

## ABSTRAK

**Syarifah Yasmin.** Strategi Mempertahankan Citra Hotel Di Tengah Pandemi Covid-19 (Studi Deskriptif Pada Humas Aston Priority Simatupang Jakarta)

ASTON Priority Simatupang Hotel & Conference Center merupakan salah satu perusahaan perhotelan di bawah naungan Archipelago yang mampu bertahan dari kebangkrutan di tengah Pandemi Covid-19. Penelitian ini dilakukan untuk mengetahui bagaimana sebuah perusahaan perhotelan menerapkan strategi untuk mempertahankan citra pada situasi pandemi. ASTON Priority Simatupang Hotel & Conference Center memiliki departemen Marcom membawahi divisi public relations yang bertugas dalam mengelola strategi public relations di tengah pandemi COVID-19.

Penelitian ini bertujuan mendeskripsikan proses strategi Public Relations untuk mengetahui bagaimana Humas Hotel Aston Priority Simatupang dalam melakukan Tahap (1) Perumusan Strategi, Tahap (2) Implementasi Strategi, dan Tahap (3) Evaluasi Strategi untuk mempertahankan citra hotel di tengah pandemi Covid-19.

Penelitian ini menggunakan konsep manajemen strategi Fred R. David yang mencakup tahap perumusan strategi, tahap implementasi strategi, dan tahap evaluasi strategi. Paradigma yang digunakan adalah paradigma konstruktivisme dengan pendekatan interpretif dan metode deskriptif kualitatif. Data-data yang dikumpulkan dalam penelitian melalui wawancara mendalam dibantu observasi, dokumentasi, dan studi pustaka.

Hasil penelitian menunjukkan bahwa strategi public relations yang dilakukan oleh PR ASTON Priority Simatupang Hotel & Conference Center untuk mempertahankan citra di tengah pandemi COVID-19 melalui Tahap (1) perumusan strategi meliputi fact finding, identifikasi peluang dan hambatan, identifikasi keunggulan dan kelemahan, publik sasaran, dan riset kompetitor; Tahap (2) implementasi program strategi meliputi penyampaian pesan, penerapan kegiatan dan program, dan monitoring program; Tahap (3) evaluasi strategi meliputi faktor kegagalan dan keberhasilan, tolak ukur keberhasilan, dan langkah korektif.

Berdasarkan hasil penelitian, disimpulkan bahwa PR ASTON Priority Simatupang Hotel & Conference Center telah melakukan strategi untuk mempertahankan citra hotel di tengah pandemi Covid-19 sesuai dengan konsep manajemen strategi Fred R. David.

**Kata Kunci:** Strategi Humas, Citra Hotel, Pandemi Covid-19.

## **ABSTRACT**

**Syarifah Yasmin.** *Strategy to Maintain Hotel Image Amid the Covid-19 Pandemic (Descriptive Study on Public Relations Aston Priority Simatupang Jakarta)*

*ASTON Priority Simatupang Hotel & Conference Center is one of the hospitality companies under the auspices of Archipelago that was able to survive bankruptcy in the midst of the Covid-19 Pandemic. This research was conducted to find out how a hotel company implements a strategy to maintain its image in a pandemic situation. ASTON Priority Simatupang Hotel & Conference Center has a Marcom department in charge of the public relations division and has the jobdesk to managing public relations strategies amidst the COVID-19 pandemic.*

*This research aims to describe the process of Public Relations strategy to find out how the Public Relations of Aston Priority Simatupang Hotel in carrying out Stage (1) Strategy Formulation, Stage (2) Strategy Implementation, and Stage (3) Strategy Evaluation to maintain the image of the hotel in the midst of a Covid-19 pandemic.*

*This research uses the concept of Fred R. David's Strategy which includes the strategy formulation stage, strategy implementation stage, and strategy evaluation stage. The paradigm used is constructivism paradigm with interpretive approach and qualitative descriptive method. The data collected in the study through in-depth interviews assisted by observation, documentation, and literature study.*

*The results showed that the public relations strategy carried out by PR of ASTON Priority Simatupang Hotel & Conference Center is to maintain its image in the midst of the COVID-19 pandemic through three stages, which is: (1) strategy formulation including fact finding, identification of opportunities and obstacles, identification of strengths and weaknesses, target public, and competitor research; Phase (2) implementation of the strategy program includes message delivery, implementation of activities and programs, and program monitoring; Stage (3) evaluation of the strategy includes factors of failures and successess, success indicators, and corrective steps.*

*Based on the results of the research, it was concluded that PR ASTON Priority Simatupang Hotel & Conference Center had implemented a strategy to maintain the hotel's image in the midst of the Covid-19 pandemic in accordance with the concept of Fred R. David.*

**Keywords:** *Public Relations Strategy, Hotel Image, Covid-19 Pandemic.*