Abstract

The objective of this research is to find what kind of obstacles that become issue in renewing identity of hotel Ibis Jakarta Slipi and how the function of public relations in renewing hotel Ibis Jakarta Slipi identity through logo changing. The research method that used for this research is descriptive qualitative. Within this research the function of public relations in renewing hotel Ibis Jakarta Slipi identity through logo changing is through media relations as one of public relations strategy for increasing the corporate hotel. The media have an important role for public relations performance in renewing the corporate hotel in order to achieve its target and better administration. To overcome barrier in order to increase the corporate hotel, public relations uses media monitoring and clarity information to the concerned media. The public relations function as information controller to make sure whether the corporate hotel has been implemented as good as possible. Public relations also make a good relationship with the media for its publication, besides channeling information through media, public relations also use social media as a publication tool. The result that public relations get from doing public relations function in renewing hotel Ibis Jakarta Slipi identity through logo changing is a success. The writer conclude that communication is the most important thing for public relations people in doing public relations function, and media is an important partner for public relations to increase the corporate hotel.(YS)

Keywords
Public relations, public relations function, hotel identity.