

# Peran public relations Hotel Borobudur Jakarta: eksplorasi peran expert prescriber, problem solving process facilitator, communication facilitator, dan communication technician = Public relations role in Hotel Borobudur Jakarta: explorations of expert prescriber, problem solving, process facilitator, communication facilitator, and communication technician

Jegeg Tribhuwana Eka Dewi Sudjana, author

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## Abstrak

### **ABSTRACT**

Penelitian ini mengeksplorasi konsep peran Public Relations menurut Cutlip, Center Broom yaitu peran expert prescriber, peran problem solving process facilitator, peran communication facilitator, dan peran communication technician pada Hotel Borobudur Jakarta untuk mengetahui peran Public Relations di Hotel Borobudur Jakarta. Penelitian ini dilakukan karena peran Public Relations sangat beragam dan terus berkembang seiring berkembangnya zaman dan teknologi. Penelitian ini menggunakan metode kualitatif dengan melakukan wawancara mendalam dan observasi. Triangulasi yang digunakan adalah sumber data primer, data sekunder, dan tinjauan literatur. Penelitian ini menemukan adanya tiga dari empat peran Public Relations. Peran yang ditemukan adalah peran expert prescriber, peran communication facilitator, dan peran communication technician. Dalam penelitian ini juga ditemukan adanya tumpang tindih antar peran yaitu peran Expert Prescriber dengan Communication Technician dan peran Communications Facilitator dengan peran Communication Technician. Kesimpulan dari penelitian ini adalah empat peran Public Relations menurut Cutlip, Center, Broom dapat diterapkan pada industri perhotelan. Peran Public Relations tersebut juga bisa tumpang tindih jika tidak ada divisi ataupun departemen khusus untuk Public Relations.

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### **ABSTRACT**

The research explores the concept of Public Relations role according to Cutlip, Center Broom, which are the Role of Expert Prescriber, the Role of Problem Solving Process Facilitator, the Role of Communication Facilitator, and the Role of Communication Technician at Hotel Borobudur Jakarta. The aim is to know the role of Public Relations in Hotel Borobudur Jakarta. In addition, the research is also made because the role of Public Relations is immensely diverse and continues to evolve with the development of the era and technology. The research utilizes qualitative method by conducting in depth interview and observation. Furthermore, the Triangulation uses included primary data sources, secondary data, and literature review. This research explores the role of Public Relations according to Cutlip, Center Broom which is the role of expert prescriber, the role of problem solving process facilitator, the role of communication facilitator, and the role of communication technician at Hotel Borobudur Jakarta to know the role of Public Relations at Hotel Borobudur Jakarta. This research is done because the role of Public Relations is very diverse and continues to evolve with the development of the era and technology. This research uses qualitative method by conducting in depth interview and observation. Triangulation used is primary data source, secondary data, and literature review. The study found three of the four public relations roles. The roles found are the role of expert prescriber, the role of communication facilitator, and the role of communication technician. In

this research also found an overlap between roles namely the role of Expert Prescriber with Communication Technician and the role of Communications Facilitator with the role of Communication Technician. The conclusion of this research is four public relations role according to Cutlip, Center, Broom can be applied to hotel industry. The role of Public Relations can also overlap if there is no division or special department for Public Relations.