

ABSTRACT

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THE USE OF INSTAGRAM CONTENT FOR MARKETING ACTIVITIES OF ARYADUTA LIPPO VILLAGE

(xiii + 72 pages: 45 figures, 2 tables, 33 attachments)

Keywords: Public Relations, Travel and Tourism, Marketing Communication, Instagram, Social Media Platform

This paper will provide a detailed explanation about Public Relations / Marketing Communications activities in Hotel. The author is going to do an internship at Aryaduta Lippo Village for four months or more than six hundred and forty hours. The division the author is going to be in is Sales and Marketing, to be more precise in Marketing Communications department. The reasons for doing this research are; first is to observe directly how Public Relations in real life works, especially the need to use social media. Secondly, to learn about the process on social media impact in general. Last, the author hope this could contribute to Communication Department, in terms of future evaluation needed about Public Relations / Marketing Communications work regarding Social Media or Hotel.

Reference : 17 (1963 – 2019)

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(xiii + 72 Halaman: 45 Gambar, 2 Tabel, 33 Lampiran)

Kata kunci: *Public Relations, Travel and Tourism, Marketing Communication, Instagram, Social Media Platform*

Laporan ini akan membahas secara detil mengenai aktivitas *Public Relations / Marketing Communications* di hotel. Penulis akan melaksanakan magang di Aryaduta Lippo Village selama empat bulan atau lebih dari enam ratus empat puluh jam. Divisi yang akan penulis tempati adalah *Sales and Marketing*, lebih tepatnya departemen *Marketing Communications*. Alasan penulis melakukan penelitian ini adalah; pertama, untuk mengamati secara langsung bagaimana cara kerja *Public Relations* di kehidupan sesungguhnya, terutama dalam kebutuhan menggunakan media sosial. Kedua, untuk mempelajari proses dampak media sosial secara umum. Terakhir, penulis berharap penelitian ini dapat berkontribusi terhadap departemen komunikasi, dari sisi evaluasi yang dibutuhkan berhubungan dengan pekerjaan *Public Relations / Marketing Communications* mengenai media sosial atau hotel.

Referensi : 17 (1963 – 2019)