

ABSTRAK

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Judul : Manajemen Komunikasi Alpha Hotel Dalam Menciptakan Pelayanan Prima Terhadap Pelanggan

Alpha Hotel berdiri pada tahun 2013. Sebagai perusahaan yang bergerak dibidang jasa, pelayanan merupakan faktor kunci dalam keberhasilan sebuah Hotel. Semakin tingginya tingkat persaingan menyebabkan perusahaan harus memiliki strategi untuk menghadapi kompetitor yaitu dengan menciptakan pelayanan prima. Permasalahan yang dikaji dalam penelitian ini adalah Manajemen komunikasi Alpha Hotel dalam Menciptakan Pelayanan Prima terhadap Pelanggan. Tujuan penelitian adalah mengetahui bagaimana Manajemen Komunikasi Alpha Hotel dalam Menciptakan Pelayanan Prima terhadap Pelanggan. Informan dalam penelitian ini 3 orang, yakni *Human Resources Development* (HRD), Asisten *Front Office Manager* (Asst FOM) dan Asisten *Food & Beverage Manager* (Asst FBM) Alpha Hotel Pekanbaru. Teknik pengumpulan data yang digunakan adalah wawancara dan dokumentasi. Teknik analisis yang digunakan adalah analisis deskriptif kualitatif. Dari hasil penelitian dapat disimpulkan bahwa konsep manajemen Alpha Hotel terdiri dari *Reorganize large masses of information into simpler yet more meaningful categories* yaitu menyusun visi, misi serta tujuan, mempersiapkan fasilitas, menentukan media, menempatkan tenaga kerja yang ahli dibidangnya dan menyiapkan strategi untuk menghadapi keluhan-keluhan pelanggan, dalam *Differentiate important information and eliminate non essential information*, pembagian tugas karyawan sudah terstruktur dengan jelas, *View problem-connected events, phenomena and concepts in an integrated context that makes it easier to make sense of, or explain what is occurring*. yang dilakukan dengan menerapkan moto senyum, sapa, salam, berkomunikasi secara efektif, menyediakan fasilitas dan memenuhi segala kebutuhan pelanggan. *Formulate strategy that can serve as the basic for plans and their implementations*, yang dilakukan dengan menaggapi keluhan pelanggan secara cepat tanggap, menerapkan sistem *maintenance* untuk memelihara fasilitas, memperhatikan kinerja karyawan dalam menghadapi pelanggan dan membuat penilaian guna menunjang sumber daya para karyawan.

Kata Kunci : Manajemen Komunikasi, Pelayanan Prima, Pelanggan



- a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah.
- b. Pengutipan tidak merugikan kepentingan yang wajar UIN Suska Riau.

ABSTRACT

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Title : *The Communication Management of Alpha Hotel in Giving Excellent Service to Its Customers*

Alpha Hotel was established in 2013. As a company run in the service sector, service has become the key factor for the success of the hotel. The high and tight completion in this sector has provoked the company to own the best strategy by improving its service to be excellent. The problem of this research is how The Communication Management of Alpha Hotel in Giving Excellent Service to Its Customers is. The objective of the research is to know The Communication Management of Alpha Hotel in Giving Excellent Service to Its Customers. There are three informants selected in this research, human resources development, front office manager assistant, and food and beverage assistant of Alpha Hotel. Data is collected from interview and documentation. Data is analyzed based on descriptive- qualitative analysis technique. This research finds that the concept of Alpha Hotel management consists of 'reorganize large masses of information into simpler yet more meaningful categories' namely designing mission, mission, goal, preparing facilities, deciding media, putting staffs based on their ability, preparing strategy to respond customers' complaint. It also uses 'differentiate important information and eliminate non-essential information' which means job division is clear. 'View problem-connected events, phenomena and concepts in an integrated context that makes it easier to make sense of, or explain what is occurring means that it is done through the implementation of smile motto, greeting, asking and effective communication as well as the availability of facility to fulfill the customers' need. 'Formulate strategy that can serve as the basic for plans and their implementations' means that service is done by responding the customers' complaints fast, implementing maintenance system to keep the facility, controlling the employee's performance in serving the customers and making evaluation to support their performance.

Keywords : *Communication Management, Excellent Service, Customers*