

# CHAPTER I

## INTRODUCTION

### I.1 Problems Background

When the author first started the internship at Aryaduta Lippo Village, The Marketing Communications division is empty or vacant, as the previous Marketing Communication Manager have resigned. Based on the schedule the previous Marketing Communication have created for the Social Media account, specifically Instagram, Aryaduta is only focused on the promotion of the Hotel and its unit.

The Marketing Communications department also do not take care of Aryaduta Media Relations, they don't hold any press conference, create any press or news release, nor hold a gathering to entertain and strengthened the relationship with the media. That is why, for the Marketing Communications monthly report in August, there is zero news coverage and there is only one event at Supermall Karawaci where wedding exhibition booth/stand is held.

The condition of Aryaduta is in crisis. They are not responsive in Social media, lost contact with the media, not informative in their website (there are several promos that doesn't apply anymore and there is no description or explanation of the units).

However, Marketing Communications or Public Relations should be taking care of the media relations, making sure that their Social Media and Website are informative while also eye catching. In this way, Aryaduta will be able to reach the public and generate the best outcomes from their activities.

That is why, the author wants to engage the public through Social Media, to be more precise, through Instagram with the basic of Public Relations 2.0. Public Relations 2.0 “uses the combination of social media tools that are available for communications professionals to reach and better communicate with influencers and consumer audiences directly” (Solis & Breakenridge, 2009 : 20).

According to Slevin (2007 : vi ) Internet is " The Internet is a global network of interconnected computer hardware and software systems, making possible the storage, retrieval, circulation, and processing of information and communication across time and space".

Based on the book of Media Access, Internet “ stands out as a communication medium in its ability to provide the user with both verbal and nonverbal streams of information in a way that mass media not” (Bucky & Newhagen, 2004 : 5). They are powerful as they can easily grab the attention of their audience visually either in written text, spoken, visual or aural.

The only constant evolution is change. Start from the era 1.0 the traditional Public Relations, in which hard printed media like newspaper and magazine is the number one means /medium. Next to era 2.0 when people start acknowledging the existence of Internet and Social media, here information keep flowing within seconds. Then to era 3.0 where everyone put their trust in Social Media; Instagram, Facebook, Twitter, YouTube and Blog. And now, the world we live in now, era 4.0 with the breakthrough of Artificial Intelligence.

In Indonesia, access to the internet is getting easier, by 2018 the percentage of Internet users in Indonesia; Java is 55.7%, Sumatra 21,6%, Sulawesi, Maluku,

and Papua is 10.9%, Kalimantan 6,6% and Bali Nusa Tenggara 5.2% (Asosiasi Penyelenggara Jasa Internet Indonesia / APJII, 2018).

Public Relations is “a strategic communication process that builds mutually beneficial relationships between organizations and their publics. At its core, is about influencing, engaging and building relationships with key stakeholders across a myriad of platforms in order to shape and frame the public perception of an organization” (PRSA, 2019). In the beginning, News Release that was created in the twenty first century by Ivy Lee is considered crucial to maintain communication from a company to its stakeholders. And until today, news release is proven to be an important tool in Public Relations. sum up what Public Relations main task is to provide their audience with information in a way that will help them and to gain their acceptance (Solis & Breakeyridge, 2009).

The old Public Relations Rules are: first is “the only way to get ink and airtime was through the media. Second, companies communicated to journalist via press release. Third, nobody saw the press release except a handful of reporters and editors. Fourth, companies had to have significant news before they were allowed to write a press release. Fifth, jargon was okay because the journalists all understood it. Sixth, you weren’t supposed to send a release unless it included quotes from third parties, such as customers, analysts, and experts. Seventh, the only way buyers would learn about the press release’s content was if the media wrote a story about it. Eight, the only way to measure the effectiveness of press releases was through clip books, which noted each time the media deigned to pick up a company’s release. Lastly, Public Relations and marketing were separate disciplines run by

different people with separate goals, strategies, and measurement techniques” (Scoot, 2014 : 11-12). The list of rules of the old Public Relations above shows enough, that the main concern of PR is the media; in what way would it be more convenient for them, how to make it look attractive for the reporters and media, Press release or news release is the main important means, the only way to reach the public is through the media (Scoot, 2014).

It is safe to say that Public Relations work has changed, according to Scott (2014 : 10) “Public Relations is no longer just an esoteric discipline where companies make great efforts to communicate exclusively to a handful of reporters who then tell the company’s story, generating a clip for the PR people to show their bosses. Now, great PR includes programs to reach buyers directly”. They create program through many means, such as; website, blog, social media, and also media. Mostly enhancing their digital marketing to get the most outcomes for the company.

So does Aryaduta Lippo Village, as they too, want to enhance their digital marketing through Social Media. In twenty-five years, the only social media platform that Aryaduta use are Facebook and Instagram. However, due to the recent response they received, it is safe to say that the only means or medium that got response and is still effectively working is Instagram. With this in mind, Aryaduta planned to create unit Instagram accounts to boost public awareness to its units and to increase the likes for Aryaduta Lippo Village main account. This paper will focus on how to develop Instagram unit accounts as tools for Marketing Communications or Public Relations.

According to Craft.co Instagram is “a photo and video-sharing social networking service. It offers a mobile app that allows users to upload photos and videos. The account's posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations, and view trending content, and follow other users to add their content to a feed” (Craft.co, 2019).

## **I.2 Purpose of Internship**

The reasons for the author in creating and doing an internship in Aryaduta Lippo Village Hotel are;

- 1) To observe directly how Public Relations in real life works, especially the needs to use social media.
- 2) To learn about the process on social media impact in Public Relations activities.
- 3) Contribute to Communication Department, in terms of future evaluation needed about Public Relations works regarding social media at hotels.

## **I.3 Scope and Limitation**

Aryaduta Lippo Village does not have a specific division for Public Relations. However, they have categorized it under Marketing Communications department. Marketing Communications Department, will oversee all Internal Events, Media Relations, Social Media Activity, and taking care of Hotel's Website.

Website offers many possible new customers, that is why Scoot said “The web has opened a tremendous opportunity to reach niche buyers directly with targeted information that costs a fraction of what big budget advertising cost, web marketing is about delivering useful content at just the precise moment a buyer needs it” (Scoot, 2014 : 6). Nowadays, if a person wants to buy something, in order to get the information, they need, the first thing to do is try to find the website for the specific product, it is very economical compared to advertising cost and helpful for the company to get across their product knowledge to its customers. Just through the website a company can communicate with public directly (Scoot, 2014).

The limitation is to help with media relations activities, being in charge or responsible with sending the right image to people or any relations with public and regarding hotel reputations.

In the first place, the author must fully understand the basic terminology used in a Hotel and able possess the skill or ability to create it, to be more precise in Sales & Marketing department:

- 1) Daily Revenue Board, this board shows the department progress, here there are: occupancy (it's the percentage of rooms sold compared to its competitors), room night (the number of rooms sold per day), average daily rate or ADR (under a certain period of time it describes the average room sold), banquet revenue (the income from planned event), and total revenue (the total amount of Sales & Marketing earnings).

- 2) Contract rate is the price list of the rooms and meeting package, with the active period for one year, from the Hotel to its customer; corporate, government, and travel agent.
- 3) Function room setup is the layout of the venue that is being used for an event; meeting, convention, exhibition, incentive for a specific purpose and time.
- 4) Banquet Event Order or BEO, this consists of detail explained information about an event, it's run down, the sitting arrangement, what other divisions must be prepared of.
- 5) Group Event Order, it explains what group we'll be staying or having an event, and the period of their stay.

#### **I.4 Period and Location of Internship**

The internship will be done in four months or more than six hundred and forty hours; starting from first August two thousand and nineteen to first December two thousand and nineteen. The working time is nine hours: eight thirty AM to five thirty PM. from Monday until Friday.

Aryaduta Lippo Village Hotel is located at 401 Boulevard Jend. Sudirman, Lippo Village 1300, Karawaci, Tangerang, Banten, Indonesia (Aryaduta Lippo Village, n.d