

ABSTRACT

Public Relations has an important role for a company as a liaison between the internal public and the external public. Building relationships with both internal and external organizations is what public relations does. The increasingly intense business competition makes Best Western Premier La Grande requires mass media, to be able to publish every activity in the Best Western Premier La Grande Hotel. The purpose of this research is to know the public relations activities of Best Western Premier La Grande Hotel Bandung.

The type of this research is descriptive method. In this research, by doing data collecting technique used is interview, observation, and documentation study. The data analysis techniques in this study by doing data reduction, mendisplay data, and make a conclusion.

Based on the results of research that has been done to find out the public relations activities of Best Western Premier La Grande Hotel Bandung is the purpose of public relations can introduce and publish hotel activities including Best Western Premier La Grande event to the public. The media to be used should be balanced between the two, print and online media into a choice of Best Western Premier La Grande in helping to publish about the event to the right target.

Keywords: promotion, promotion mix, public relations.