

# PEMANFAATAN MEDIA PROMOSI OLEH *PUBLIC RELATIONS* HOTEL SANTIKA BUMI SERPONG DAMAI (BSD CITY) DALAM MENCIPTAKAN IDENTITAS PERUSAHAAN

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## Abstrak

**Latar Belakang** skripsi ini membahas mengenai media promosi yang diterapkan didalam perusahaan Hotel Santika Bumi Serpong Damai (BSD City) serta, bagaimana pemanfaatan media promosi perusahaan dalam menciptakan identitas perusahaan serta mencapai tujuan yang ingin dituju. **Kajian Pustaka** yang penulis gunakan adalah teori mengenai komunikasi, teori *Public Relations*, teori pemanfaatan, teori media promosi dan teori identitas perusahaan. **Metodologi Penelitian** yang digunakan adalah metode kualitatif dengan mewawancarai 1 (satu) Key Informan yaitu *Public Relations* Hotel Santika BSD City dan 4 (empat) informan yaitu orang-orang yang bertugas mewujudkan kegiatan promosi serta pengunjung hotel pada saat itu. **Hasil Penelitian** Identitas perusahaan yang sedang dibangun dan dibuatnya hingga saat ini adalah identitas perusahaan yang berciri khas Indonesia. Melalui media promosi inilah Hotel Santika BSD City berusaha menanamkan nuansa budaya Indonesia didalam lingkungan hotel serta dalam media promosi eksternal dan media *online*. **Kesimpulan** pemanfaatan Media promosi yang dilakukan didalam didukung oleh serangkaian kegiatan promosi yang menarik pengunjung agar mengenal identitas perusahaan Hotel Santika telah berhasil diwujudkan dan masih terus dikembangkan. **Saran** *Public Relations* perusahaan seharusnya lebih mempunyai ide kreatif dalam rangka menciptakan media promosi yang efektif untuk digunakan.

**Kata Kunci :** Media Promosi, *Public Relations*, Identitas Perusahaan

# **PROMOTION MEDIA BY PUBLIC RELATIONS HOTEL SANTIKA BUMI SERPONG DAMAI (BSD CITY) TO CREATE CORPORATE IDENTITY**

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## **Abstract**

Background This paper discusses the media campaign that is applied in the company Hotel Santika Bumi Serpong Damai (BSD City) as well as, how to use media promotion companies in creating corporate identity and achieve the objectives to be addressed. Theory that I use is the theory of communication, public relations theory, the theory of utilization, promotion of media theory and the theory of corporate identity. The Research Methodology used is qualitative interviewing method 1 a Key informant is Public Relations Hotel Santika BSD City and 4 (four) informants are people who served promotional activities as well as visitors to the hotel at the time. Results Identification of companies that are being built and made to is the identity that is distinctively Indonesian company. Through this promotion media Hotel Santika BSD City trying to instill a culture of Indonesia in the neighborhood feel of the hotel as well as in external promotional media and online media. Conclusion The use of media campaign conducted in a hotel environment is also supported by a series of promotional activities that attract visitors to get to know the identity of the company Hotel Santika has been achieved so far and is still being developed. Suggestions process of creating significant corporate identity is something quite complex, hence Public Relations company should have creative ideas in order to create a media campaign effective to use.

**Keyword** : Promotion Media, Public Relations, Corporate Identity