as hotels, restaurants, cafes, travel agents and so on. As we know, hotels are one of the accommodations that provide services. lodging to guests equipped with various facilities that support guest satisfaction with commercial purposes. The hotel is a form of business consisting of various departments that need each other and work together in providing satisfactory service to guests.

The departments are Front Office Department, Food & Beverage Department, Housekeeping Department, Engineering Department, Security Department, Sales & Marketing Department, Accounting Department, Personal Department. Food & Beverage Department is a department that has duties and responsibilities for the provision and service of food and beverages to guests. As it is known that apart from selling rooms, part of the hotel's main source of income is the sale of food and beverages.

One of the strategic hotels in Bandung, namely Grandia hotel, which is located on Jalan Cihampelas No. 80-82. This hotel is close to the Pasupati flyover which provides guests with a view from the rooftop. This location makes it very easy for travelers to find it. This hotel can be reached from Jalan Cihampelas Atas or Jalan Cipaganti, from the intersection of four Pasteurs, just turn left, then turn right, Grandia Hotel is right on the left side of Jalan Cihampelas. Grandia Hotel's location is not far from Paris Van Java on Jalan Sukajadi, if guests want to walk to Dago from this hotel, it's not too far, only 10 minutes by car. Likewise, to Jalan Martadinata where you can shop for clothing or factory outlets from this hotel you can taken in just a few minutes. The advantage of staying at this hotel is its location close to the favorite places of tourists visiting Bandung. This hotel is close to Cihampelas Walk, a business district that offers shopping and entertainment for visitors, to Cihampelas from Grandia hotel it only takes 7 minutes

This 10-storey 4-star hotel provides 86 rooms, divided into 4 room types namely, 75 Deluxe type rooms, 6 Deluxe Pool View rooms, 2 Grandia Suite types, and 3 Family Suite rooms. The four types of rooms have different sizes, Deluxe type room has a size of 26 square meters, Deluxe Pool View type measures 29 square meters, Grandia Suite type measures 46 square meters, and Family Suite has a size of 96 square meters. Each room has the following facilities, 32inc LCD TV with satellite channels, for connection there is a WIFE network, Air Conditioning is also provided in the room, tea and coffee maker (coffee set), room for smoking and for non-smokers

The hospitality industry is one that is engaged in services and services as well as providing great input in the tourism sector. Public Relations is now one of the spearheads of the industrial sector to compete in this era of globalization, especially in creating a positive image to build an image within a company. . The media has an important role in conveying news and facts as a transmitter of information from several interested parties. In line with the development of this world now moving towards the era of globalization where the boundary between space and time is no longer a barrier for everyone to carry out their activities, both business and pleasure (Nova, 2009: 24).

Communication also helps individuals to understand each other and build good long-term relationships. The definition of communication is a process where the source transmits messages to recipients through various channels of a company, good communication with external and internal stakeholders by creating a communication strategy that is implemented in a planned manner (Wiryanto, 2004: 6). Moreover, seeing the reality of the increasing growth of the company today, thereby tightening market competition. Every company tries to display a good image or image in the eyes of the community and internal stakeholders. Companies that are able to maintain their existence and seize the market are considered to have advantages and added value in society. Public Relations is one of the communication channel,

Public Relations is a two-way communication between an institution and the public in order to create a harmonious relationship through reciprocal communication in order to create mutual understanding to the public both internally and externally. as a positive value (Luqman, 2013). The public in Public Relations referred to here is also not only people from outside the organization

(external) but also people from within the organization (internal) such as employees from the organization. An organization is a unit and a group of individuals with a common goal or goal.

With the existence of public relations, we can take advantage of the positive side and provide job vacancies for the surrounding community so that they can benefit each other and there is no third party that will affect the image of the hotel industry, with the tourism industry sector as a source for job creation for the community and business opportunities, in general, development is a process towards a change, the development of an area is influenced by several sectors that develop in the area. One of them is the growing sector, namely the tourism sector. (Ghaniy Sanaubar, et al, 2017).

2. METHOD

The research method used in this study uses a qualitative approach by applying the type of descriptive research. According to Anggito & Setiawan (2018) qualitative research is a method of collecting data in a natural setting with the intention of interpreting the phenomena that occur where the researcher is the key instrument in the study. Researchers try to explain or describe a phenomenon that occurs by collecting data from sources related to the event. Furthermore, Basri (2014) stated that the focus of qualitative research is on the process and meaning of the results.

The descriptive research instruments used are observation, questionnaires and literature study. The questionnaire is one type of data collection instrument by distributing questionnaires to obtain primary data from respondents. According to Pujihastuti (2010) questionnaires can be distributed directly by researchers (independent), sent via post (mail questionnaire), and sent by computer (e-mail). Research subjects are individual, object, or organism research where this research can provide the information needed for research data. Then to get additional information,

The data collection technique used in the form of purposive sampling, is a sampling technique based on certain characteristics in a population that has a dominant relationship with other samples. According to Sugiyono (2010) purposive sampling is a technique for determining research samples with certain considerations at making the data collected obtained later can be more representative. Grandia Hotel and its staff in it can be good respondents in collecting data and information in this study, so that respondents can provide the information needed regarding the role of public relations in the hospitality industry. The data that has been collected is then processed by reducing the data taken from the field. And then after that,

3. RESULTS AND DISCUSSION

The history of Grandia Hotel began in 1996, starting from making noodles from the family heritage, with the new idea of making green noodles (from spinach leaf juice), so that it began to be known in the Bandung community. In 1997 Grandia started to stand but her first name was Grandies, starting from a Bakery made by Lisye's mother which started with donuts, steamed sponge and banana molen after that it grew more and more types. In 2003, on August 8, 2003, Grandies changed its name to Grandia, not using the name Grandies from the name Grand (big). In 2004, developing itself with a cafe and restaurant business, the emergence of Grandia cafe and restaurant enlivened Bandung's culinary tourism which in subsequent developments, this restaurant began to accept wedding recession events and government meetings. 2005 With a team of only 8 people, Grandia started to advance into the catering business and offered rice boxes and snack boxes to government offices, banks, and other agencies. This year also Grandia reached the highest record for preparing 1000 lunch boxes and 1000 snack boxes for the 17 August event at Gedung Sate. The success of this catering spurred Mrs. Lisye's enthusiasm to offer catering outside the city, so Grandia began to be known by customers outside the city, in government circles. Among them Telkom, Biofarma etc. Whenever there is a catering out of town, Grandia always brings kitchen utensils up to 3 containers, and in a setting like the kitchen in Grandia, although ironic and funny this tradition is always done to maintain the quality, taste, and freshness of the food .

After 17 years of Grandia Hotel being established, there is a Public Relations figure who plays an important role in it. Public Relations at Grandia Hotel has brought very rapid progress, starting from the Catering, Café and Resto business, so that it becomes Grandia Hotel. Public Relations at Grandia

Hotel started by using Bandung tourists who visited for culinary delights. After the passage of time, now Public Relations at Grandia Hotel has progressed and we had the opportunity to conduct an interview with one of the Public Relations Staff at Grandia Hotel.

We asked “What are the roles of Public Relations at Grandia Hotel?” Public Relations role can be divided into two, namely managerial role (communication manager role) and technical role (communication technical role). Hutapea (2000) states that public relations is a management function to help enforce and maintain common rules in communication, for the sake of creating mutual understanding and cooperation between the company and the public, regulating and emphasizing responsibility in serving the interests of the community. The managerial role known as the role at the management level can be broken down into three roles, namely expert leader communication, problem solving process facilitator, and communication facilitator. When explained further, there are 4 roles, including: 1. Expert Preciber Communication, PR officer is considered an expert, he advises the leadership of a company or organization, their relationship is likened to a doctor-patient relationship; 2. Problem solving process facilitator, the role of a facilitator in the problem solving process. In this role, the public relations officer is involved or involved in every crisis management, he becomes a member of the team, even if possible becomes a leader in handling crisis management; 3. Communication facilitator, the role of public relations officers as a facilitator of communication between companies or organizations with the public, both with external and internal publics, the most common term is as a communication bridge between the public and the company, as a media or mediator when miscommunication occurs; 4. Technician communication, their relationship is likened to a doctor-patient relationship; 2. Problem solving process facilitator, the role of a facilitator in the problem solving process. 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Then we asked the second question, “Is the role of Public Relations in the Hospitality Industry very important?” Yes, it is very important, let alone in the Hospitality Industry, in any company, the role of Public Relations is very important and very much needed to build and achieve common goals. Public relations is really a management function, tasked with full responsibility for maintaining the reputation of an organization, forming, protecting, and introducing it (Rahadhini, 2012) such as the Grandia Hotel which was originally established under the name Grandies by producing a bakery that developed into a hotel, apart from the owner. , the role of Public Relations also plays an important role in it so as to bring progress.

And we asked the last question, “What are the activities of the Public Relations role in general at Grandia Hotel?” The following is an outline of Public Relations activities at Grandia Hotel. 1. Clipping all information from newspapers regarding all activities and information about hotel competitors. 2. Held greetings with hotel guests at breakfast or breakfast. 3. Inviting journalists to the hotel, both printed and electronic, in a media gathering once a week. 4. Participate in sales call or sales promotion activities with other marketing staff. 5. Conducting visits to both print and electronic media to establish good relations with the media. 6. Make press releases for hotel products to be sent to print media. 7. Make a guest comment resume regarding guest comments at hotel services. 8. Taking photos (taking a picture) as documents and press release materials sent to print media. 9. Coordinate with art workers and media in designing advertisements, news letters, brochures, wall magazines as a means of internal communication. 10. Attending the Morning briefing and counseling meeting. Judging from the many activities carried out by public relations at Grandia Hotel, it shows that the role of public relations is very influential in a company. Through public relations, organizational management carries out activities and communication, both to internal parties such as employees, management and external publics such as the surrounding community and consumers (Ishak, 2012). Taking photos (taking a picture) as documents and press release materials sent to print media. 9. Coordinate with art workers and media in designing advertisements, news letters, brochures, wall magazines as a means of internal communication. 10. Participate in the morning briefing and counseling meeting. Judging from the many activities carried out by public relations at Grandia Hotel, it shows that the role of public relations is very influential in a company. Through public relations, organizational management carries out activities and communication, both to internal parties such as employees, management and external publics such as the surrounding community and consumers (Ishak, 2012). Taking photos (taking a picture) as documents and press release materials sent to print media. 9. Coordinate with art workers and media in designing advertisements, news letters, brochures, wall magazines as a means of internal communication. 10. Participate in the morning briefing and counseling meeting. Judging from the many activities carried out by public relations at Grandia Hotel, it shows that the role of public relations is very influential in a company. Through public relations, organizational management carries out activities and communication, both to internal parties such as employees, management and external publics such as the surrounding community and consumers (Ishak, 2012). Coordinate with art workers and media in designing advertisements, news letters, brochures, wall magazines as a means of internal communication. 10. Participate in the morning briefing and counseling meeting. Judging from the many activities carried out by public relations at Grandia Hotel, it shows that the role of public relations is very influential in a company. Through public relations, organizational management carries out activities and communication, both to internal parties such as employees, management and external publics such as the surrounding community and consumers (Ishak, 2012). Seeing from the many activities carried out by public relations at Grandia Hotel, it shows that the role of public relations is very influential in a company. Through public relations, organizational management carries out activities and communication, both to internal parties such as employees, management and external

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4. CONCLUSION

Based on the above discussion, it can be concluded that the hotel industry is an industry engaged in services and services. The existence of public relations makes it the spearhead in competing in the hospitality industry. Because public relations can create a positive image to build a good image of a company. Based on our research, it can be concluded that the role of public relations is divided into two, namely the managerial role (communication manager role) and the technical role (communication technical role). The communication manager role includes regulating and supervising a company, creating good communication between internal and external parties, making solutions to problems that occur in a company, and establishing a good image between companies and the public. While the communication technical role includes providing technical services in the field of communication and also participating in carrying out the technical communication. So, the role of public relations in the hospitality industry plays an important and even very necessary role. In addition to maintaining the good name of the company to the public, public relations also plays a major role in the sustainability of the company concerned, by maintaining internal communication between upper and lower parties and being problem solving that can provide solutions to problems faced by a company. the role of public relations in the hospitality industry plays an important and even very necessary role. In addition to maintaining the good name of the company to the public, public relations also plays a major role in the sustainability of a company concerned, by maintaining internal communication between upper and lower parties and being problem solving that can provide solutions to problems faced by a company. the role of public relations in the hospitality industry plays an important and even very necessary role. In addition to maintaining the good name of the company to the public, public relations also plays a major role in the sustainability of the company concerned, by maintaining internal communication between upper and lower parties and being problem solving that can provide solutions to problems faced by a company. the role of public relations in the hospitality industry plays an important and even very necessary role. In addition to maintaining the good name of the company to the public, public relations also plays a major role in the sustainability of the company concerned, by maintaining internal communication between upper and lower parties and being problem solving that can provide solutions to problems faced by a company. the role of public relations in the hospitality industry plays an important and even very necessary role. In addition to maintaining the good name of the company to the public, public relations also plays a major role in the sustainability of the company concerned, by maintaining internal communication between upper and lower parties and being problem solving that can provide solutions to problems faced by a company.

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