

ABSTRACT

Tandjung Sari Hotel is facing a challenge to expand its market reach, especially with young visitors. This is due to the niche market of elderly tourists that the hotel currently serves, who are not able to visit continuously. Tandjung Sari Hotel implemented marketing communication to introduce its character as a boutique hotel that is attractive to young people. The hotel uses marketing public relations that focus on informing Tandjung Sari Hotel's values, so this strategy suitable for a boutique hotel that prioritizes soft selling. The marketing public relations can be analyzed based on the seven main tools of marketing public relations according to Kotler, there are publication, identity media, event, news, speech, public service activities, sponsorship. The aim of this study is to explore the marketing public relations activities carried out by Tandjung Sari Hotel in introducing its characteristics as a boutique hotel to its target audience. The research method used in this study is descriptive qualitative research with a constructivist paradigm. Based on the research findings, Tandjung Sari Hotel do not use speech as their marketing public relations tool. Publication and sponsorship are the most effective in disseminating the character of Tandjung Sari Hotel specifically to its target audience.

Keywords: *Marketing Communication, Marketing Public Relations, Boutique Hotel, New Targeted Visitor.*