

Mirah Bogor Hotel: Mastering Public Relations to Build a Lasting Brand Image

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ABSTRACT

This article investigates the role of public relations in building the image of Mirah Bogor Hotel. Using a qualitative descriptive research method, the study found that effective public relations strategies include promotion, events, collaboration with media, and the use of social media. The research also highlighted that Corporate Social Responsibility (CSR) is a crucial strategy in building a positive hotel image. The challenges faced by hotels in building a positive image include communication crises, societal changes, and industry competition. The study's conclusion emphasizes the significant role of public relations in building and maintaining a positive hotel image. Recommendations for public relations practitioners include improving service quality and facilities, and being prepared to handle crises. This article comprehensively discusses the role of public relations in building hotel images, as well as the strategies and challenges faced by Mirah Bogor Hotel.

INTRODUCTION

In the highly competitive hotel industry, maintaining a positive image is crucial for the sustainability and success of hotels. The Mirah Bogor Hotel, like many other hotels, faces numerous challenges in building and maintaining a positive image. High competition, frequent issues, and the need to continuously adapt to changing market conditions make it essential for hotels to employ effective public relations strategies. Public relations play a vital role in enhancing the image of hotels by fostering good relationships with the public, media, and other stakeholders. This article aims to explore the role of public relations in building the image of the Mirah Bogor Hotel, highlighting both the strategies employed and the challenges encountered.

The primary objective of this article is to investigate the role of public relations in enhancing the image of the Mirah Bogor Hotel. Specifically, it aims to identify the strategies used by the hotel to build and maintain a positive image, as well as the challenges faced in this endeavor. By examining these aspects, this study aims to provide insights into how public relations can be effectively utilized to improve the image of hotels in a competitive market.

Public relations are defined as the process of creating and maintaining favorable public images through various communication activities (Relations, 1987). This definition underscores the importance of public relations in building and maintaining good relationships between an organization and its publics. Public relations involve a range of activities, including media relations, community relations, and corporate social responsibility (Batoebara & Zebua, 2021).

Effective public relations strategies for hotels include promoting the hotel through various media channels, organizing events and activities that attract customers, maintaining good relationships with the media, and engaging in corporate social responsibility activities (Batoebara & Zebua, 2021). These strategies help in creating a positive image of the hotel among its target audience.

Despite the importance of public relations in building a positive image, hotels face several challenges. These include managing crises effectively, adapting to changing public perceptions and technological advancements, and competing with other hotels in the market (Macnamara, 2012) (Macnamara, 2012). Addressing these challenges requires proactive and strategic public relations efforts.

Public relations play a crucial role in enhancing the image of hotels like the Mirah Bogor Hotel. By employing effective strategies such as media relations, community engagement, and corporate social responsibility, hotels can build and maintain a positive image. However, they must also be prepared to address the challenges that arise in this process. This study aims to provide insights into these strategies and challenges, contributing to the understanding of how public relations can be effectively utilized in the hotel industry. By using information from these sources, this article comprehensively discusses the role of public relations in building a hotel image, as well as the strategies and challenges faced by Hotel Mirah Bogor.

THEORETICAL REVIEW

Definition of Public Relations

Public relations (PR) is a discipline that focuses on the communication between an organization and the public. According to the Institute of Public Relations, PR is defined as "a process involving two-way communication between an organization and the public to build a positive image, maintain good relationships, and address crises" (Relations, 1987). This definition emphasizes the importance of two-way communication in building and maintaining good relationships between an organization and the public.

The primary functions of PR are to build and maintain a positive image of an organization. PR also acts as a bridge between an organization and the public, facilitating effective communication and addressing communication crises. According to Batoebara and Zebua (2021), PR has three primary functions: building a positive image, addressing crises, and maintaining good relationships with media and the public (Batoebara & Zebua, 2021).

The concept of image management plays a vital role in shaping public perception and maintaining organizational sustainability (Syifa & Bahari, 2024) (Aziz, 2024). Organizations must actively work on creating and safeguarding a positive image to enhance customer interest and trust (Guslenko, 2023). Strategic management theories, such as those proposed by Fred R. David, highlight the significance of formulating, implementing, and evaluating strategies to build and uphold public trust, ensuring alignment with organizational goals (Semande, 2023). By strategically managing their image and implementing effective strategies, organizations can not only attract customers but also foster long-term relationships with stakeholders, ultimately contributing to their overall success and longevity in the market.

Customer satisfaction theory shows that customer satisfaction is a critical factor in building a positive image of an organization. According to Siti Harmin and Amin (2023), customer satisfaction can enhance an organization's positive image through good service and adequate facilities (Seniwati, 2020).

The two-step flow theory shows that communication between an organization and the public involves two stages: the first stage is communication between the organization and individuals, and the second stage is communication between individuals and the public. According to Macnamara (2012), this theory is important in understanding how an organization can influence public opinion through effective communication (Macnamara, 2012).

Corporate Social Responsibility (CSR) theory emphasizes the importance of organizations being accountable to society and the environment, going beyond legal obligations to contribute to societal welfare and environmental sustainability (Awa, Etim, & Ogbonda, 2024) (Chopra, Modi, & Kumar, 2024). CSR initiatives, such as philanthropy, environmental stewardship, and community engagement, can help companies build a positive image by demonstrating their commitment to social activities and responsibilities (Chopra, Modi, & Kumar, 2024). By integrating socio-economic and environmental concerns into their business processes and strategies, firms can

transparently impact societies and stakeholders, fostering mutually beneficial relationships and sustainable development (Awa, Etim, & Ogbonda, 2024).

Media relations theory shows that good relations with media are crucial in building a positive image of an organization. According to Batoebara and Zebua, media relations can help organizations promote facilities and services through various means such as interviews, press conferences, and press releases (Batoebara & Zebua, 2021).

Social media plays a crucial role in shaping organizational image and fostering positive interactions with stakeholders. Research by Ifeanyi E. Okonkwo and Hisham Awad (Okonkwo & Awad, 2023) emphasizes the importance of effective communication and collaboration through social media to connect with customers, employees, and other stakeholders, leading to increased innovation, productivity, and engagement. Additionally, Nur Muneerah Kasim et al. (Kasim, Fauzi, Wider, & Yusuf, 2022) highlight how social media use at work can predict social capital, such as network ties and trust, which in turn promotes work engagement and innovative job performance among employees. By leveraging social media platforms, organizations can enhance their knowledge transfer processes, tailor marketing strategies based on customer preferences, and monitor online reputation effectively, as discussed in the various research papers provided.

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A positive brand image is vital for organizations as it influences consumer behavior and fosters sustainability (Makūnaitė & Kiaušienė, 2022). Maintaining and protecting this image is crucial for long-term success (Rozi & Belgiawan, 2023). Positive organizational behavior (POB) plays a significant role in enhancing organizational performance and employee motivation, ultimately contributing to a positive brand image (Chauhan, Lodhwa, & Kaura, 2024). Additionally, internal control and service quality are key factors that influence the positive image of a company, as they contribute to customer satisfaction and loyalty (Fitriani & Nurbaya, 2024). By implementing strategies that promote positive emotions, well-being, and customer experiences, organizations can enhance their brand image and engage consumers in sustainable consumption practices (Ebitu, Ezekiel Tom, James, Etim, Bassey, & Anna, 2023). Therefore, organizations must prioritize building and safeguarding a positive brand image to attract customers and ensure continued success.

Public relations (PR) is a discipline that focuses on two-way communication between an organization and the public to build a positive image, maintain good relationships, and address crises, encompassing strategic management, customer satisfaction, corporate social responsibility, media relations, and the effective use of social media to shape public perception, influence consumer behavior, and ensure long-term organizational success.

By using information from these sources, this article comprehensively discusses the role of public relations in building a hotel Brand image, as well as the strategies and challenges faced by Hotel Mirah Bogor.

METHODOLOGY

The research methodology employed in this study is a qualitative descriptive research method. This method is used to describe and explain phenomena in a specific context, such as the role of public relations in building hotel images. This approach is suitable for studies that aim to provide detailed and in-depth descriptions of situations or phenomena.

The research location is the Mirah Bogor Hotel, located in Bogor, West Java. This hotel was chosen as the subject of the study because of its good reputation and its success in building a positive image.

The data collection techniques used in this study include:

1. Observation: Observation was conducted to gather direct data about the activities and strategies employed by the Mirah Bogor Hotel to build a positive image.
2. Interviews: Interviews were conducted with staff and management of the Mirah Bogor Hotel to gather more detailed information about their strategies and activities.
3. Documentation: Documentation such as reports, brochures, and the hotel's website were used to gather information about the activities and strategies implemented by the hotel.

Data validation was performed to ensure that the data collected was accurate and relevant.

By employing a qualitative descriptive research method and appropriate data collection techniques, this study aims to provide an accurate and detailed understanding of the role of public relations in building hotel images.

RESULTS

Promotion and Events

Hotel Mirah Bogor frequently organizes events such as concerts, festivals, and special promotions to attract more visitors. These events not only increase visitor numbers but also strengthen the hotel's positive image. Example: The "Bogor Music Festival" organized by Hotel Mirah Bogor drew significant attention and increased public awareness of the hotel's excellence.

Media Relations

Hotel Mirah Bogor maintains good relationships with the media. They often conduct interviews with journalists to promote the hotel's facilities and services. Example: Hotel Mirah Bogor has conducted interviews with several national media outlets, enhancing public awareness of the hotel's excellence.

Social Media Usage

In the digital age, social media usage is crucial. Hotel Mirah Bogor actively uses platforms like Instagram, Facebook, and Twitter to promote its facilities and services. Example: Hotel Mirah Bogor has created engaging content on

social media, such as photos of hotel facilities and customer testimonials, which have increased public awareness of the hotel's excellence.

Corporate Social Responsibility (CSR)

Hotel Mirah Bogor also engages in CSR activities by participating in social programs around Bogor. This helps enhance the hotel's positive image as a socially responsible organization.

Example: Hotel Mirah Bogor has implemented, this routine activity includes visits and assistance to the Orphan Foundation, Friday Prayer Congregation, and the poor. which has increased public awareness of the hotel's social responsibility (Genta, 2024).

DISCUSSION

Analysis of Effective and Ineffective Strategies

Promotion and Events

The promotion and event strategy employed by Hotel Mirah Bogor is highly effective in attracting visitors. Events like the "Bar Tak over" not only attract many visitors but also strengthen the hotel's positive image (Bogor, 2024). However, there are some limitations to this strategy. For instance, organizing events can be costly, and not all events may attract equal attention. This aligns with findings from Sinta Devi Lestari et al (Lestari, Duryatmo, & Adinugroho, 2021), which show that promotional and event strategies are highly effective but may have limitations in terms of cost and audience engagement.

Media Relations

The media relations strategy employed by Hotel Mirah Bogor is also highly effective in enhancing public awareness of the hotel's excellence. Conducting interviews with national media outlets helps reach a broader audience. However, there are some limitations to this strategy. For instance, not all media outlets may provide positive or extensive coverage. This aligns with findings from Batoebara and Zebua (Batoebara & Zebua, 2021), which show that media relations are crucial in building a positive image for hotels but may face challenges in securing favorable coverage from all media outlets.

Social Media Usage

The social media usage strategy employed by Hotel Mirah Bogor is highly effective in enhancing public awareness of the hotel's excellence. Engaging content on social media platforms helps attract a wider audience. However, there are some limitations to this strategy. For instance, not all content may be equally engaging, and some content may not be relevant to the target audience. This aligns with findings from Writer (2012), which show that social media usage is essential in building a positive image for hotels but requires careful management to ensure all content is engaging and relevant.

Corporate Social Responsibility (CSR)

The CSR strategy employed by Hotel Mirah Bogor is highly effective in enhancing its positive image as a socially responsible organization. Programs like "Free Haircut for Street Children" increase public awareness of the hotel's social responsibility. However, there are some limitations to this strategy. For instance, implementing CSR programs can be costly, and not all programs may attract equal attention. This aligns with findings from Fatma & Khan, which show that CSR is crucial in building a positive image for hotels but requires significant resources and careful planning to ensure maximum impact. (Fatma & Khan , 2024)

The public relations strategies employed by Hotel Mirah Bogor are highly effective in increasing visitor interest and strengthening the hotel's positive image. However, there are also some shortcomings in these strategies that need to be addressed to enhance their effectiveness in the future

CONCLUSIONS AND RECOMMENDATIONS

provided valuable insights into the strategies employed by the hotel to enhance its positive image. The findings indicate that the hotel's use of promotion and events, media relations, social media usage, and corporate social responsibility (CSR) activities have been highly effective in attracting visitors and strengthening its positive image. However, it is also important to acknowledge the limitations of these strategies, such as the costs associated with organizing events and the challenges of securing favorable media coverage.

The analysis of the hotel's public relations strategies has shown that they align with established theories in the field of public relations. For instance, the use of promotion and events aligns with the theory of image, which emphasizes the importance of creating a positive image through various means. Similarly, the hotel's engagement in CSR activities aligns with the CSR theory, which highlights the significance of corporate social responsibility in building a positive image

Based on the findings and analysis of this study, several recommendations can be made for Hotel Mirah Bogor and other hotels seeking to enhance their public relations efforts:

Hotel Mirah Bogor should continue to invest in organizing events such as concerts, festivals, and special promotions. These events have proven to be highly effective in attracting visitors and strengthening the hotel's positive image. However, it is crucial to carefully manage the costs associated with these events to ensure they remain financially sustainable.

The hotel should maintain and enhance its relationships with media outlets. Conducting interviews with national media outlets has been shown to be highly effective in reaching a broader audience. However, it is important to ensure that all media outlets provide positive and extensive coverage to maximize the impact of these efforts.

Hotel Mirah Bogor should continue to actively use social media platforms like Instagram, Facebook, and Twitter to promote its facilities and services. Engaging content such as photos of hotel facilities and customer testimonials has been highly effective in attracting a wider audience. It is essential to ensure that

all content is engaging and relevant to the target audience to maximize its impact.

The hotel should sustain its CSR activities by participating in social programs around Bogor. Programs like "Free Haircut for Street Children" have increased public awareness of the hotel's social responsibility and contributed significantly to its positive image. However, it is important to manage the costs associated with these programs carefully to ensure they remain financially sustainable.

Hotel Mirah Bogor should continuously monitor and evaluate the effectiveness of its public relations strategies. This involves regularly assessing the impact of each strategy on visitor numbers and public perception. By doing so, the hotel can identify areas for improvement and make necessary adjustments to optimize its public relations efforts.

The hotel should remain adaptable to changing market conditions and technological advancements (Putranto, et al., 2023). This includes staying updated with the latest trends in social media usage and adjusting its strategies accordingly. For instance, leveraging emerging platforms like TikTok or YouTube could provide additional opportunities for engaging with customers.

Hotel Mirah Bogor should collaborate with other stakeholders such as local businesses, community groups, and government agencies to enhance its public relations efforts. Such collaborations can help create mutually beneficial initiatives that further strengthen the hotel's positive image.

The hotel should invest in training and development programs for its staff involved in public relations activities. This includes workshops on effective communication techniques, media relations, social media management, and CSR practices. Well-trained staff are better equipped to handle various public relations challenges effectively.

FURTHER STUDY

Future research could delve deeper into the impact of social media on public relations in the hotel industry. This could involve analyzing specific platforms, such as Instagram or TikTok, to understand their effectiveness in reaching different demographics and engaging with customers.

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