

## **BAB IV**

### **PENUTUP**

#### **A. KESIMPULAN**

Berdasarkan data yang sudah didapatkan dari proses penelitian, diperoleh kesimpulan sebagai berikut :

1. Peran *Public Relations* pada Perusahaan Spa di Yogyakarta adalah sebagai *Communication Facilitator, Problem Solving Facilitator, Communication Technician*.
2. Fungsi *Public Relations* pada Perusahaan Spa di Yogyakarta sebagai fungsi manajemen dan sebagai fungsi komunikasi.

#### **B. SARAN**

Berdasarkan analisis yang telah dilakukan di dalam penelitian ini, peneliti ingin menyampaikan suatu hal yang dituangkan ke dalam bentuk saran, yaitu agar *Public Relations* di bidang jasa seperti industri spa agar tidak hanya berperan sebagai *Communication Facilitator, Problem Solving Facilitator, Communication Technician* dan tidak hanya memiliki fungsi sebagai Fungsi Manajemen, Fungsi Komunikasi namun juga dapat menjalankan peran sebagai *Expert Prescriber* dan dapat menjalankan fungsi sebagai alat pembentuk opini publik sehingga peran dan fungsi yang dijalankan *Public Relations* dapat berjalan lebih maksimal.

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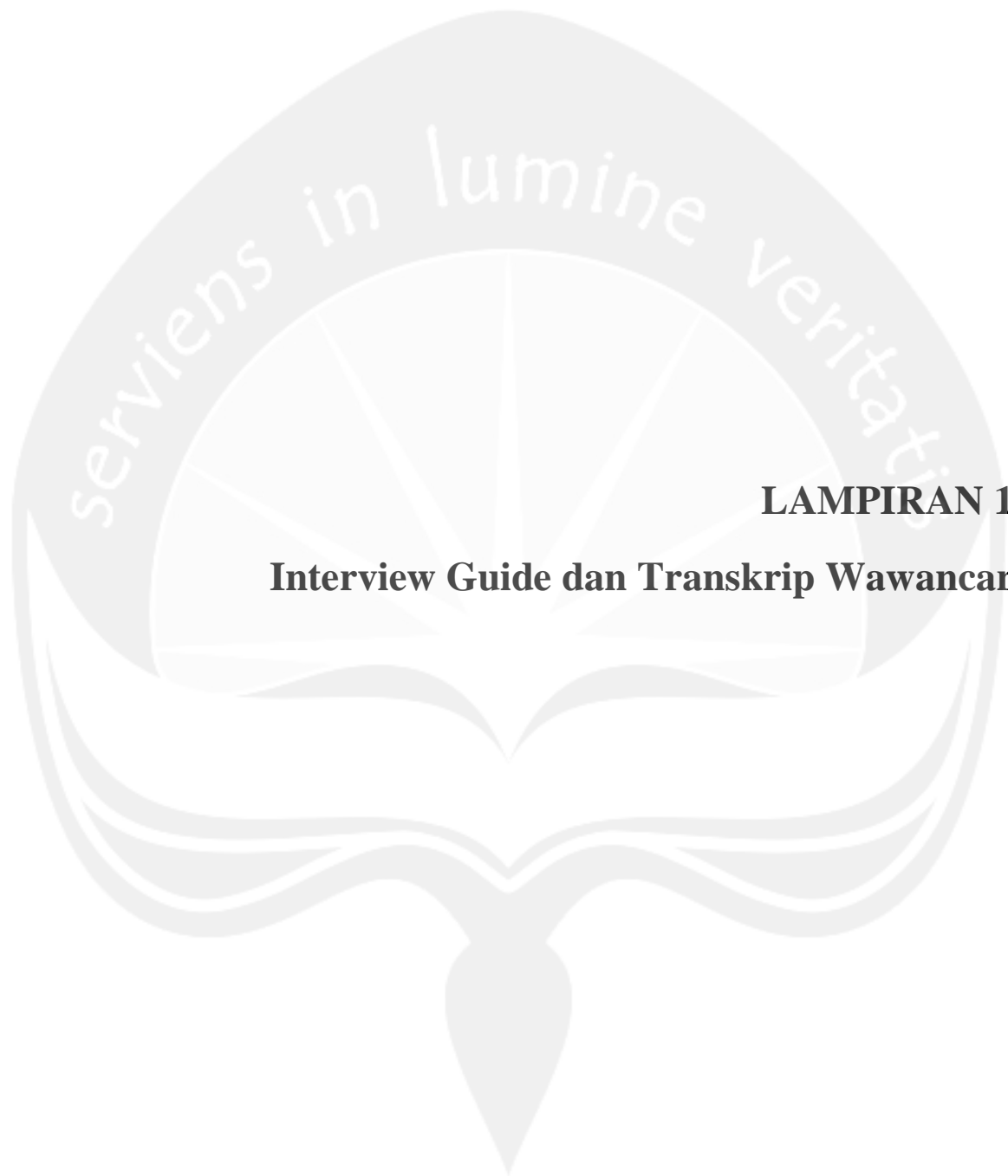
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**LAMPIRAN**



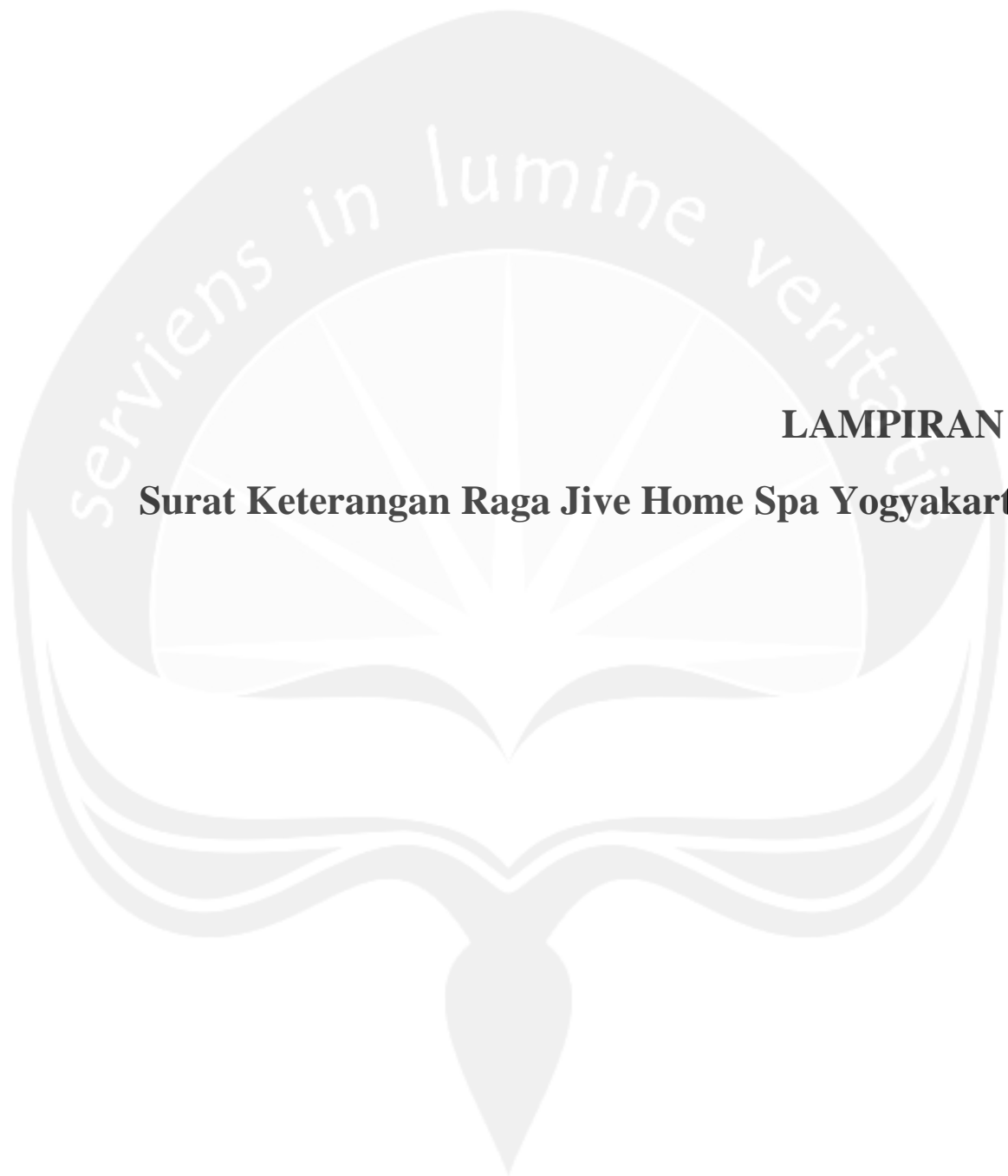
**LAMPIRAN 10**

**Interview Guide dan Transkrip Wawancara**



**LAMPIRAN 2**

**Surat Keterangan Spa Putri Kedaton Yogyakarta**



**LAMPIRAN 3**

**Surat Keterangan Raga Jive Home Spa Yogyakarta**



**LAMPIRAN 4**  
**Perjanjian Kerjasama Woman and Woman Spa dengan**  
**Media Harian Pagi Tribun Joga**





**LAMPIRAN 5**  
**Perjanjian Kerjasama Woman and Woman Spa dengan**  
**House of Balcony**



## **LAMPIRAN 6**

### **Menu Paket Perawatan Spa di Woman and Woman Spa Yogyakarta**



## **LAMPIRAN 7**

### **Menu Paket Perawatan Spa di Spa Putri Kedaton Yogyakarta**



**LAMPIRAN 8**

**Contoh Kartu Member dan *Gift Voucher* di Spa Putri  
Kedaton Yogyakarta**

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**STONE MASSAGE** 60 minutes \$120.00  
The therapist uses heating treatment & massage with crystals and essential oils to relax muscles, relieve tight joints and boost circulation. Feeling relaxed before the start, relaxation massage, the heat penetrating deep within the body, the body's joints and muscles are relaxed. It is a perfect choice of body massage.

**CLASSIC MASSAGE** 60 minutes \$120.00  
A classic massage treatment for the body with Swedish massage techniques. The therapist uses Swedish massage techniques to relax muscles, relieve tight joints and boost circulation. Feeling relaxed before the start, relaxation massage, the heat penetrating deep within the body, the body's joints and muscles are relaxed. It is a perfect choice of body massage.

**SWI TISSUE MASSAGE** 60 minutes \$120.00  
Deep tissue massage is a specific technique the therapist uses to relax muscles, relieve tight joints and boost circulation. Feeling relaxed before the start, relaxation massage, the heat penetrating deep within the body, the body's joints and muscles are relaxed. It is a perfect choice of body massage.

**SHIATSU MASSAGE** 60 minutes \$120.00  
Shiatsu is a traditional Japanese massage technique. The therapist uses pressure points to relax muscles, relieve tight joints and boost circulation. Feeling relaxed before the start, relaxation massage, the heat penetrating deep within the body, the body's joints and muscles are relaxed. It is a perfect choice of body massage.

**YOGA MASSAGE** 60 minutes \$120.00  
Yoga massage is a combination of yoga and massage. The therapist uses yoga techniques to relax muscles, relieve tight joints and boost circulation. Feeling relaxed before the start, relaxation massage, the heat penetrating deep within the body, the body's joints and muscles are relaxed. It is a perfect choice of body massage.

**INDULGENCE PACKAGES**

**RELAX & RECHARGE** 120 minutes \$200.00  
Relax and recharge your body and mind with this indulgent package. Includes a 60-minute massage, a 30-minute facial, and a 30-minute manicure. Perfect for a relaxing day at the spa.

**BEAUTY SPA NAVIGATION** 120 minutes \$200.00  
The ultimate beauty spa treatment. Includes a 60-minute massage, a 30-minute facial, a 30-minute manicure, and a 30-minute pedicure. Perfect for a relaxing day at the spa.

**DISCOUNTS** 10% off all services for members. 15% off all services for seniors. 20% off all services for children. 25% off all services for students. 30% off all services for military. 35% off all services for first responders. 40% off all services for healthcare workers. 45% off all services for teachers. 50% off all services for police officers. 55% off all services for firefighters. 60% off all services for veterans. 65% off all services for active military. 70% off all services for active police officers. 75% off all services for active firefighters. 80% off all services for active veterans. 85% off all services for active military. 90% off all services for active police officers. 95% off all services for active firefighters. 100% off all services for active veterans.

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**Beauty Care**

**SKIN CARE** 60 minutes \$120.00  
A relaxing facial treatment that includes a deep cleanse, exfoliation, and hydration. Perfect for a relaxing day at the spa.

**HAIR CARE** 60 minutes \$120.00  
A relaxing hair treatment that includes a deep cleanse, exfoliation, and hydration. Perfect for a relaxing day at the spa.

**DISCOUNTS** 10% off all services for members. 15% off all services for seniors. 20% off all services for children. 25% off all services for students. 30% off all services for military. 35% off all services for first responders. 40% off all services for healthcare workers. 45% off all services for teachers. 50% off all services for police officers. 55% off all services for firefighters. 60% off all services for veterans. 65% off all services for active military. 70% off all services for active police officers. 75% off all services for active firefighters. 80% off all services for active veterans. 85% off all services for active military. 90% off all services for active police officers. 95% off all services for active firefighters. 100% off all services for active veterans.

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**Spa Fun for Kids**

**SPRING MASSAGE** 60 minutes \$120.00  
A relaxing massage treatment for children. Includes a deep cleanse, exfoliation, and hydration. Perfect for a relaxing day at the spa.

**DISCOUNTS** 10% off all services for members. 15% off all services for seniors. 20% off all services for children. 25% off all services for students. 30% off all services for military. 35% off all services for first responders. 40% off all services for healthcare workers. 45% off all services for teachers. 50% off all services for police officers. 55% off all services for firefighters. 60% off all services for veterans. 65% off all services for active military. 70% off all services for active police officers. 75% off all services for active firefighters. 80% off all services for active veterans. 85% off all services for active military. 90% off all services for active police officers. 95% off all services for active firefighters. 100% off all services for active veterans.

**Additional Treatment**

**Body Scrub** \$10.00  
**Body Wrap** \$15.00  
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**Body Exfoliation** \$25.00  
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**Body Massage** \$45.00  
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**Body Massage** \$60.00  
**Body Massage** \$65.00  
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Rp 45.000 – 45 menit
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Rp 55.000 – 60 menit
- Totok Wajah Batu Aura & Masker**  
Rp 55.000 – 60 menit
- Totok Wajah Warm Ball & Masker**  
Rp 55.000 – 60 menit
- Face Massage Aromatherapy**  
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### Perawatan Rambut

- Vitamin Rambut** Rp 2.000
- Hair Masker & Blow Dry** Rp 50.000 45 menit
- Creambath, Head Massage & Blow Dry** Rp 55.000 60 menit
- Hair SPA Ice Cream, Head Massage & Blow Dry** Rp 60.000 60 menit
- Hair Masker & Hand SPA (massage, scrub, masker) & Blow Dry** Rp 70.000 75 menit

### Perawatan Tangan & Kaki

- Hand SPA (massage, scrub, masker)** Rp 50.000 45 menit
- Foot SPA (massage, scrub, masker)** Rp 60.000 45 menit
- Hand & Foot SPA** Rp 95.000 90 menit
- Manicure** Rp 40.000 45 menit
- Pedicure** Rp 55.000 45 menit
- Manicure & Pedicure** Rp 65.000 90 menit
- Cat Kuku (10 jari tangan/kaki)** Rp 20.000

**Putri Kedaton Voucher Discount SPA Package**  
**Rp. 100.000,-**

**Putri Kedaton Voucher Discount**  
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Traditional Javanese Massage, Lulur, Body Masker, Mandi Rempah Rendam, RATUS V, Traditional Hair Masker, Blow Dry
- Bumda Ayu Rp 325.000 – 180 menit**  
Pijat Ibu Hamil, Lulur, Body Masker, Hot Shower, Aromatherapy Face Massage, Traditional Hair Masker, Blow Dry

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- Body Massage, Lulur, Hot Shower, Ratus** Rp 110.000 90 menit
- Body Massage, Lulur, Hot Shower, Herbal Facial** Rp 125.000 120 menit
- Body Massage, Lulur, Hot Shower, Totok Wajah & Masker** Rp 125.000 120 menit
- Body Massage, Lulur, Hot Shower, Creambath, Head Massage, Blow Dry** Rp 140.000 135 menit
- Body Massage Mini SPA 45 menit**
- Massage / Totok Wajah pakai Batu AURA / Warm Ball tambah Rp 10.000**
- Tambah Mandi Rempah Aura Rp 5.000**

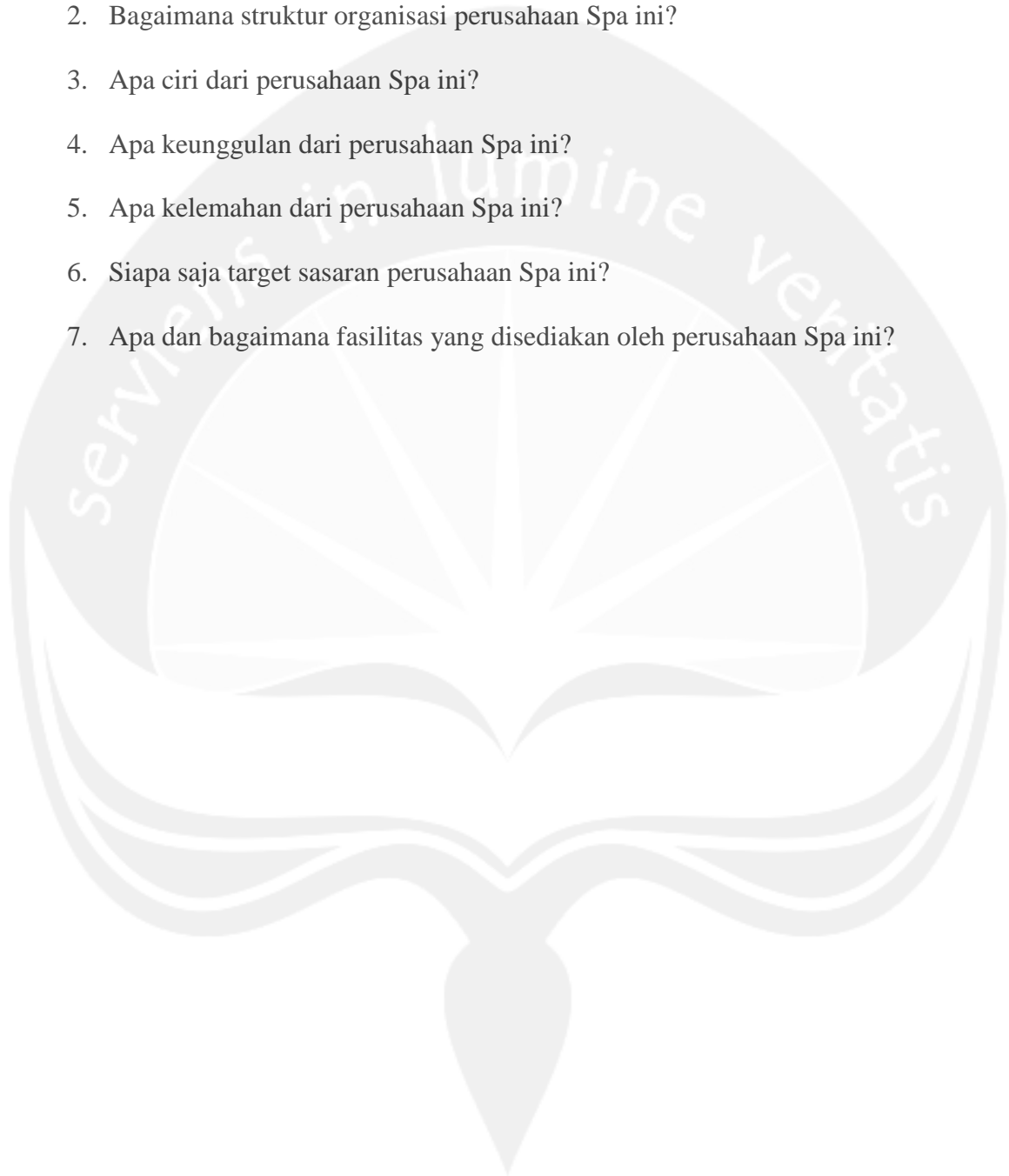
**MOHON DIPERHATIKAN:**

- Perawatan SPA & Tubuh tidak dilakukan dalam masa HAIK / HAMIL.
- Jika mengambil perawatan untuk Ibu Hamil harap memberitahukan usia kehamilan.
- Perawatan dengan menggunakan bahan kimia (salon) tidak dilakukan dalam masa HAIK / HAMIL.
- Harap memberitahukan Receptionist apabila mengalami alergi produk tertentu.

## ***Interview Guide***

### **A. Deskripsi Spa**

1. *Company profile*
2. Bagaimana struktur organisasi perusahaan Spa ini?
3. Apa ciri dari perusahaan Spa ini?
4. Apa keunggulan dari perusahaan Spa ini?
5. Apa kelemahan dari perusahaan Spa ini?
6. Siapa saja target sasaran perusahaan Spa ini?
7. Apa dan bagaimana fasilitas yang disediakan oleh perusahaan Spa ini?





## ***Interview Guide untuk Public Relations***

### **B. *Public Relations dan Owner***

1. Kapan bagian / departemen *Public Relations* dibentuk di perusahaan Spa ini?
2. Apa latar belakang dibentuknya bagian / departemen *Public Relations*?
3. Bagaimana kedudukan *Public Relations* di dalam struktur perusahaan Spa? (punya departemen sendiri atau di bawah departemen lain) ?
4. Jika memiliki departemen sendiri, apa alasannya? (karena ukuran perusahaan, nilai atau arti penting fungsi *Public Relations* bagi manajemen, atau karakteristik perusahaan)
5. Menurut anda, apakah kelebihan dari adanya departemen *Public Relations*?
6. Menurut anda, apakah kelemahan dari adanya departemen *Public Relations*?
7. Apa saja tugas-tugas *Public Relations* di perusahaan Spa ini?
8. Kepada siapa *Public Relations* bertanggungjawab langsung?

### **C. *Peran Public Relations***

#### **Strategi**

1. Apakah anda membuat kebijakan komunikasi?
2. Bagaimana anda mendiagnosa masalah-masalah *Public Relations*?
3. Apakah anda merencanakan dan memberi rekomendasi tindakan yang harus dilakukan?
4. Apakah anda bertanggungjawab atas semua keberhasilan dan kegagalan?
5. Apakah anda mampu menangani krisis yang terjadi dengan baik?
6. Apakah anda memberikan saran atau masukkan kepada manajer lain?
7. Apakah anda melaporkan setiap hasil survey opini publik?
8. Apakah anda melakukan audit komunikasi?

9. Apakah anda mewakili organisasi dalam setiap pertemuan dan acara?
10. Apakah anda melakukan kolaborasi dengan manajer lain untuk mendefinisikan dan memecahkan masalah?

### **Taktik**

1. Bagaimana cara menyalurkan informasi ke publik?
2. Bagaimana cara untuk mengantisipasi krisis pada perusahaan?
3. Bagaimana cara mengatasi jika terjadi krisis terhadap perusahaan?
4. Bagaimana cara mempertahankan citra positif perusahaan?

### **Teknis**

1. Apakah anda membuat keputusan strategis?
2. Apakah anda membantu dalam pelaksanaan kebijakan *Public Relations* yang dibuat oleh pihak lain?
3. Apakah anda melakukan kegiatan *editing* (misalnya, mengedit *newsletter*)?
4. Apakah anda melakukan kegiatan *speaking* (misalnya, protokoler)?
5. Apakah anda melakukan kegiatan *writing* (misalnya, *news release*)?

### **D. Fungsi *Public Relations***

#### **Fungsi Manajemen**

1. Menurut anda apa fungsi utama keberadaan *Public Relations* di dalam perusahaan Spa?
2. Apakah pimpinan perusahaan pernah meminta masukan atau saran dari anda? seberapa sering? dalam bidang apa?
3. Apakah anda selalu memberikan informasi terbaru kepada atasan? mengapa?

4. Apakah anda juga melakukan riset di dalam menjalankan aktivitas?
5. Apakah *Public Relations* ikut melakukan *meeting*? dengan siapa saja dan bagaimana periodenya?
6. Apakah *Public Relations* memiliki wewenang untuk membuat program sendiri? perlu meminta persetujuan dari siapa saja?
7. Apakah *Public Relations* ikut memberikan masukan kepada departemen lain? kepada siapa saja dan bagaimana melakukannya?
8. Apakah *Public Relations* ikut berperan di dalam proses pengambilan kebijaksanaan di dalam perusahaan?

### **Fungsi Komunikasi**

1. Kegiatan komunikasi apa yang sering anda lakukan?
2. Dalam menjalankan aktivitasnya, *Public Relations* berhubungan dengan departemen apa saja di dalam perusahaan Spa ini?
3. Apakah perusahaan Spa memiliki saluran komunikasi untuk publik memberikan masukan? bagaimana saluran tersebut bekerja dan diakses?
4. Siapa yang bertanggungjawab atas komplain dari konsumen? apakah *Public Relations* ikut berperan?

### **Membentuk Opini Publik**

1. Apakah anda melakukan survey opini publik terhadap kinerja organisasi anda? Jika ya, seperti apa bentuknya? Dan apa tindak lanjut dari adanya survey tersebut?
2. Bagaimana anda menjaga opini publik agar opini publik tidak berubah?
3. Bagaimana cara anda menyalurkan opini publik yang sifatnya negatif?

***Interview Guide untuk General Manager/Sales  
and Marketing Departement***

1. Bagaimana anda memaknai *Public Relations*?
2. Jika *Public Relations* memiliki program baru, perlu mendapat persetujuan dari siapa saja?
3. Apa tujuan adanya *Public Relations* di dalam perusahaan ini?
4. Apa pentingnya seorang *Public Relations* bagi perusahaan Spa ini?
5. Jika *Public Relations* memiliki departemen sendiri, apa alasan dan tujuannya?
6. Apakah posisi *Public Relations* di perusahaan ini sudah menjalankan perannya?
7. Apakah posisi *Public Relations* di perusahaan ini sudah menjalankan fungsinya?
8. Apakah pihak beneral manager ikut turun tangan ketika *Public Relations* melaksanakan tugasnya?