

Abstract

This study describes the marketing public relations strategy in increasing the number of customers in the new normal era, because during the pandemic, many hotels experienced a decrease in the number of customers. The purpose of this study is to determine the marketing public relations strategy of the hotel balcony in increasing the number of customers in the new normal by using a pull strategy, push pass. This study uses the theory of marketing public relations strategy, namely the tree way strategy, pull strategy, push strategy, and pass strategy. This study uses an approach approach with descriptive methods, data collection in this study uses interview, observation and documentation techniques. The results of this study can be said that to increase customers in the new normal era, first use a pull strategy to attract customers' attention with promotions in mass media such as radio, advertisements, and placing banners. The second is using a push strategy by encouraging Hotel Balcony customers through price discounts. The third strategy is to lead public opinion by carrying out social activities for the surrounding community who need it to lead more positive public opinion towards Hotel Balcony.

Keywords: *hotel balcony, marketing public relations, marketing public relations strategy*