

MARKETING PUBLIC RELATIONS STRATEGY IN WEDDING PARTY EVENT AT HORISON HOTEL BEKASI

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Abstract

Currently, hotel services do not stop at providing the best rooms, but also include a variety of experiences, one of which is the wedding party event service as a special event. However, with the Covid- 19 pandemic, the hotel business had to re-think so that the business could run and survive. One of the hotels that has been able to survive the pandemic that also offers wedding party event services is the Horison Ultima Bekasi hotel. The purpose of this study was to determine the marketing public relations strategy in the wedding party event at the Horison Bekasi hotel. The theory used in this study is the marketing public relations strategy of Thomas L. Harris which consists of a pull, push, and pass strategy. This research approach is qualitative. This type of research is descriptive. Information obtained from 4 informants. Data collection techniques through interviews, observation, and documentation. Data analysis techniques through the stages of data reduction, data presentation, drawing conclusions, and data verification. The results of the study show that the Horison Bekasi hotel uses conventional media and social media for publicity as a pull strategy, improving service quality and promos as a push strategy, as well as maintaining good relations with consumers and customer testimonials as a pass strategy. This is in accordance with the MPR strategy model put forward by Thomas L. Harris, namely the pull, push, and pass strategy.

Keywords: Public Relations, Marketing Public Relations, Event, Wedding Party, Hotel

1. INTRODUCTION

Today's world is very modern, many businesses, organizations, and communities are very picky in terms of services, especially in the service sector, such as hotel services (Andhriany, 2021). Nowadays, many new hotels are trying to offer complete facilities and high-quality services at guaranteed and affordable costs, as well as various distinctive characteristics that each hotel offers (Sukmananda & Panindriya, 2021). The growth of hotels today does not stop at providing the best rooms, but also includes a variety of experiences that can entice customers to stay at the hotel, such as wall decorations, accessories, and cafes or restaurants with delicious and interesting food and not a few hotels also offer services such as meetings, and special events such as birthday parties and wedding parties (Haningtyas, 2018).

However, the covid-19 pandemic disaster in 2020 to 2021 has made several existing business sectors very badly affected, one of which is the tourism sector in the hospitality sector (Almyra & Drajat, 2022). The existence of the covid-19 pandemic disaster certainly made the hospitality business suffer huge losses. And after the pandemic after everything starts to return to normal, the hospitality business must rack its brains again to be able to return to profit by minimizing the costs incurred due to losses during the pandemic. Therefore, marketing public relations is very necessary to be able to attract consumers after the covid-19 pandemic (Nainggolan & Andryani, 2022).

In the Bekasi area, there are still several hotels that are able to survive the pandemic. One of the hotels in Bekasi that is able to survive the pandemic situation which also offers

wedding party event services as a special event is the Horison Ultima Bekasi hotel. Horison Ultima Bekasi Hotel is a city hotel type hotel because it is located in an urban area, four-star class, elegant classic and modern design with 266 hotel rooms and suites, has fast Wi-Fi access, designed to meet the needs of business travelers, families and friends.

Hotel Horison Bekasi also provides exclusive function rooms for various events be it small meetings or large conferences such as weddings, birthday parties, meetings, events, banquets, and others. There is the "Krakatau" ballroom which can accommodate up to 1000 people, "Sky" ballroom which can accommodate up to 300 people, "Vip Room Metsky" which can accommodate 15 people, "Burangrang" Hall which can accommodate up to 500 people and many more. All rooms have Wi-Fi access. Horison Bekasi Hotel also has other facilities such as an exotic swimming pool, rooftop restaurant "Metsky Dine and Lounge", wellness, fitness, coffee shop, pool bar, dragon boat that can be enjoyed. Located in the heart of the city with easy access (<https://horisonultimabekasi.com/> accessed on May 11, 2022).

Reporting from the site liburanyuk.co.id, Horison Ultima Bekasi hotel is the best hotel to stay in Bekasi which occupies the number one position, beating Santika, Amarossa, and Aston Bekasi hotels (<https://liburanyuk.co.id/> accessed on May 11, 2022). Meanwhile, from the booking.com website, Horison Ultima Bekasi hotel occupies the third position out of 34 hotels listed as the best hotels in the Bekasi area (www.booking.com accessed on May 11, 2022).



Figure 1. Horison Bekasi Hotel Review
Source: liburanyuk.co.id, 2022

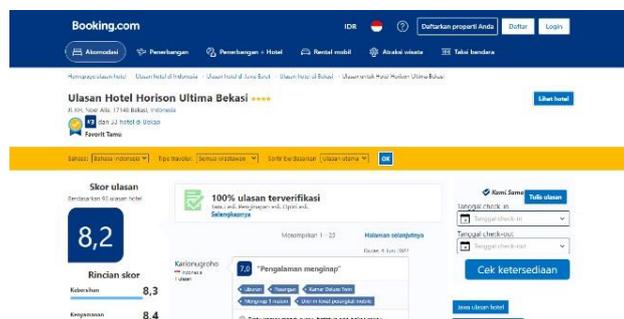


Figure 2. Horison Bekasi Hotel Review
Source: liburanyuk.co.id, 2022

In general, special events are held with the aim of providing information and at the same time becoming a medium for company or brand publication, and the purpose of a

PR organizing a special event is to convey messages or information to the external public and also to get strong publicity power (Hasybullah, 2019).

The tight competition in the hospitality industry certainly forces the Public Relations (PR) practice of Horison Bekasi hotel to be able to create strategies and innovate in order to survive and compete with its competitors. The role of public relations is very important to be able to design various types of relevant strategies in order to target its targets (Andhriany, 2021).

Marketing public relations (MPR) strategy is a very important thing for a company to do (Ali, 2017). Without a marketing strategy, it is certain that a company will have difficulty achieving its goals (Coates et al., 2015). The marketing public relations strategy is designed to support product promotion activities, image creation, and help provide positive projections about the company's products (Mujiyanto, 2019). As a four-star hotel, Horison Bekasi hotel must certainly be able to strategize and create innovations to be able to compete with surrounding hotels that also have similar services. Public relations is very important in building and maintaining a company's relationship with its internal or external audiences, because all public relations activities have various elements such as tolerance, goodwill, understanding, good image, directing good and profitable relationships for the company (Choesrani, 2020).

In terms of service, of course Horison Bekasi hotel not only provides room service to its consumers as a superior product, but also has other superior products such as: 1) Cafes and restaurants called "Host Coffee Indonesia", "Rasa Haus Indonesia", "Metsky Dine & Lounge", and "Malabar Restaurant", for visitors who want to relax and enjoy food & drinks with family and friends. 2) Meeting package, which is a service for those who want to hold meetings both on a small and large scale. 3) Wedding package, which is a service for those who want to hold a wedding (wedding party) at the hotel (<https://horisonultimabekasi.com/> accessed on January 11, 2023).

This wedding party service is certainly provided for couples who want to have a wedding at the hotel, the hotel will provide a complimentary honeymoon and can enjoy various certain facilities at the hotel. The provision of wedding party event services is also one of the superior products offered by Horison Bekasi hotel, it can be seen from the large number of wedding party events and almost every weekend there are always couples who hold their wedding parties at Horison Bekasi hotel. In fact, based on data obtained from uploads and tags uploaded by wedding vendors on the Horison Bekasi hotel's Instagram social media, there are 127 wedding party events that have been held at Horison Bekasi hotels throughout 2022 (<https://www.instagram.com/horisonultimabekasi/> accessed on January 11, 2023).



Figure 3. Upload of wedding party event vendor at Horison Bekasi hotel

Source: https://www.instagram.com/p/CjRiH50rkAg/?utm_source=ig, 2023

Some previous studies, such as those conducted by (Evita & Setyanto, 2018) suggest that the implementation of marketing public relations strategy activities includes offering after sales services to consumers, advertising, and sales calls to various agencies. Research conducted by (AMELLIA et al., 2019) reveals that the implementation of event management communication strategies in the Public Relations division is analyzed based on the Event Concept Development Process, namely creating event ideas, determining goals, screening processes, experiments, concept refinement, implementation and supervision, and evaluation. Then the results of research by (Annisya, 2019) reveal that the implementation of marketing public relations strategies can be assessed from feedback from consumers about the information provided. Research conducted by (Sudiby, 2021) revealed that the MPR strategy used includes a 7-step Strategic Planning Process Analysis which provides the results of cooperation, bundling, and marketing campaigns. Meanwhile, research conducted by (Daud & Khairunnisa, 2020) said that marketing public relations activities are carried out by running promotions through cyberspace or Instagram social media with word of mouth techniques, opinion leaders, and holding an event as a promo tool.

Based on the presentation of the results of previous studies, there are similarities and differences with the research that the author will conduct. The similarity is in the concept used, namely the marketing public relations strategy. While the difference is in the subject and object of research.

In accordance with the explanation that has been conveyed, the formulation of this research problem is how is the marketing public relations strategy in the wedding party event at Horison Bekasi hotel? The purpose of this study was to determine how the marketing public relations strategy in the wedding party event at Horison Bekasi hotel. This research is expected to be used as a reference and reference for PR practitioners in implementing marketing public relations strategies in wedding party events, especially in the hospitality industry. While the theoretical benefits of the research conducted can be a contribution to scientific development in the fields of communication and public relations, in the application of marketing public relations strategies at wedding party events, especially in the hospitality industry.

2. LITERATURE REVIEW

2.1. Public Relations

Experts have defined various definitions of public relations, one of which is that public relations functions as management by assessing attitudes by the general public, balancing the provisions and steps that a business entity must take with the needs of the general public, and planning and implementing programs to increase public understanding and acceptance (Mani & Anggita, 2021).

Activities in public relations are essentially communication activities (Coates et al., 2015). However, unlike other forms of communication, public relations communication activities have different characteristics according to the role, the nature of the organization that utilizes public relations, and the nature of the people involved, especially the target audience (Afiifah Al Rosyidah, 2020). In the realm of public relations, two-way communication is the most important quality (Akbar, 2021). This type of two-way

communication is important in public relations and must exist at all times (Fullchis Nurtjahjani & Trivena, 2018).

The role of public relations in management is to convey the public's view of a business entity and some information spread from the business entity in the community through two-way communication, as well as building relationships with several business entities and their audiences, and to provide support for the course of activities (Yosephine & Diniati, 2021).

Of course, if the public relations function is carried out well, it will be able to influence a positive, pleasant work environment, develop rules, and be sensitive to employees who may need special attention in their performance, among others. other things (Rahmadani & Andrini, 2021).

2.2. Marketing Public Relations

(Sari & Aras, 2021) reveals: "Marketing Public Relations is the process of planning and evaluating programs, which encourage purchases and customers through credible communication of information and impressions that identify companies and their products with the needs, concerns of customers". According to Harris, marketing public relations is a plan that has been prepared, implemented, and evaluated activities carried out that are able to encourage the buying process and increase satisfaction by the public through competent information and positive views generated and related to the identity of an agency based on the wants, needs, concerns, and interests of its customers (Fajaria et al., 2020). The marketing public relations process as an effort made in attracting third parties to convey information to others about the benefits of a brand, with the aim of increasing consumer loyalty and buying interest (Agung, 2013).

To achieve cost efficiency, the role of marketing public relations is to increase customer awareness of the released results, build trust, increase enthusiasm, and increase customer loyalty.

Customers through releases related to the use and usefulness of the products produced, reducing advertising funds not only with online and print media, communicating actively on an ongoing basis through public relations media related to programs and activities relevant to social and environmental concerns to achieve positive public perception, and fostering and maintaining the image of the company and its services, both in terms of quality and quantity of services provided to public customers (Sudiby, 2021).

According to Thomas L. Harris, the marketing public relations strategy is a platform to achieve its goals, namely:

- 1) Pull Strategy, which is a way of doing publicity and providing the best service in marketing, so that it is expected to attract public attention through promotion through various media used according to the target. The way that can be done in this strategy is by advertising on social media or publications in other media to steal public attention.
- 2) Push Strategy, is an effort aimed at providing a stimulus to the general public to make purchases. The quantity and quality of products and services are increased and promos are also part of this plan. For example, increasing the quality and quantity of products, as well as providing discounts on the products offered.
- 3) Pass Strategy, which is a method of influencing, persuading, and forming public opinion

in favor of the public and potential customers. One of the activities that can be done for this strategy is social activities related to the company to increase trust related to the company to increase the company's trust and image in the eyes of the public (Sudibyo, 2021).

2.3. Event

According to Noor, an event is an activity organized to commemorate important things throughout human life either individually or in groups organized for specific purposes and involving the community environment which is held at a certain time (Renny, 2021). The wedding party event in the event is included in the special event category as Allen defines that a special event is a performance, celebration, or ceremony that is carefully planned to mark special events, both social and cultural events such as wedding parties (S. Wijaya, 2021).

There are three types of events based on the special event category, including:

- 1) Leisure Event, which is an event that develops a lot in sports activities in which there is an element of competition and brings in many visitors. An example is the world cup.
- 2) Cultural Event, which is an event whose activities are identical to culture or have high social value in the community order. An example is Maulid commemoration.
- 3) Personal Event, an event that involves family members or friends. This category can be said to be simpler. An example is a wedding party event (Mananda, 2022).

2.4. Hotel

According to Ivanovic, hotels are a temporary stopover facility for tourists including providing room service as well as food and beverage services, and other services, so the most important thing about a hotel product is the human factor in the form of service (Noviastuti & Cahyadi, 2020). Meanwhile, according to Menparpostel Decree No. KM/37/PW/304/MPPT- 86, a hotel is a type of accommodation that provides part or all of the building to provide lodging, food, and beverage services, as well as other services such as wedding party activities for the public, which are managed commercially (Krestanto, 2019).

According to Bagyono, there are several classifications or categories of hotels which are divided into several types, including based on the components of room price, location, number of rooms, room rates, type of guest, length of stay, length of opening, and activities. The products provided by the hotel consist of tangible products or products that can be seen and felt by hotel guests such as rooms, food, drinks, and other facilities provided by the hotel such as function rooms or other areas to carry out certain activities, and intangible products or products that cannot be seen directly but can be felt by guests such as services for guests, security and cleanliness, and hospitality (Krestanto, 2021).

According to Natoradjo, the types of events in hotels include: 1) Meeting or meeting, this event is the most popular banquet event, divided into two, namely Full Day Meeting and

Half Day Meeting. 2) Wedding Party, provided for couples who want to have a wedding at the hotel. Generally the hotel provides complimentary in the form of a honeymoon at the hotel. 3) Seminar, is the rental of a place that has been provided by the hotel which is used for seminars. 4) Indoor Music, this type of hotel usually provides a

large enough room to accommodate thousands of people. 5) Big day celebration events (Renny, 2021)

3. RESEARCH METHODS

With the application of the post-positivism paradigm in the research conducted, using descriptive methods and qualitative approaches. This research seeks facts or causes of social symptoms by understanding very limited social change. This post-positivism paradigm is also involved to be able to understand the subjective meaning of the actors.

Creswell J.W reveals that qualitative research is a technique that seeks to understand human problems or the social world using presenting a comprehensive and complex image in words, taking a broad view based on information sources, and doing so in a natural context. (Zakariah et al., 2020). Meanwhile, Monique Henink highlighted that qualitative research allows researchers to study an event in detail using specialized methods such as observation, in-depth interviews, Focused Group Discussions (FGDs), content analysis, virtual approaches, and personal histories or biographies approach, and personal history or biography. (Haryono, 2020).

Qualitative data collection techniques in the field are known as qualitative data collection techniques (Sugiyono, 2014). This technique is predominantly used to meet the needs and provide answers to the big questions that researchers have prepared. To collect data in the field, researchers can use various strategies or combine them (Mahmudah, 2021). In the process of collecting data, it can be done with documentation of activities, interviews and observation by observation.

Researchers make observations by observing how the public relations staff of Horison Bekasi hotels work during wedding activities from showing to technical meetings, and their activities on Instagram social media in wedding activities. Interview activities were carried out in-depth and unstructured to four informants with the research location at Horison Ultima Bekasi hotel, Jl. KH Noer Alie - Bekasi 17148, Indonesia.

Key informant in this research is Erna Anggoro, Director of Sales of Horison Bekasi hotel. Informant 1 (one) is tu Vanesa Gabriela, Sales Executive of Horison hotel, informant 2 (two) is Rifky Derastia, a colleague or wedding organizer vendor from Horison Bekasi hotel, and informant 3 (three) is Mirtha & Indra, a consumer couple who had their wedding at Horison Bekasi hotel on December 11, 2022. In collecting documentation data, researchers analyzed literature on Marketing Public Relations, journal articles, brochures, photos, and company profiles of Horison Bekasi hotels.

The researcher is a research instrument in determining the research object to be focused on, selecting data sources, collecting data, evaluating data quality, analyzing data, interpreting data, and drawing conclusions from research results.

According to Patton, analysis is a method for organizing data by grouping it in patterns, categorizing, and matching descriptive units (Anggito & Setiawan, 2018). Data analysis according to Bogdan and Biklen is a systematic process that can improve researchers' understanding of data collection, the possibility of presenting results, and communicating them to record, observe, and systematic processes for finding and organizing other materials to others (Yusuf, 2016).

According to Miles and Huberman, analyzing qualitative data needs to be done in a sustainable interactive manner until it reaches a saturation point (H. Wijaya, 2019). This

technique according to Miles and Huberman includes collecting data from direct data source contacts. The second step is data reduction, which is selecting consistent and meaningful data, collecting the data obtained, and then focusing on the data for problem solving, finding, interpreting, and answering survey questions. At this stage, researchers used coding methods in the form of axial coding, selective coding, and open coding. The third step is data presentation the data is presented in the form of words, photos, tables, or graphs, trying to put information together so that it can provide a picture of the current situation. The last step is verification, drawing conclusions, which takes place during activities such as data reduction. Researchers will draw interim findings after the data collected is considered adequate. Researchers will draw final conclusions after all the data has been collected. (Fitri Nur Mahmudah & Asyhari, 2021).

The triangulation technique is one of the techniques in testing and confirming the validity of data. After the data is collected, comparisons are made, similarities and differences are found, red threads are made, and the meaning of the events that occur is formulated (Suwendra, 2018). Triangulation is a technique to determine the truth of data by comparing it with data collected from other sources (Subandi, 2011).

The validity of the data is determined by two types of triangulation, in the form of time and technique triangulation. In triangulating techniques to find the truth, researchers use several methods or data collection techniques such as documentation, interviews and observations with the acquisition of data sources and at the same time. Meanwhile, time triangulation refers to researchers who re-examine the validity of data received using the same approach, namely in-depth interviews but at several different times, locations, and conditions to achieve definite and correct data.

4. RESULTS AND DISCUSSION

The results of this study describe information obtained from 4 research informants regarding marketing public relations strategies in special event wedding party events at Horison Bekasi hotel. This marketing public relations strategy is in line with the Three Ways Strategy which consists of pull strategy, push strategy, and pass strategy. The following is the discussion:

4.1. Pull Strategy

Pull strategy is a way of doing publicity so that it is expected to attract public attention through promotion through various media used according to the target (Sudibyo, 2021). Horison Bekasi Hotel always follows the all-digital era, so that various promotions are carried out through social media. This is in accordance with the times when almost everything can be done through the digital world. However, Horison Bekasi hotel still conducts offline promos by visiting potential places to offer promos so that the products offered regarding wedding party events are more targeted according to the target market. This is as explained by key informant Erna Anggoro as Director of Sales of Horison Bekasi hotel:

"We follow the times. Because now it's all online, all digital, so yes social media is important. Offline, our promos go to places that we should go to, like the KUA, churches. So for those weddings from various various sources we still run. (Interview September 29, 2022)"

The same thing was also conveyed by informant 1, namely Vanesa Gabriela as Sales Executive of Horison Bekasi hotel, according to her, Horison Bekasi hotel carries out a marketing strategy by providing promos through conventional media such as brochures and banners and also Instagram social media to keep up with the times. In addition, Horison Bekasi hotels also visit market segments that are in line with wedding activities such as KUA, churches, and wedding vendors to offer their wedding packages, as stated by informant 1:

"We do marketing strategies with promos not only through conventional media such as brochures and banners, but also through social media such as Instagram. We also offer our packages to markets that relate to the wedding world such as wedding vendors, KUA, churches. Yes, like wedding organizer, decoration, photography. (Interview 29 September 29, 2022)"

The choice of social media is very important to convey messages to the targeted public because social media combines physical and technological processes, the preparation of a social media selection strategy or communication channel is based on consideration of the breadth of media coverage so that it can be received by the targeted public (Ruliana et al., 2019). The social media used by Horison Bekasi hotel are Instagram and Tiktok, besides the Horison Bekasi hotel also collaborates with the Media Indonesia daily newspaper, as stated by key informant Erna Anggoro:

"Our media is Instagram, TikTok, we also enter media, such as Media Indonesia. Media Indonesia we have cooperation too. (Interview September 29, 2022)"

Informant 1 Vanesa Gabriela as Sales Executive of Horison Bekasi hotel also conveyed in more detail regarding the use of social media for Horison Bekasi hotel that Horison Bekasi hotel places digital advertisements and uploads their wedding package promos via social media Instagram and Tiktok, and collaborates with the daily newspaper Media Indonesia, as conveyed by informant 1 Vanesa Gabriela as Sales Executive of Horison Bekasi hotel:

"We also advertise on social media such as Instagram, Tiktok, we post about wedding package promos, and we have cooperation with Media Indonesia. (Interview September 29, 2022)"

Informant 3, namely the couple Mirtha and Indra who had their wedding at Horison Bekasi hotel, related their experience of contacting Horison Bekasi hotel. They stated that they visited the Instagram profile of Horison Bekasi hotel and contacted the contacts listed in it to ask about wedding services at Horison Bekasi hotel. Informants 3 Mirtha and Indra stated:

"The first contact was from IG. We contacted the wedding sales contact. We were then sent the package files. (Interview December 21, 2022)"

The explanation above shows that Horison Bekasi hotel utilizes social media and collaborates with Media Indonesia newspaper. In addition, there is the official website of

Horison Bekasi hotel which also includes media from Horison Bekasi hotel which can be seen through the website <http://horisonultimabekasi.com/>, and the official Instagram account of Horison Bekasi hotel can be seen through <https://www.instagram.com/horisonultimabekasi/>.



Figure 4. Official Website Of Horison Bekasi Hotel
Source: <http://horisonultimabekasi.com/wedding/>, 2022

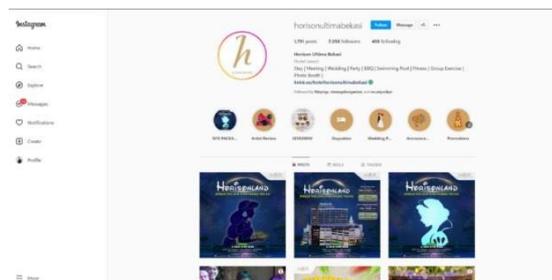


Figure 5. Horison Bekasi hotel Instagram Account
Source: <https://www.instagram.com/horisonultimabekasi/> , 2022

Horison Bekasi Hotel also has a program called Virtual Wedding which is carried out online via Instagram & Zoom Meeting media. This virtual wedding program is one of the programs to promote new packages from Horison Bekasi hotels through social media. In this program, Horison Bekasi hotel will invite audiences who have questions and have asked questions via Horison Bekasi hotel Instagram messages regarding the wedding packages presented by Horison Bekasi hotel. Apart from discussions and answering questions from the audience, Horison Bekasi hotel also provides promos with marketing gimmicks to increase audience interest in carrying out their wedding day at Horison Bekasi hotel. As stated by key informant Erna Anggoro as Director of Sales at Horison Bekasi hotel:

"For promotion, we usually have a virtual wedding program. Online, we explain our packages via Instagram and Zoom. We promote our latest packages. From the virtual wedding we throw questions that they usually ask us, and from there we have gimmicks, so that they are interested (Interview September 29, 2022)"

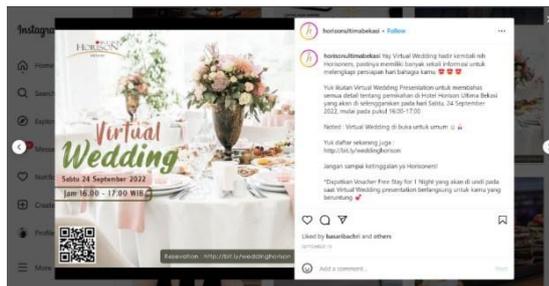


Figure 6. Virtual Wedding Program Horison Hotel Bekasi
Source: <https://www.instagram.com/horisonultimabekasi/>, 2022

Based on the explanation above, it can be seen that the implementation of the pull strategy carried out by Horison Bekasi hotel is through conventional media such as brochures, as well as offering their wedding packages to potential places such as KUA, churches, and wedding vendors. Horison Bekasi hotels also take advantage of social media, and work with a daily newspaper called Media Indonesia to provide publicity related to certain activities or programs at Horison Bekasi hotels. As for the promotional program carried out by Horison Bekasi hotel, apart from the Instagram Ads feature on Instagram, they also create a program called Virtual Wedding which is carried out through the Instagram platform and Zoom Meeting. In this program, the Horison Bekasi hotel can interact directly with its audience who want to hold a wedding as well as offer the packages they have to their audience so that they are interested in holding their wedding party at the Horison Bekasi hotel.

4.2. Push Strategy

Push Strategy is an effort aimed at providing a stimulus to the general public to make purchases, improving service quality and providing promos to consumers can be done to implement this strategy (Sudibyo, 2021). In terms of improving service quality, the first important thing to pay attention to is the employee side. The Horison Bekasi hotel always tries to create the quality of its employees to be well known in the eyes of consumers, because for Horison Bekasi hotel, the quality of employee service is very important from a brand. Therefore, the Horison Bekasi hotel will always provide training to its employees so that they can provide maximum and best service to consumers so that consumers' views of the Horison Bekasi hotel. As key informant Erna Anggoro as Director of Sales said:

"The first is from the employee side. How can we create the qualities of these assets to be good people. Because surely the images that are formed are from service. So excellent service really has to be maintained. How to make excellent service? By often providing training to employees (Interview September 29, 2022)."

Key informant Erna Anggoro as Director of Sales also said that the Horison Bekasi hotel always improves its services by following the needs of the community. Apart from improving the quality of employees, the Horison Bekasi hotel also makes improvements in terms of rooms with

Bekasi also made improvements in terms of rooms by renovating rooms by following consumer needs. In addition, the Horison Bekasi hotel always maintains the quality of the food taste to keep it delicious.

"We are definitely always upgrading. Because we are always upgrading following what the demands are like. For rooms, we always renovate, even though it is not totally overhauled, but at least it follows. Well, from the wedding side we still maintain the quality of the food, how can we still maintain the quality of the taste. We still maintain it (Interview September 29, 2022)."

The complimentary for consumers of the Horison Bekasi hotel wedding party event service is that the hotel will provide free room facility services for visitors who hold weddings at Horison Bekasi hotels as a bonus. Apart from room facilities, hotel wedding consumers will also get various other facilities available at Horison Bekasi hotels such as restaurants, swimming pools, and gyms as a form of promo. As stated by key informant Erna Anggoro as Director of Sales of Horison Bekasi hotel:

"As a Horison hotel promo, of course we can make the facilities in our hotel as a benefit to the bride and groom. How do we do that? Yes, we have a room, we provide facilities for the room. What other facilities? Restaurant, swimming pool, gym, so (Interview September 29, 2022)."

In addition to room facilities, the Horison Bekasi hotel also provides bonuses in the form of F&B coupons to its customers. These things are done to increase the attractiveness of Horison Bekasi hotels. However, for wedding activities the most common complimentary given is in the form of room facilities. As stated by key informant Erna Anggoro as Director of Sales of Horison Bekasi hotel:

"Not just rooms, we also have F&B outlets. Yes, like F&B outlet vouchers. We give all kinds of things as benefits, as our gimmick, because it is for attraction so that they want to try Horison Bekasi hotel. For people who are married, we also provide room facilities. (Interview September 29, 2022)."

An interview with one of the wedding vendors from Horison Bekasi hotel, informant 2, Rifky Derastia as the owner of Pride Wedding Organizer regarding the quality of service from Horison Bekasi hotel which he thinks is quite good. In terms of employee service, Horison Bekasi hotel has friendly and responsive employees, and always improves the quality of its services. In terms of the beauty of the place, it is also considered good, and in terms of food, Horison Bekasi hotel also has good food quality. It's just that, according to Rifky, the appearance of the food hut still has to be changed because it is outdated if it is still used in this day and age. As informant 2 Rifky said:

"The quality is good and the movement is fast, fast response, welcome, friendly. In terms of good service, the more here the better. The place is also good, the food is delicious. Only maybe the input is about the hut which is still old school, it should have been updated so the outside appearance. (Interview September 30, 2022)."

Informant 3, namely Mirtha and Indra, a couple who had their wedding at Horison Bekasi hotel, stated about the quality of wedding services at Horison Bekasi hotel. For them, the service is quite good because Horison Bekasi hotel serves good food, friendly employees, and a nice and clean room. However, there are shortcomings, based on their experience, namely room service when checking in and room service which at that time was considered slow, making guests wait too long. Informants 3 Mirtha and Indra said:

"The quality of the activities is good. The food is good, the employees are friendly, the room is nice and clean. For wedding party events, I think we are fine. The most rich room service is just checking in with room service which is long. so guests wait too long (Interview December 21, 2022)"

Based on the explanation above, it can be concluded that the implementation of the push strategy carried out by Horison Hotel Bekasi is to always maintain and improve the quality of the hotel.

Bekasi is to always maintain and improve the quality of its services, starting from the quality of service from employees to always provide the best service, maintaining the quality of rooms with arrangement and some renovations, to the quality of the best food taste for its consumers. In addition, Horison Bekasi hotels also offer free rooms for couples who have weddings at Horison Bekasi hotels and get various facilities at the hotel such as restaurants, swimming pools, gyms, and bonus F&B coupons as a form of promotion carried out by Horison Bekasi hotels to attract consumers. However, there is still one thing that is considered less than optimal from Horison Bekasi hotel, namely the appearance of the food hut which is considered outdated, as well as room service when checking in and slow room service.

4.3. Pass Strategy

Pass Strategy is a method of influencing, persuading, and forming public opinion in favor of the public (Sudibyo, 2021). In implementing this strategy, Horison Bekasi hotels always try to maintain good relations with their consumers to influence and form good opinions in the eyes of the public. Not only when business is ongoing, but also afterwards, as stated by key informant Erna Anggoro as Director of Sales of Horison Bekasi hotel:

"We establish closeness with customers. And building that closeness emotionally, not just business-wise. Building that closeness for me is very important to build a good image about Horison. Because when someone is comfortable with us, they will become loyal customers". (Interview 29 September 29, 2022)

One of the strategies implemented to maintain good relations with consumers is to provide certain coupons that can be used by consumers so that they return to Horison Bekasi hotels. This strategy of maintaining good relations with consumers aims to create a positive opinion of Horison Bekasi hotels in the eyes of consumers, as stated by key informant Erna Anggoro as Director of Sales of Horison Bekasi hotels:

"The point is that after sales must also be maintained. That's why we have gimmicks that we also give to the bride and groom. After one year for their anniversary we can give them a voucher. For what, maybe one day on the phone, Mba I want to use the voucher. There is get contact again." (Interview September 29, 2022)

The Horison Bekasi hotel also asks for testimonials directly from its customers who hold weddings at the Horison Bekasi hotel which are then uploaded to the Instagram social media of the Horison Bekasi hotel to form public opinion. As informant 1 Vanesa Gabriela as Sales Executive at Horison Bekasi hotel said:

"We are also from customer testimonials, because that will greatly affect the public's view of Horison. Usually, for testimonials from clients, if it is for a wedding, we ask for testimonials after the activity is complete, so on that day after completion we ask for testimonials from clients". (Interview September 29, 2022)



Figure 7. Testimonial Event Wedding Party Hotel Horison Bekasi

Source: <https://www.instagram.com/horisonultimabekasi/>, 2023

Informant 2, who is one of the wedding vendors who often organizes wedding party events at Horison Bekasi hotel, namely Rifky Derastia as the owner of Pride Wedding Organizer, said that for him Horison Bekasi hotel is good enough to be used as a wedding location because besides having a large ballroom, Horison Bekasi hotel also provides affordable prices compared to hotels in the vicinity. In addition, the service from Horison Bekasi hotel employees is considered good, fast and responsive, and friendly. Informant 2 Rifky as the owner of Pride Wedding Organizer said:

"It's good, the point is to be used as a building option because in addition to having a large ballroom, one of the hotels in the area has a large ballroom. a large ballroom, one of the hotels whose rates are still affordable compared to the surrounding hotels. With an adequate ballroom, the price is still reasonable, so it's a plus for this Horison. Good and fast movement, fast response, then welcome too, friendly. That's good. " (Interview September 29, 2022).

Informant 3, namely Mirtha & Indra, a couple who had their wedding at Horison Bekasi hotel, gave a statement regarding their opinion about Horison Bekasi hotel. This couple recommends Horison Bekasi hotel for the implementation of wedding party events because the services provided are satisfying. With a wide selection of rooms that can be used according to consumer needs, and a strategic location, Horison Bekasi hotel is very suitable for carrying out wedding activities as stated by informant 3 Mirtha & Indra:

"Yes, it's good if it's recommended for marriage, it's satisfying. Moreover, Horison also has several ballroom rooms, so we can also choose which room we want to use according to the capacity of the guests and participants we want. In terms of location Horison because it is on the edge of the toll road so it is easy to direct guests. It's an old hotel too, even though it's an old hotel but it's still really okay for wedding party events. (Interview December 21, 2022)"

From the explanation above, it can be concluded that the methods used by Horison Bekasi The method used by Horison Bekasi hotel to form public opinion is to always maintain closeness with its customers, both before and after the business, one of which is by providing certain coupons that can be used by consumers with the aim that consumers still have a positive view and opinion of wedding party activities at Horison Bekasi hotel. The Horison Bekasi hotel also records testimonials from consumers who hold weddings at the Horison Bekasi hotel which are then uploaded to the Instagram social media of the Horison Bekasi hotel to form a positive public opinion.

5. CONCLUSION

Horison Bekasi Hotel uses marketing public relations strategies in the form of pull strategy, push strategy, and pass strategy in wedding party event services. The application of pull strategy in Horison Bekasi hotel's marketing public relations strategy is by introducing their products to market segments that are in line with the wedding package services they offer such as visiting KUA, churches, and offering cooperation with wedding vendors. In addition, the hotel also uses Instagram and Tiktok social media in some of their programs and this strategy is quite effective in publicizing their hotel wedding party events considering that in this day and age almost everyone uses social media.

Push strategy is also a strategy that is quite effective for Horison Bekasi hotels which in its implementation the hotel Horison Bekasi always maintains and improves the best quality, especially in wedding party services, both in terms of service quality by often providing training to employees, food quality by always following trends and maintaining taste, as well as the quality of hotel facilities by renovating and maintaining all hotel facilities. In addition, Horison Bekasi hotel also provides certain bonuses to its customers who hold wedding parties at Horison Bekasi hotel in an effort to increase customer satisfaction.

Meanwhile, in implementing the pass strategy, Horison Bekasi hotels always try to maintain communication and closeness with consumers so that consumers still have a positive view and opinion of wedding party activities at Horison Bekasi hotels, not only when they want to use the services of the hotel, but also afterwards, one of the ways the hotel does is by providing certain vouchers such as F&B vouchers that can be used by consumers to use the services of Horison Bekasi hotels again. In addition, the Horison Bekasi hotel also recorded recorded testimonials from consumers who held weddings at the Horison Bekasi hotel, and the testimonials were then uploaded to the Horison Bekasi hotel's Instagram social media to form a positive public opinion.

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