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Trust and Dialogue: The Integrated Communication in the Era of Mobile Technologies and Creativity

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# Role of Hotel Public Relations Practitioners in Communicating Yogyakarta as the Tourist Destination

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**Abstract:** This research aims to investigate the role of hotel public relations practitioners in communicating Yogyakarta as the tourist destination. A tourism industry is essential to boost the economic growth. The number of local and foreign tourist arrivals in Yogyakarta increase. Yogyakarta then become the second most popular tourist destination in Indonesia. It cannot be separated from the role of hotel public relations practitioners in communicating Yogyakarta as the great place to visit where it is one of the foremost cultural centers of Java. Therefore, cultures are functioned as symbols of the society of Yogyakarta. Hotel public relations practitioners surely plays important roles in the creation of favorable image of Yogyakarta as the tourist destination in order to increase bookings. Tourists often look recognizable destinations that eager them to travel to. Regarding this, it is very important to hotel public relations practitioners to have strategies and tactics in order to highpoint unique and beautiful cultures and places in Yogyakarta comparing other areas to attract hotel guests. This research employed descriptive qualitative approach in order to determine, describe, or identify various aspects of the phenomenon completely and comprehensively. The data was gathered by conducting interviews with three hotel public relations practitioners in Yogyakarta who have experienced in this field at least one year. The result shows that in communicating tourist destinations in Yogyakarta, hotel public relations practitioners use unique and beautiful cultures and places in Yogyakarta as backgrounds to communicate their hotels to tourists. The

message that they disseminate to the tourists is about seeing the seeing beautiful and unique cultures and landmarks while staying at hotels that have provided great and comfortable facilities. In communicating this, they use either conventional or new media to strengthen the image of Yogyakarta in order to attract the tourists. Moreover, they also conduct some events to promote Yogyakarta as the best destination to visit. Based on activities they did, it can be categorized that hotel public relations practitioners in Yogyakarta play communication technician role.

**Keywords:** role of public relations, communication, tourist destinations, image

### 酒店公共关系从业者在传播日惹作为旅游目的地中的作用

**摘要:** 这项研究旨在调查酒店公共关系从业者在传播旅游目的地方面的作用。旅游业对促进经济增长至关重要。到日惹的本地和外国游客人数增加。日惹成为印度尼西亚第二大旅游胜地。这与酒店公共关系从业者在传播中将日惹定位为爪哇岛最重要的文化中心之一,是一个值得旅游的胜地时发挥的作用密不可分。因此,文化是日惹社会的象征。酒店公关人员在创造日惹作为旅游目的地的良好形象以增加预订时,必将发挥重要作用。游客经常看到更渴望他们前往的可识别的目的地。关于这一点,酒店公共关系从业人员必须有策略和战术,以便在日惹找到与其他地区相比独特而美丽的文化和场所以吸引宾客。本研究采用描述性定性方法,以全面、完整地确定、描述或识别该现象的各个方面。这些数据是通过与日惹的一些酒店的公共关系从业者进行访谈而收集的,他们在这一领域的从事时间至少长达一年。结果表明,将日惹作为旅游目的地传播时,酒店公共关系从业人员使用日惹独特而美丽的文化和景点作为向游客传播其酒店的背景。他们传播给游客的信息是在待在能提供优质舒适设施的酒店时,能看到美丽独特的文化和风景。在传达这一点时,他们使用传统媒体或新媒体来强化日惹的形象,以吸引游客。此外,他们还举办一些活动以宣传日惹是最好的旅游目的地。根据他们所做的活动,可以将发挥传播技巧作用的日惹的酒店公共关系从业者做分类。

**关键词:** 公关的作用, 传播, 旅游目的地, 形象