

MEDIA RELATIONS STRATEGY of HOTEL NEO + AWANA YOGYAKARTA IN BUILDING BRAND IMAGE

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Abstract

The high growth of hotels in Yogyakarta caused a fierce competition with each other, thus demanding a strategy to survive in the midst of intense competition. One of the strategies that used by the hotel is media relations strategy. This study discuss about media relations strategy of Hotel Neo+ Yogyakarta in building its brand image. The goal is to find out how media relations strategy that built by Neo+ Awana Hotel Yogyakarta’s public relations in building its brand image. In this study, the author found that public relations at Neo+ Awana Hotel Yogyakarta not specifically put in a division, but the field of sales & marketing division operate the media relations activities. Media relations strategy run by Hotel Neo + Awana manifested in from creating actual event, introduction with press conference, public relations intimacy with media and facilitating media. The media relations strategy had done with the aim to get a positive image of the company in the eyes of the public.

Keywords: *media relations strategy, brand image, hotel, Yogyakarta*

INTRODUCTION

In the digital age where the dissemination of information very fast and easy, business competition in Indonesia became tight. Kind of business in Indonesia polarized became very complex, one of business in Indonesia is business hospitality. Business hospitality different from other sectors, where business hospitality is an example of a business that focus on their services to consumers. High growth of hotel in Indonesia caused a services competition between hotels, that competition occurred in completeness facilities, quality and services to fulfill customer satisfaction.

Evidence that the business hotel competition in Yogyakarta was more competitive is shown by the large number of hotels in the city. As stated in the daily news Tribun Jogja where the chairman of

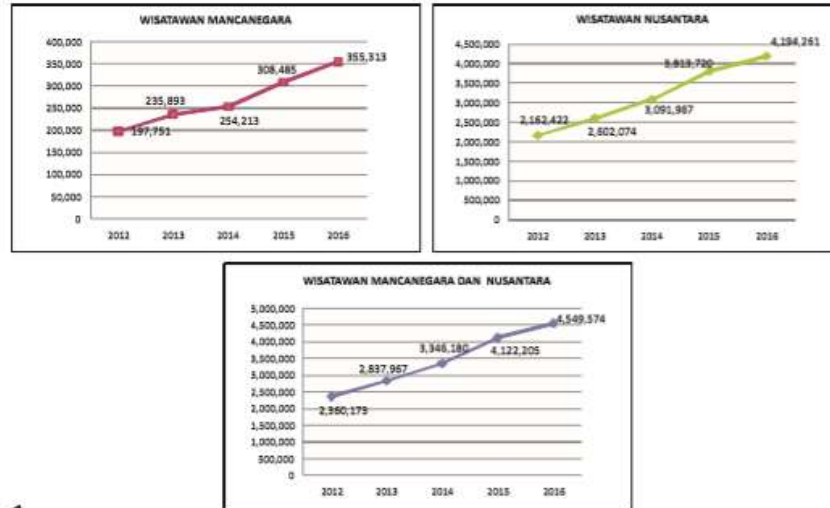
the Association of Hotels and Restaurants Indonesia (PHRI) said, "The number of hotels in Yogyakarta region as many as 1160 hotels. A total of 60 of them are star hotels with 6,000 rooms and 1,100 other hotels are Melati class hotels with 12,660 rooms" (Tribun Jogja, 2013: <http://jogja.tribunnews.com/2013/10/31/phri-catat-ada-1160-hotel-in-yogyakarta>). Hotels in Yogyakarta each year increases rapidly, seen from the statistics in 2010 amounted to 37 star-rated hotels and 415 jasmine hotels, in 2011 amounted to 51 starred hotels and 418 jasmine hotels, in 2013 amounted to 13 star hotels, and in 2016 amounted to 38 star hotels and 629 jasmine hotels" (Yogyakarta Tourism High School, 2017: <http://www.ampta.ac.id/pertumbuhan-hotel-di-jogja#.Wiv9L9-WbIV>).

The number of tourist visits both foreign tourists and domestic tourists

continuously from 2012 to 2016. The increase in the number of tourist visits each year has

increased significantly, for the explanation can be seen in picture below.

Chart 1. Tourist development to DIY year 2012 - 2016



(Source: Visiting Jogja, 2016)

Media relations became one of the hallmark of the hotel to establish a relation with medias. In Yogyakarta with the number of hotels as many as "1,160 consisting of 60 stard hotels and 1100 jasmine class hotels. There is 30% of the number of hotels in Yogyakarta do media relations activities. Hotels that engage in media relations activities are star hotels that are aware of the importance of a company to establish relationships with the media. "(Tribun Jogja, 2013: <http://jogja.tribunnews.com/2013/10/31/phi-catat-ada-1160-hotel-diyogyakarta>)

Media relations is a form of communication strategy of a professional public relations in dealing with the media. In maintaining relationships and maintaining good relations with the media

is very important for the company, one that requires a hotel run by a public relations. Because the media is a means of publication, where all information related to the hotel channeled and can affect the public. Currently the media has a very important role which becomes a tool of social life change because it has a characteristic nature that reaches all layers of the masses with wide area with a fast period. In addition, the media becomes a public reference to move and act, the public seems to be led by the media to behave in accordance with the issues.

Media relations strategy is done to increase publicity of public company. The success of the public relations work in obtaining the publicity carried out can be derived from a harmonious relationship

with the media. It is undeniable that the role of the media is vital in publicity and public image. A mutualism symbiotic relationship to the media will be established. With a mutually beneficial relationship will have a positive impact on public relations and the media. In addition, media relations strategies can also be done with publications, advertisements and promotions that use the media as a means of disseminating information.

The selection of media in news conducted by Hotel Neo + Awana Yogyakarta is important to determine. The result of mapping the media selection will facilitate Hotel Neo + Awana Yogyakarta in choosing the target media that will be invited to cooperate. Consistency in the news that will be submitted become one of the classification in media selection. In addition, by determining the choice of media will provide time efficiency.

In a star hotel there needs to be a separate placement of a public relations practitioner in corporate management. That's because to maximize the program and the work that will be done in Hotel Neo + Awana Yogyakarta. Hotel Neo + Awana Yogyakarta has not put its own public relations role in conducting media relations activities. Basically, public relations is a process of communication between companies and the public to establish good

relationships so as to achieve goals to build, maintain, and enhance a positive image. Positive image can be formed in several ways, one that can be formed by using the mass media to communicate with the public.

Hotel Neo + Awana Yogyakarta as a 3 star plus hotel is able to show achievement that has been done by getting the achievement that is in year 2016 got predicate as hotel get the biggest customer in Yogyakarta via booking.com. In addition, Hotel Neo + Awana Yogyakarta is also a hotel with high acquisition okupensi with the highest customer withdrawal among star class in Yogyakarta area.

Modern minimalist concept to be one of the typical Neo + Awana Hotel Yogyakarta. With the only hotel that has a minimalist modern concept with affordable rates make this hotel as one of the hotels that become the choice for tourists. Located in the center of the city of Yogyakarta tourism area makes this hotel frequented by tourists. One of the tourist attractions in Yogyakarta is malioboro which is one of the icon of the city of Yogyakarta and became one of the tourist attractions that has always been a destination destination visited by tourists. The high tourists who visited the tourist attractions in this Malioboro area so that the impact of high visitors who choose to stay at Hotel Neo

Awana Yogyakarta. Located in Yogyakarta city center and tourist area make Hotel Neo + Awana Yogyakarta become City Hotel. Hotel Neo + Awana Yogyakarta is located on Jl. Mayjend Sutoyo No.52, Mantrijeron, Yogyakarta City, Daerah Istimewa Yogyakarta 55143.

According to conyers diana, planning is the process that runs continuous involving (cyclical decision-making process) various phases schematic and successive to produce something better or in other words decisions more rational.

Planning a plan is the product of the planning process that intended to achieve a goal certain activities through stages. Every plan has at least 3 basic elements, point, goal and direction. The meaning of the point is turning are the condition of a beginning from which we stand on in drawing upplans as well as will be the basis early to implement the plan. Then the goal, circumstance to be achieved in the future. A clear purpose will facilitate planner in the preparation of planning. The last is direction. The direction of not the plan to guidance and mercy in order to achieve a plan by means of which legal on the one hand, efficient, and affordable by an executor. Whenever a plan did not furnished to be a manual clear cut hence the achievement of a goal was not very effective and going on the excessive use of

a power source and a time (ronny suabey, 2014: 23).

The theory of ministry of religious affairs relevant planning in the research that different, by which used to explain the process of road serviced by the hotel neo + awana hotel in attaining its goal. Hotel neo + awana hotel having planning with a calculation that precision to make a statement on the steps which he spends for the sake of attain goals that as a business entity and services is bottom line profits obviously this will only happen. The theory this will the steps that were undertaken by the hotel neo + awana hotel in running a strategy of the media relation.

Ducncan (2004:82) said that brand image is impression created by brand messages and experiences and assimilated into a perception or impression of the brand. Which means an impression created by brand messages and experiences that are assimilated into a perception or impression of the brand itself. Image of a product managed by a company can not be separated from the role of the customer either directly or indirectly. A good image can strengthen a company's brand as well as a bad image will be fatal to the company's business continuity. Brand image represents the overall perception of the brand and is shaped from the past information and experience of the brand.

Kotler & Fox defines the image as the sum of the images, impressions and beliefs that a person has of an object. The image of the brand relates to an attitude in the form of belief and reference to a brand. Consumers who already have views with a positive image of a brand, will give more attention so that it will impact on its actions to make transactions. The benefits of positive brand image, the company can develop products by utilizing the positive image that has been formed from the old product (Sutisna, 2003: 83).

Indicators used to measure brand image include Recognition, reputation, affinity (affinity), and domain. An effective brand image will reflect three things (Rangkuti, 2002: 312). First, build product character and provide value proposition. Second, eliver unique product charactersd so different from competitors. Third, gives more emotional power than rational power.

In shaping the brand image, one of the strategies used is media relations strategy. Media relations is a relationship built with the media, aims to reach the public so as to improve imaging, belief and the realization of individual and corporate goals to be achieved. Media relations can be said as a tool to inform the public about the

activities of companies or organizations through publication and expected messages or can be received well by a wide audience. Media relations is basically concerned with providing information or responding to news media on behalf of the organization or client (Iriantara, 2008: 29).

The relationship between the media and public relations is one of the first steps of public relations performance as a source of information. The existence of media can be used as a means to publicize to a wide audience about information and programs that are on the run of public relations practitioners. Therefore, to establish relationships that can reach wide public circles, public relations practitioners need the media. Public relations practitioners should be aware that the media have a very important role in publication activities, which can exert great influence on the public. Seeing that, the media is a means of publication where all information about the company is shared.

1	EMBEDDED MEDIA STRATEGY	Including media in informal discussion forums, coffee morning, hobby forums, sending email / contact person regularly, getting to know journalists personally, etc.
2	MEDIA GATHERING STRATEGY	Designing special events (tend to be informal), as a meeting or friendship meeting to strengthen relations with media / journalists. Example: a visit to the media editor
3	EMBARGO MEDIA STRATEGY	Assist media work / reporters in the process of producing news by providing information / data as early as possible with the time limit of presenting the news that has been agreed. Example: press release shipping / kit & invitations coverage
4	MEDIA BRIEFING STRATEGY	Conducting briefings / briefings to the media / reporters to provide background information and rules in coverage. The goal, to minimize differences in perception / interpretation. Example: press conference / tour with press release / kit

**Figure 1. Media Relations Strategy Within A Company Can Be Done
(Source : Iriantara, 2008)**

METHODS

In this research, qualitative approach is descriptive method. This means that the data collected is not a convincing figure derived from interviews, personal documentation, notes, memos and other official documents. The research was conducted based on the paradigm, strategy and implementation of the model qualitatively, whose findings were not obtained by the calculation procedure. Qualitative research aims to explain the phenomenon in depth through the collection of data as deep (Kriyantono, 2006: 23)

The object of research is public relations strategy in building brand image at Hotel Neo + Awana Yogyakarta interview to Faris Yan Napoleon as Director of Marketing Sales from Hotel Neo + Awana Yogyakarta, and reporter from Jogja daily that is Lufityanti Style as primary data. Secondary data are obtained from various sources such as books, articles and company archives. The type of validity chosen by researchers in this method is the validity of the source. Where the validity of the source is to dig the truth of certain information through several methods and sources of data acquisition. For example, in

addition to interviews and observations, researchers may use participant observation, written documents, archives, historical documents, official records, personal notes or writings and drawings or photographs. Each way it will produce different data, will then provide different insights about the phenomenon being studied. Due to in this research menggunakan planning theory which serve as reference in measuring instrument research.

DISCUSSION

Media relations strategy run by Hotel Neo + Awana Yogyakarta is good. This is in line with the theory of planning, where the theory of planning is a decision-making process that involves various schematic and sequential stages by considering various boundaries so as to produce a rational decision.

The plan (plan) is the product of the planning process intended to achieve a goal to be achieved Hotel Neo Awana Yogyakarta. The main element run by Hotel Neo + Awana Yogyakarta in doing the planning are:

Reject Point

It is the initial condition from which we stand in the formulation of the plan and at the same time will become the initial basis for implementing the plan. Hotel Neo + Awana Yogyakarta do the preparation of

the plan by doing activities that involve the public. The strategy is applied Neo + Awana Hotel Yogyakarta in running media relations strategy that involves the press as a medium to convey information that will be delivered to the public hotel.

Hotel Neo + Awana Yogyakarta in running media relations strategy by creating the actual event. Creating an actual event is realized with the creation of a trend event. Seeing the phenomenon that is happening to be subsequently implemented into the event can attract the public in the event involvement.

The starting point run by Neo + Awana Hotel Yogyakarta in implementing an event is to determine the target audience, determine the event mechanism and choose a credible media as a mediator. A company before creating an event first find out who will be the public to engage in the event to be run. When the hotel already knows who the public who will be the target will clarify about how the event mechanism will run. Choosing the media as a supporter in the continuity of the event is important to determine, because the media as a medium to disseminate information about the event that will take place.

Goals (Goal)

Hotel Neo + Awana Yogyakarta creates a strategy in media relations with the aim of achieving success. Goal from

Hotel Neo + Awana Yogyakarta in creating media relations strategy is the acquisition of high publicity so as to form a positive image in the eyes of the public. The image is formed from the convincing results of the public run by Hotel Neo + Awana Yogyakarta. From the above explanation, it can be drawn the conclusion that the goal is a state to be achieved in the future, clear objectives will facilitate planners in the preparation of the plan.

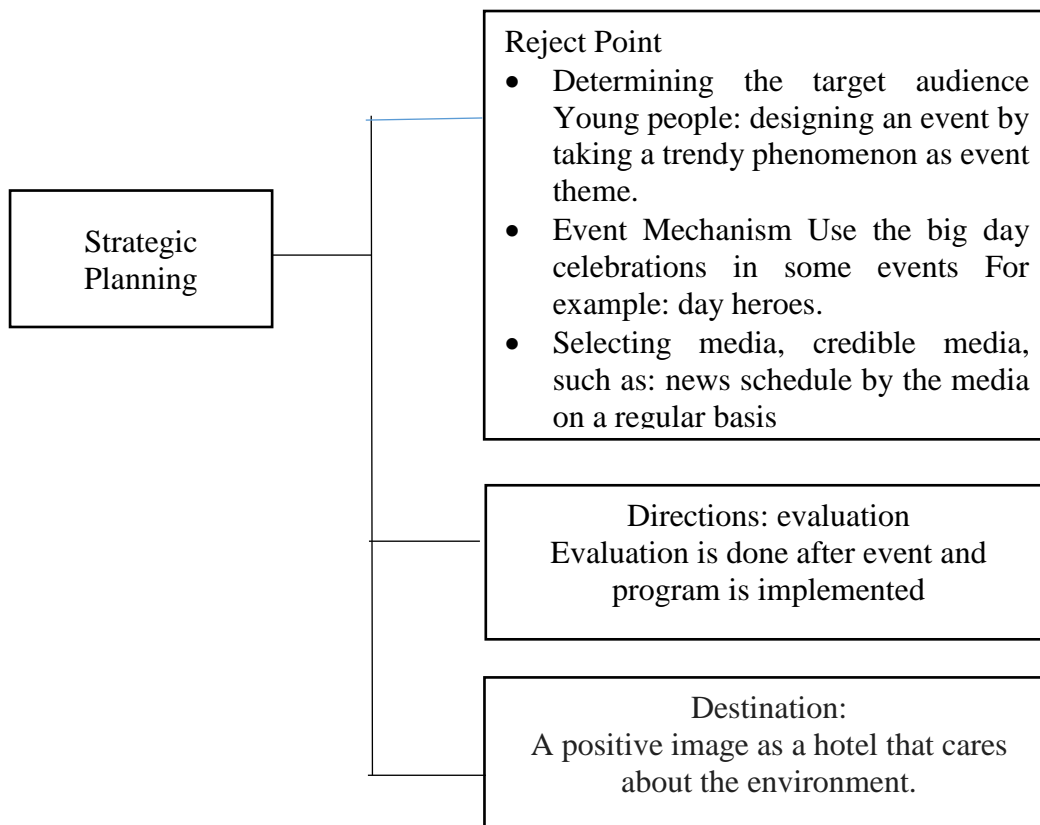
With the formation of the mindset in the public eye will be influential in maintaining the existence of Hotel Neo + Awana Yogyakarta in competing with other

hotels. When Customer has a view of positive image of Hotel Neo + Awana Yogyakarta will give more attention to Hotel Neo + Awana Yogyakarta.

Direction

Direction is a guideline for achieving the plan in a legal, efficient, and affordable manner by the implementer. If a plan is not equipped with clear guidelines then the achievement of goals is not effective and time wastage occurs. Making planning in a strategy to get the desired objectives, run with the guidelines set. Here is a mapping of strategic planning run by Neo + Awana Hotel Yogyakarta:

Chart 2. Strategy of Media Relations Hotel Neo + Awana Yogyakarta



(Source: Primary data)

Media relations strategy run by Hotel Neo + Awana, hotel introduction strategy with press conference, public relations intimacy strategy with media and media relations strategy by facilitating media done with 2 categories that is press statement and press release. The establishment of good relationships between Neo+ Awana Hotel Yogyakarta with the media is done to introduce the hotel in the public mind. These activities can be achieved from the successful implementation of strategies that have been done Hotel Neo + Awana Yogyakarta management.

Media relations strategy conducted by Hotel Neo + Awana Yogyakarta is by having a good relationship with all media such as, mass media, print media and electronic media. The key to media relations activity is consistency. public relations should always provide information to the media on a regular basis and should often hold meetings. This is important because the media will always want new information and every time. Consistency is also required in the publication content so as not to be boring. Public Relations must think about the news to be published, who the audience, news

relevance, the duration of news delivery, the accuracy of news, and who messengers. So messages delivered through the media can be well received by the public.

The importance of public relations to evaluate media relations activities. Media relations is, after all, a strategy undertaken by public relations in building and maintaining a company's reputation. Therefore, any activities and programs that have been implemented need to be evaluated. The evaluation process is done by Hotel Neo + Awana Yogyakarta to know the effectiveness of the program and the success of the performance and the program that has been done.

Reach the relation with the media is done kesuluruhan by Hotel Neo + Awana Yogyakarta management, both journalists, editors to other parts of the media. One of the relations is also woven with the media. In the local sphere of Yogyakarta, Hotel Neo + Awana Yogyakarta chose Radar Jogja, Harian Jogja, Tribun Jogja, Kedaulatan Rakyat, dan majalah majalah (anak muda dan pariwisata) specific to print media. As for radio, Swaragama FM, I-Radio Jogja, Geronimo FM and other radio in Yogyakarta, as well as the hotel also eyeing the local TV station that is Jogja TV.

Evaluation activities in media relations for the moment, the management

provides penilain in publicity in the media. Publications conducted by Hotel Neo + Awana Yogyakarta have good implications for Neo + Awana Hotel Yogyakarta brand or not. Indicators of the effectiveness of publicity activities either through media relations and advertising, ie how big the positive image of the company formed. Thus, in this evaluation itself the benchmark indicator is the formation of a positive image.

However, according to public relations Manager Hotel Neo + Awana Yogyakarta, the measurement of the success of the public relations program is unmeasurable or difficult to measure. This is because the effects generated by the public relations program are long term or long-term times where the effect can not immediately be felt immediately or the effect needs to be sought and known.

CONCLUSION

Media relations strategy run by Hotel Neo + Awana Yogyakarta is good. In the implementation of media relations strategy Neo + Awana Hotel Yogyakarta does not specifically put the public relations practitioners in their hotel division. When in the field of public relations functions run by the sales & marketing division. Public relations activities in carrying out its activities in communicating done with

external public and internal public. External public such as the general public and hotel visitors. While the internal public is a whole element that directly affects the success of companies such as managers, employees and management.

Media relations strategy applied by Hotel Neo + Awana Yogyakarta is quite good enough. It is evident from the results of publicity activities run in several print media, online media and electronic media (radio and local television). Implementation of this activity is done to obtain publicity in the media and is expected to form a positive image of Hotel Neo + Awana Yogyakarta both enhance the brand of products as well as corporate brand.

The scope of the publication of the management is adjusted or depends on the public segment targeted by the publication. This means that this hotel does not originally choose the media as a publication tool but rather do media mapping or media mapping, which is where the mapping is done to identify the reach of these media in capturing the target segment.

Interwoven that exists between the management and the media does not focus on certain parts only, but as a whole. In other words, the hotel is trying to take the whole part of the media. The form of media relations strategy conducted by Hotel Neo

+ Awana Yogyakarta is a strategy to create an actual event, hotel introduction strategy with press conference, public relations intimacy strategy with media and media relations strategy by facilitating media done with 2 categories: press statement and press release.

Constraints experienced by the hotel management is still not visible because this is due to the situation of Hotel Neo Awana Yogyakarta is still new to stand. But with time due to competition and business dynamics, sooner or later the hotel management will feel it.

The hotel also conducts monitoring on the widespread media spread by print, electronic, and online media. This is done as part of an evaluation of media relations activities in which this evaluation focuses on how much of the image that has been formed from the publicity activities of the hotel in the media.

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