

ABSTRAK

MARA. 2013071009. STRATEGI *PUBLIC RELATIONS* LORIN SOLO HOTEL DALAM MEMBANGUN CITRA PERUSAHAAN (Studi Kasus Program *Corporate Social Responsibility* "Lorin Berbagi")

Perkembangan hotel berbintang di kota Solo semakin banyak. Otomatis tingkat persaingan antar hotel semakin meningkat dalam memberikan pelayanan terbaik kepada para *customer*. Terkait persaingan yang ada maka humas Lorin Solo Hotel menerapkan *Corporate Social Responsibility* (CSR) sebagai salah satu strategi untuk membangun citra positif perusahaan melalui program "Lorin Berbagi". Dimana Lorin Berbagi adalah suatu kegiatan memberikan bantuan kepada masyarakat sekitar secara langsung dalam bentuk materi yang dilakukan oleh praktisi *Public Relations* Lorin.

Tujuan dari penelitian ini adalah Untuk mengetahui bagaimana strategi *Public Relations* Lorin Solo Hotel dalam membangun citra perusahaan melalui Melalui Program *Corporate Social Responsibility* (CSR) "Lorin Berbagi". Dalam penelitian ini teknik pengumpulan data dibedakan menjadi tiga berdasarkan data tersebut diperoleh, yaitu wawancara,

observasi, dokumentasi. Teknik analisis data menggunakan Reduksi data, penyajian data dan penarikan kesimpulan.

Hasil Penelitian menunjukkan bahwa strategi *public relations* Lorin Solo Hotel dalam menerapkan *Corporate Social Responsibility* "Lorin Berbagi" guna membangun citra perusahaan dapat dikatakan cukup berhasil. Citra positif perusahaan dikalangan masyarakat dapat terbentuk melalui program ini. Berbagai dampak positif juga dirasakan oleh pihak hotel maupun masyarakat luas

Kata Kunci :Strategi Public Relations, Corporate Social Responsibility (CSR), Hotel

ABSTRACT

MARA. 2013071009. STRATEGY PUBLIC RELATIONS, LORIN SOLO HOTEL TO BUILDING THE IMAGE OF THE COMPANY (In Case Study Program *Corporate Social Responsibility*"Lorin Berbagi")

The development of five star hotel in Solo more and more. Automatic level of hotel competition is increasing to give the excellent service for the customer. Related the exist competition so public relation Lorin Solo Hotel apply Corporate Social Responsibility one of the many strategy to build positive image of company through the program "Lorin Berbagi". Where it is one of the activities giving aid to the public directly and do it by Public Relations Lorin Solo Hotel.

Purpose of the research is to know how strategy public relation Lorin Solo Hotel to build positive image of company through the program "Lorin Berbagi". In this research data collection techniques can be divided into three this is : interview, observation and documentation. Data analysis techniques use data reduction, presentation of data and conclusion.

The result of research shows that strategy public relation Lorin Solo Hotel to apply Corporate Social Responsibility for build positive image of company through the program "Lorin Berbagi" can be quite successful. Positive image of company in the public can be formed by this program. various positive impact also perceived by hotel as well as the public.

Key Word : Strategy Public Relations, Corporate Social Responsibility (CSR), Hotel