CHAPTER I

INTRODUCTION

A. Background

Tourism is one of the sectors that gives benefit, such as foreign exchange which is the highest income for Indonesia. This sector needs serious management and attention from government to increase the quality. Tourism covers many things, such as hotel, transportation, ticketing, accommodation, etc. Hotel is a part of tourism industry that has a big role to increase foreign exchange every year. The main product of a hotel is renting room or meeting room to international or local tourists when they visit and stay in a city. Now, a hotel develops because of its function. The hotel has to be able to fulfill the tourists’ need during the stay in a city such as in food and beverage services, laundry, health club, body treatment, etc. Therefore, hotel competes with each other to promote food and beverages services to attract the guests.

Public Relations is a department in hotel business that gives a big role to increase the quality of a hotel. Public Relations can be called as a communication facilitator or media connector to succeed a company or an organization’s communication and to create good relationship with public. Public Relations must be able to face two publics, internal and external. The success of Public Relations is measured from good communication between the Public Relations Officer and its public. Internal public covers General
Manager (GM), staffs, stakeholder, supervisor, etc; meanwhile external public covers society, media, government and etc.

Public Relations in a company or an organization grows fast and has multi functions. A Public Relations officer must be able to update news about the competitor’s activity and new issue developing around society. Public Relations officer needs to be able to use a good situation or moment to promote a product or service in a company or an organization. A company or an organization will be easier to cooperate with other companies if there is a good relationship. A good communication with other companies or organizations influence the success and existence of a company or an organization.

Public Relations is a position or occupation that is close with hotel industry because hotel needs good image and reputation in order to be accepted by public and this task must be done by a Public Relations officer through events or issues planned before, so the public know about the programs in an organization or a company. As a hospitality industry, a hotel must be able to make guests enjoy the products and services that are offered in the hotel. Hotel which has a Public Relations can prepare and issue press release to media in order to influence public to use its product.

Solo is a city that is potential for investor to invest because Solo is one of MICE (Meeting, Intensive, Convention, Exhibition) places in Indonesia that has succeeded to hold big events and gives positive impact to increase hotel industry.
Lorin Solo Hotel is one of five – star hotels in Solo city. Lorin Solo Hotel must be able to use the nice situation in Solo city to keep its existence and be accepted by society in serving local or international guests. The role of Public Relations in a hotel business can support the activity by holding special events in increasing the member of guests. One of the events that is held by a Public Relations to attract the customers is promoting food and beverage products. Lorin Solo hotel is on Adi Sucipto St. No. 47 Karanganyar – Solo is a business hotel and one of five star hotels that is in accommodation service. Lorin Solo Hotel uses PR (Public Relations) to support and promote hotel products and services. The promotion is news in mass media, such as printing or electronic media. From that description, the writer is interested in writing a report entitled “THE PROMOTION STRATEGIES OF PUBLIC RELATIONS DEPARTMENT OF LORIN SOLO HOTEL TO PROMOTE F&B SERVICES”.

B. Objectives

Considering the activities done during the job training for three months, the objectives of this report are:

1. To describe and evaluate the promotion strategies of Public Relations Department of Lorin Solo Hotels to promote its F&B Services.

2. To propose promotion strategies plan to Public Relations of Lorin Solo Hotel to promote its F&B services.
C. Benefits

This report is expected to be beneficial for:

1. Lorin Solo Hotel and its Public Relations Department
   a. The hotel can use this report to increase its quality.
   b. The hotel can use this report to improve its good image.
   c. This report can make the company and the writer share knowledge.

2. The Reader
   a. The reader will get more information about Lorin Solo Hotel, especially its Public Relations Department.
   b. This final project is also able to be used as a reference by the reader to be a prospective professional Public Relations someday.

3. For Faculty of Letters and Fine Arts (FSSR)
   a. This final project can be used as a reference in arranging new material for Public Relations in English Diploma Program UNS.
   b. This final project is also useful for the next students of English Diploma Program to get information when they choose Public Relations mainstream.