

Pengalaman Komunikasi Pelaku Pemasaran Di Bawah Regulasi Korporat Hotel Bertaraf Global

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ABSTRAK

Penelitian ini bertujuan untuk memahami pengalaman komunikasi pelaku pemasaran dalam menjalankan praktik komunikasi di bawah regulasi korporat hotel bertaraf global. Regulasi korporat dalam konteks hotel bertaraf global hadir sebagai sistem *brand governance* yang mengatur standar komunikasi, identitas visual dan verbal, serta prosedur persetujuan konten secara menyeluruh. Namun, bagaimana regulasi tersebut benar-benar dialami dan dimaknai oleh pelaku komunikasi pemasaran di tingkat lokal sebagai pengalaman komunikasi yang hidup dan berlapis masih menjadi kajian yang relatif terbatas. Penelitian ini menggunakan pendekatan kualitatif dengan metode fenomenologi sosial Alfred Schutz, melibatkan empat informan yang bekerja sebagai pelaku komunikasi pemasaran di sebuah hotel bertaraf global berbintang lima di Jakarta. Pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan studi dokumentasi. Analisis data mengacu pada tahapan fenomenologi Schutz yang mencakup identifikasi unit makna, kategorisasi motif tindakan, serta analisis *stock of knowledge* dan intersubjektivitas. Hasil penelitian menunjukkan bahwa pengalaman komunikasi para informan terbentuk melalui lima dimensi utama: proses pertama berhadapan dengan sistem komunikasi korporat yang dipengaruhi oleh *stock of knowledge* masing-masing individu; pengalaman menjalankan pesan di bawah tekanan regulasi yang berlapis; pengalaman berkomunikasi di tengah ketidakjelasan regulasi yang memaksa pelaku mengambil keputusan secara mandiri; pengalaman berkomunikasi lintas otoritas yang menuntut kemampuan *filtering* dan negosiasi pesan; serta proses internalisasi nilai brand yang pada akhirnya membentuk identitas profesional informan melampaui konteks kerja formal. *Because motive* yang paling dominan berasal dari pengalaman kerja sebelumnya dan posisi struktural dalam organisasi, sementara *in-order-to motive* berpusat pada keinginan menjaga reputasi brand, mempertahankan hubungan dengan mitra, dan berkembang secara profesional.

Kata Kunci: Pengalaman komunikasi, regulasi korporat, hotel bertaraf global, fenomenologi sosial, Alfred Schutz, lived experience, motif tindakan.

***The Communication Experience of Marketing Practitioners in Carrying Out
Communication Practices Under Corporate Brand Regulations of Global Hotels.***

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ABSTRACT

This study aims to understand the communication experience of marketing practitioners in carrying out communication practices under the corporate regulations of a global-standard hotel. Corporate regulations in the context of global-standard hotels function as a brand governance system that comprehensively governs communication standards, visual and verbal identity, and content approval procedures. However, how these regulations are actually experienced and interpreted by marketing communication practitioners at the local level as a layered, lived communication experience remains a relatively underexplored area of study. This study employs a qualitative approach using Alfred Schutz's social phenomenology method, involving four informants working as marketing communication practitioners at a five-star global-standard hotel in Jakarta. Data were collected through in-depth interviews, observation, and documentation studies. Data analysis followed Schutz's phenomenological stages, encompassing the identification of meaning units, categorization of action motives, and analysis of stock of knowledge and intersubjectivity. The findings reveal that the informants' communication experiences were shaped through five key dimensions: the initial process of encountering the corporate communication system, which was shaped by each individual's stock of knowledge; the experience of executing messages under layered regulatory pressure; the experience of communicating amid regulatory ambiguity, which compelled practitioners to make independent communication decisions; the experience of communicating across authority levels, demanding the ability to filter and negotiate messages; and the internalization of brand values that ultimately formed the informants' professional identities beyond the formal work context. The most dominant because motives stemmed from prior work experience and structural positions within the organization, while in-order-to motives centered on the desire to maintain brand reputation, sustain relationships with partners, and grow professionally.

Keywords: *Communication experience, corporate regulation, global-standard hotel, social phenomenology, Alfred Schutz, lived experience, action motive.*