

# Analisis kegiatan media relations humas aston bogor hotel resort dalam upaya mempertahankan citra positif perusahaan = Analysis of media relations activity from public relations department of aston bogor hotel resort in effort to maintain the positive image of the company

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## Abstrak

Di tengah perkembangan industri perhotelan yang semakin kompetitif di Indonesia humas melakukan kegiatan media relations dalam usahanya untuk mempertahankan citra positif perusahaan Makalah ini meneliti kegiatan media relations yang dilakukan oleh Aston Bogor Hotel Resort dengan tujuan memaparkan usaha usaha humas dalam menampilkan keunggulan hotel dibandingkan dengan para pesaingnya Dengan menggunakan analisis kualitatif Aston Bogor Hotel Resort dapat dikatakan sangat baik dibandingkan dengan para kompetitornya dalam kegiatan media relations yang sesuai dengan kebijakan dan aturan perusahaan Namun penulis memberikan beberapa saran terkait teknik penulisan press release serta analisis media monitoring untuk kegiatan media relations hotel sehingga diharapkan humas dapat bekerja lebih tepat dan lebih baik lagi ke depannya.

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In the midst of an increasingly competitive hospitality industry in Indonesia public relations do media relations activities in an attempt to maintain a positive image of the company This paper examines media relations activities undertaken by Aston Bogor Hotel Resort with the aim of exposing public relations rsquo efforts in presenting the hotel rsquo s excellence compared to its competitors By using qualitative analysis Aston Bogor Hotel Resort can be considered very good compared with its competitors in media relations activities in accordance with the company rsquo s policies and rules However the author gives some suggestions related to the techniques of writing press releases and media analysis for the monitoring of media relations activities of the hotel so author expects that PR can work better and more precise in the future.