

PUBLIC RELATIONS STRATEGY IN ATTRACTING CUSTOMERS AT THE HOTEL FOUR SEASONS RESORT BALI AT JIMBARAN BAY

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ABSTRACT

This research was conducted at Hotel Four Seasons Resort Bali at Jimbaran Bay that aims to formulate a strategy of Public Relations in an attempt to attract customers. The purpose of this study are: (1) to know the strengths, weakness, opportunities and threats that affect Public Relations Public Relations strategy in attracting customers. (2) to find out the Public Relations strategy in attracting customers at the Hotel Four Seasons Resort Bali at Jimbaran Bay. This research is a descriptive qualitative research, which collects primary data through interviews and questionnaires. The method of determination of the sample was purposive sampling. Determination of internal and external factors with the use of EFAS and IFAS matrix to find out the position of the hotel and the SWOT analysis is used to decide the alternative Strategies. Based on the methods used, the position of the hotel is in cell V and the Strategies that can be used is forward integration. It can be implemented, namely the increased promotion by accentuating the uniqueness of the resort with a traditional Balinese village concept, through various distribution channels such as websites, social networks, magazines and TV (SO). Maintain the uniqueness of the resort in the form of traditional Balinese architecture with a modern touch (ST). Renew and add-on set reminders to review systems that haven't been ignored for all reviews that have been replied to (WO). Create an innovative event to inform the security conditions in the region of resort excellence and promoting at the same time maintained the uniqueness of the products of Four Seasons Resort Jimbaran (WT).

Keywords: public relations strategy, customer, SWOT analysis.

INTRODUCTION

The communication, especially in the hospitality should be designed well as hotel business is oriented to a better customer satisfaction .The best communications strategy in the hotel industry will be able to control public opinion , protect the hotel image and educate customers that motivated to buy hotel products .Four seasons resort Bali at Jimbaran bay Bali is five star hotel international hotel chain at Jimbaran Bay street, Badung, Bali .Four seasons resorts Bali at Jimbaran bay has 156 rooms including villas and residences .Public relations be the very important for the company , especially in four seasons resorts Bali at Jimbaran bay because it can offer an extensive impact to the public (customers and potential customers). Public Relations plays a role in attracting customers through the information about the product being

made as attractive as possible and distributed through various communication media such as magazines, television, radio, media and social networking.

Table 1
 Number of Room Revenue in 2015-2017
 at Four Seasons Resort Bali at Jimbaran Bay

No	Month	Number of Room Revenue		
		2015	2016	2017
1	January	\$ 214,433.17	\$ 225,555.00	\$ 208,486.00
2	February	\$ 202,930.44	\$ 200,300.00	\$ 225,205.00
3	March	\$ 113,793.72	\$ 119,149.00	\$ 119,258.00
4	April	\$ 125,833.36	\$ 138,757.00	\$ 121,652.00
5	May	\$ 110,959.31	\$ 134,528.00	\$ 146,648.00
6	June	\$ 426,538.00	\$ 318,834.00	\$ 319,285.00
7	July	\$ 220,153.00	\$ 225,175.00	\$ 210,110.00
8	August	\$ 290,976.00	\$ 287,834.00	\$ 281,030.00
9	September	\$ 140,840.00	\$ 155,175.00	\$ 151,213.00
10	October	\$ 92,681.00	\$ 98,438.00	\$ 82,315.00
11	November	\$ 123,980.00	\$ 122,123.00	\$ 133,670.00
12	December	\$ 225,173.00	\$ 295,000.00	\$ 226,109.00
	Total	\$ 2,288,291.00	\$ 2,320,868.00	\$ 2,224,981.00

(Source: Four Seasons Resort Bali at Jimbaran Bay, 2018 (data processed)).

From table 1 can be seen room the revenue data for three years, from 2015 until 2017 at the Four Seasons Resort Bali at Jimbaran Bay. Table 1 shows the occurrence of a significant decline in revenue in 2017. The decline can be affected by many factors such as the high seasons, low seasons, many rivalries that offer similar products and the lack of promotion and publications about the product. In addition to the high degree of competition faced by the Four Seasons Resort Bali at Jimbaran Bay, increasing the negative reviews from customers on online travel agents and TripAdvisor will impact significantly on the company's image in the long run will reduce the interest of customers and consumers to purchase Four Seasons Resort Bali at Jimbaran Bay. Table 2 data regarding the number of negative reviews on online travel agent. In table 2 showed a decline in revenue significantly in 2017. The decline can be influenced by many factors such as high season, low seasons, rivals has offers similar products and lack of promotion and publication of products. Besides high competition faced four seasons resorts Bali at Jimbaran bay, the negative reviews from customers in online travel agents and TripAdvisor will significant impact on the image of companies in the long term will reduce customers interest and consumers to purchase

products four seasons resorts Bali at Jimbaran bay. Table 2 represents data on the number of negative reviews for online travel agents.

Table 2
 The number of Negative Reviews on Online Travel Agent in 2015-2017
 at Four Seasons Resort Bali at Jimbaran Bay

No	Types of Reviews	Year		
		2015	2016	2017
1	Manager Knowledge	11	10	12
2	Lobby Décor/ Design	14	11	15
3	Injury	12	9	8
4	Concierge Knowledge	14	13	14
5	General Staff Helpfulness	2	4	5
6	Food/Beverage Selection	6	8	5
7	Breakfast Taste	8	9	9
8	Room Service Attitude	5	8	9
9	Room Service Quality	11	10	12

(Source: Four Seasons Resort Bali at Jimbaran Bay-2018 (data processed)).

Declining revenue and increased drastic negative reviews on online travel agents as well as TripAdvisor if not anticipated with an appropriate communication strategy will have a direct impact on a company's image and public opinion as well as will be affect the customer's interest in determining purchasing decisions, it would be the reason, need to be re-designed communication strategy that can pull customers in order to buy the Four Seasons Resort Bali at Jimbaran Bay.

RESEARCH METHODS

The research with qualitative and quantitative analysis approach. The results of all data obtained at the place of research using data mining techniques in the form of questionnaires and interviews. Information already obtained later recorded, processed, and analyzed. Information obtained is then fitted with a SWOT analysis (Strength Weakness Opportunities and Threats). Method of determination of the respondents in this study using a purposive sampling technique, namely the determination of the sample based on criteria – the criteria or specific considerations (Sugiyono, 2017:301). The respondents in this study amounted to 6 persons and 1 person as a resource person in the interview. Secondary data used in the study was obtained from the documents of the Organization (profile, activity Public Relations

etc.), previous similar research results, and various literature that are relevant to this study, such as books, scientific journals, thesis. Primary and secondary data have been obtained further data processing is done. Quantitative data was processed using Microsoft Excel 2010. Qualitative data obtained when the interview be additional information and be integrated with the existing answers in the questionnaire to support and strengthen the quantitative data obtained. After the Public Relations strategy in attracting customers successfully analyzed, the next step is the use of SWOT analysis to formulate alternative Public Relations strategy in attracting customers.

RESULTS AND DISCUSSION

The granting of Internal and external Rating

Awarding of Rating Granting Internal rating performed by the respondents are deemed able to provide information on Four Seasons Resort at Jimbaran Bay. Indicators of variety of media are used as a channel of distribution of the information/news regarding Four Seasons Resort Bali at Jimbaran Bay gets a rating of 3.50. The intensity of Public Relations in the invited social media influencers gets a rating of 3.33. The intensity of Public Relations in publicizing the product, service, facilities and attractions in the hotel via social media gets a rating of 3.00. The intensity of the CSR activities (community social responsibility) in maintaining relationships and company's image got a rating of 3.00. The intensity of public relations efforts in conducting the activities of the media call in maintaining good relations with the press or journalists got a rating of 2.83. The intensity of the placement of the news to each country that includes market products Four Seasons Resort Bali at Jimbaran Bay gets a rating of 2.83. The intensity of Public Relations in the manufacture of photo and video promotion of the hotel got a rating of 2.83. The frequency of Public Relations in providing related market data and the competition for the management gets a rating of 2.67. Public relations activities in providing input to the company in particular, with the marketing department gets a rating of 2.67. Vigilance in responding to Public Relations review/feedback given concerning products and services guests with rating of 2.33. The frequency of host special events to attract customers gained 2.17 rating. The intensity of the internal communication activities by the Public Relations in conveying and guests reviews the conditions of competition to each related Department 2.17 rating. Special offers regarding products Four Seasons Resort Bali at Jimbaran Bay in the media to attract customers got a rating of 2.00. The frequency

of the lobbying activities have been conducted by public relations with related Government policy regarding tourists in relation to make it easier to attract tourists in the hotel got a rating of 2.00.

The Granting Of An External Rating

Granting the rating made by the respondents are deemed able to provide information on Four Seasons Resort Bali at Jimbaran Bay. The indicator gained the highest rating is the position of the Four Resort Bali at Jimbaran Bay in competition and the natural environment around the Four Seasons Jimbaran Resort awake properly i.e. amounting to 3.33. The impact of Government policy on visa-free policy for some countries got a rating of 3.00. Support local communities against Four Seasons Resort Jimbaran got a rating of 3.00. The impact of MEA of travelers to visit level against Four Seasons Jimbaran got a rating of 2.83. The development of information and communication technology gets a rating of 2.83. A friendly local community got a rating of 2.67. Conditions of competition-Hotel resort with a traditional Balinese concept gets a rating of 2.33. Hotel facilities-based update environment-friendly rating of 2.33. Bali's natural state support in General against the visit of tourists got a rating of 2.17. The stability of the political circumstances in Indonesia generally gets a rating of 2.17. Support local governments towards public relations operations in attracting tourists got a rating of 2.17.

The granting of Internal and external Factors Weighting

Internal Weighting Factors

The granting of the weighting is performed by the respondents are deemed able to provide information on Four Seasons Resort Bali at Jimbaran Bay. The respondent's assessment on internal indicators Hotel Four Seasons Resort Bali at Jimbaran Bay, note that variations of media are used as a channel of distribution of the information/product news about Four Seasons Resort Bali at Jimbaran Bay weight gain of 0.09. The intensity of Public Relations in the invited social media influencers gain value of 0.09. The intensity of public relations efforts in conducting the activities of the media call in maintaining good relations with the press or journalists got weight of 0.08. The intensity of the placement of the news to each country that includes market products Four Seasons Resort Bali at Jimbaran Bay gets a weight of 0.08. The intensity of Public Relations in publicizing the product, service, facilities and attractions

on the hotel via social media gaining value weighting i.e. 0.08. The intensity of Public Relations in making photos and videos about the product promotion hotels gain weight of 0.08. The intensity of the CSR activities (community social responsibility) in maintaining the company's image and ties earn value weighting i.e. 0.08. The frequency of Public Relations in providing related data management and market competition to obtain the value of the weighting that is 0.07. Public relations activities in providing input to the company with the marketing department in particular gained 0.07 i.e. weighting value. Frequency held special events to attract customers got the value weights of 0.06. The intensity of the internal communication activities by Public Relations in conveying and guests review the conditions of competition to each related Department gets the value of the weight of 0.06. Special offers regarding products Four Seasons Resort Bali at Jimbaran Bay in the media to attract customers got the value weights of 0.05. Vigilance in responding to Public Relations review/feedback given concerning products and services guests got the value weights of 0.06. The frequency of the lobbying activities have been conducted by public relations with related Government policy regarding tourists in related make it easier to attract tourists in the hotel got a weighting value of 0.05.

External Factors Weighting

From the giving of the weights of known indicators external factors condition the Hotel competition at a resort with a traditional concept of Bali at Jimbaran area and the natural environment around the Four Seasons Jimbaran Resort awake well earn the highest weights amounting to 0.11. The impact of Government policy on visa-free program for some countries got the weights of 0.09. Support local communities against Four Seasons Resort Jimbaran got weights of 0.09. The impact of MEA of travelers to visit level against Four Seasons Jimbaran got weights of 0.09. The development of information and communication technology got the weights of 0.09. A friendly local community got the weights of 0.08. The position of the Four Resort Bali at Jimbaran Bay Hotels in competition with the main product of weight gets Villa 0.07. Hotel facilities update got the weights of 0.07. Support local governments towards public relations operations in attracting tourists got the weights of 0.07. The stability of the political circumstances in Indonesia in General got the weights of 0.07. The issue of natural disasters against the tourists visit got a weight of 0.07.

SWOT Analysis

a. Analysis of the Internal factors-the following will be describe internal factors that become the strength of Public Relations:

1. Using a variety of distribution channels of information.

Public Relations in operations using a variety of media as a channel of distribution of the information that is useful in facilitating consumer in obtaining related information products Four Seasons Resort Bali offer. As for the various media such as the website Four Seasons Resort Bali, travel agent websites, social networking (Instagram, facebook, youtube and twitter), magazines as well as through television.

2. Perform the media call in an attempt to maintain good relations with the media and the press.

Every few months the Public Relations activities of the media call the intended to maintain a good relationship with the media in various media. This is to attract the media to cooperate and publishes news about the information or product reviews.

3. Placement of news to their respective countries which include market products Four Seasons Resort Bali at Jimbaran Bay

Each month public relations periodically advertise news to magazines that exist in China, Japan, Europe, United Kingdom.

4. The intensity of Public Relations in publicizing the product, service, facilities and attractions on the hotel via social media.

The placement of the news and information into social networks such as Facebook and Instagram done periodically. On a Facebook account @fsBali and @sundaraBali Public Relations put at least 3 content during the week. While on Instagram done routine every 2 times a day public relation publishes 2 content on Instagram in each account is @fsBali and @sundaraBali. It is in order to keep the consistency and corporate image maintained that indirectly also aims in attracting customers to consume products Four Seasons Resort Bali at Jimbaran Bay.

5. Do hosting social media influencers such as Travel bloggers, journalists, and artists from different countries to affect tourists.

Social Media Influencers is people like bloggers, vloggers, youtuber, and artists who have influence or impact in the online world. These people usually have a number of followers or the followers who very much on social media. Opinions and suggestions from the people is very effect on public opinion.Thus public relation

do hosting at least against 10 social media influencers within a month, this is to attract customers and prospective customers to enjoy products Four Seasons Resort Bali at Jimbaran Bay.

6. The intensity of Public Relations in the making of promotional photos and videos about the product.

Public Relations the Four Seasons Resort Bali at Jimbaran Bay in addition to using content (photo or video) that are uploaded by guests as the content uploaded daily on instagram account @fsBali and @sundarabali, Public Relations also create promotional photos and videos every week in order to enhance the interest of tourists to stay and enjoy the Four Seasons.

7. The frequency of Public Relations in providing data related to competition and market management.

Every month make Public Relations Public Relations Report, which contains data related competition faced by the Four Seasons, which is where this data will then be analyzed together with the management in determining the right strategy in win the competition.

8. public relations Activities in providing input to the company especially with the marketing department.

In addition to providing related data of competition faced by the Four Seasons, Public Relations also play a role in the design of the strategy, especially in sales a product

9. The existence of the Community Social Responsible (CSR) based on Tri Hitha Karana. CSR illiquid investment strategies that will provide benefits in the form of a social license to operate, reducing interference in business, and boost the stock price high.

b. Analysis of the external factors of weakness

Here described the internal factor be the downside of Public Relations.

1. Frequency held special events to attract customers.

Special events such as the exhibition is still very rarely held by Public Relations in promoting products, whereas with for special events to promote the product can expand and deepen the relationship of the company with potential consumers and client.

2. Special offers or special offer in the form of a discount is one way of attracting consumers interested in order to consume the product, but if seen on the Four Seasons Jimbaran special offer is still not much is done.

3. Public Relations in Readiness to response to reviews/feedback given guests regarding products and services.

Some guest reviews on TripAdvisor and online travel agent are often reply quite a long time. Though most consumers and customers before deciding to buy the products they will see the first reviews from previous guests who already use and consume the product or the service. It will be very dangerous if there is a slow action to response the negative review.

4. The frequency of the lobbying activities have been conducted by public relations with related Government policy regarding tourists in connection makes it easy to attract tourists in the hotel. According the results of the interview with the Director of Public Relations Lobbying activities undertaken by public Relations against the Government nearly still not much. Lobbying activities which have been implemented that is related to the issue of the existing waste handlers in Jimbaran Beach in Bali and in General.

5. The intensity of internal communication activities by Public Relations in conveying and guests review the conditions of competition to each department concerned. Lack of role of public relation in the communicate feedback or reviews about the products or services to each department concerned.

c. analysis of the external factors – the following Opportunities will be described variable external factors that become opportunities for Four Seasons Resort Bali at Jimbaran Bay

1. The conditions of competition at a resort Hotel with the traditional concept of Bali at Jimbaran area

Four Seasons Resort Bali at Jimbaran Bay is a resort at Jimbaran area which is the only luxury resort which has the concept of a traditional Balinese village resembles. This can be seen at the hotel lobby resembling bale banjar (the Balinese traditional hall). In addition each villa has its own gate and walls like a traditional Balinese homes. Ornament on the villa also use Balinese carvings, it is unique for the Four Seasons Resort Bali at Jimbaran Bay.

2. Impact of MEA of travelers to visit level against Four Seasons Jimbaran

With the establishment of Community-based programs in Asia, Four Seasons is optimistic this will increase the visits of tourists to come to Bali and enjoy the products of the Four Seasons.

3. The Government's policy of free visas for some countries

This policy has also become opportunities for Four Seasons Resort Bali to increase the revenue it facilitate the visits of tourists to come to Indonesia and Bali in particular.

4. The natural environment around the Four Seasons Jimbaran Resort awake well

The natural environment surrounding the Four Seasons Resort Bali at Jimbaran Bay stayed up well, considering the Four Seasons Resort Bali at Jimbaran Bay is a resort that applying the concept of environment-friendly concept is applied. Since the construction of the Four Seasons Resort Bali at Jimbaran Bay is done, Four Seasons Resort Bali at Jimbaran Bay there is no crush cliffs that are in the vicinity, and the Four Seasons Resort Bali at Jimbaran Bay remains the preserve of native vegetation Jimbaran area. Therefore the building Four Seasons Resort Bali at Jimbaran Bay are made from eco-friendly materials then must do an intensive care. A couple of months once the staff of Four Seasons Resort Bali at Jimbaran Bay do mutual around the neighborhood, especially at the beach resort where the activity is represented by one or two people from each department.

5. The development of information and communication technology

Four Seasons Resort Bali at Jimbaran Bay following the development of information technology. Growing information technology then the greater the odds of Four Seasons Resort Bali at Jimbaran Bay in search of the means to implement the strategy in attracting customers.

6. Friendly local community Support local communities against Four Seasons Resort Jimbaran

Positive response from the local community. Local public relations with the Four Seasons Resort Bali at Jimbaran Bay is very good. Where there is one person from the surrounding area who are working at the Four Seasons Resort Bali at Jimbaran Bay as an intermediary between the local communities and Four Seasons Resort Bali at Jimbaran Bay.

d. analysis of the external factors – Threats Here will be described variable external factors that are becoming a threat to the Four Seasons Resort Bali at Jimbaran Bay.

1. The position of the Four Resort Bali at Jimbaran Bay Hotels in competition with the main Villa

The emergence of new competitors in the vicinity. Four Seasons Resort Bali at Jimbaran Bay is located in the Jimbaran Jimbaran which is an area that has a natural beauty that is so amazing. Therefore so many new hotels woke up, and hotels sometimes sell their products with lower prices.

2. The establishment of hotels in Jimbaran area with the latest technology

Not denied if the presence of the latest technology provided by the hotels attractive guest, the things other than fancy also looks up to date.

3. The issue of natural disasters against the tourists visit

With the issue of disaster of Mount Agung, is becoming a threat for any hotel in Bali especially Four Seasons Resort Bali at Jimbaran Bay. This is because many guests assume that Mount Agung can harm their vacation and can hinder their flight even though the Four Seasons Resort Bali at Jimbaran is very safe and the Government already provides other transportation if indeed flights through the airport Ngurah Rai at lids.

4. The stability of the political circumstances in Indonesia in General

Tourism is very vulnerable with political issues. Political issues will be a threat to tourism when suddenly the political circumstances in Indonesia to be not conducive.

5. Support local governments towards public relations operations in attracting tourists. Support local governments still considered minimal in terms of try our Bali free of waste plastic. Many of the guests and the media began to complain with many plastic bins that start trashing the oceans.

Referring to the results of the analysis of internal factors and external factors then tally the score of internal and external strategies are presented in table 3 and table 4.

Table 3
 Factors of internal strategy (IFAS)
 Hotel Four Seasons Resort Bali at Jimbaran Bay-2018

Description	The Average Weighted	Average Rating	Score Weighted Values
Strength			
Variations of media are used as a channel of distribution of the information/product news about Four Seasons Resort Bali at Jimbaran Bay	0.09	3.50	0.33
The intensity of public relations efforts in conducting the activities of the media call in maintaining good relations with the press or journalists	0.08	2.83	0.21
The intensity of the placement of the news to each country that includes market products Four Seasons Resort Bali at Jimbaran Bay	0.08	2.83	0.21
The intensity of Public Relations in the invited social media influencers	0.09	3.33	0.30
The intensity of Public Relations in publicizing the product, service, facilities and attractions on the hotel	0.08	3.00	0.24
The intensity of Public Relations in making photos and videos about the product promotion hotels	0.08	2.83	0.21
The intensity of the CSR activities (community social responsibility) in maintaining relationships and company image	0.06	3.00	0.17
The frequency of Public Relations in providing related data market and competition for management	0.05	2.67	0.14
Public relations activities in providing input to the company in particular, with the Marketing Department	0.08	2.67	0.21
Weakness			
The frequency of the lobbying activities have been conducted by public relations with related Government policy regarding tourists in connection makes it easy to attract tourists to the hotel	0.06	2.17	0.14
Vigilance in responding to Public Relations review/feedback given guests regarding products and services	0.05	2.00	0.11

The intensity of the internal communication activities by Public Relations in conveying and guests review the conditions of competition to each department concerned.	0.07	2.17	0.16
Special offers regarding products Four Seasons Resort Bali at Jimbaran Bay in the media to attract customers	0.07	2.33	0.17
Frequency held special events to attract customers	0.05	2.00	0.10
Total	1.00		2.71

Table 2 Factors External Strategy (EFAS)
 Hotel Four Seasons Resort Bali at Jimbaran Bay-2018

Description	The Average Weighted	Average Rating	Score Weighted Values
OPPORTUNITIES			
The only Hotel which is a resort with a traditional concept of Bali at Jimbaran area Impact levels against tourists visit the MEA to the Four Seasons Jimbaran	0.11	3.5	0.38
The Asian economic community program in Indonesia has been running	0.09	2.83	0.25
Government policy about the visa-free program for some countries	0.09	3.0	0.28
The natural environment surrounding the Four Seasons Jimbaran Resort maintained	0.10	3.33	0.34
The development of information and communication technology	0.09	2.83	0.25
A friendly local community	0.08	3.0	0.25
The support of local community to Four Seasons Resort Jimbaran	0.09	2.67	0.25
Threat			
The position of the Four Resort Bali at Jimbaran Bay Hotels in competition with the main Villa	0.07	2.33	0.17

The issue of natural disasters against the tourists visit	0.07	2.17	0.15
The establishment of hotels in Jimbaran area with the latest technology	0.07	2.33	0.16
The stability of the political circumstances in Indonesia in General	0.07	2.17	0.15
Support local governments towards public relations operations in attracting tourists.	0.07	2.17	0.15
Total	1.0	2.77	

The Arrangement of The Formulation Strategy

Refer to the results of calculating weights, rating and score on each strategy, then the formulation of strategies that can be used by Public Relations Four Seasons Resort Bali at Jimbaran Bay are:

Table 5
 The results of the evaluation of Internal and external factors in the matrix of IE

		Total IFE		
		Strong 3,0-4,0	Average 2,0-2,99	Weak 1,0-1,99
Total EFE	Strong 3,0-4,0	I	II	III
	Average 2,0-2,99	IV	V	VI
	Weak 1,0-1,99	VII	VIII	IX

The Four Seasons Resort Bali at Jimbaran Bay are in the position of growth (Growth). In this position, Four Seasons Resort Bali at Jimbaran Bay requires a Growth Strategy. Growth strategies designed to achieve good growth in terms of Public Relations strategy in the development of the market. A lot of things that can be done by Four Seasons Resort Bali at Jimbaran Bay to be able to grow better, among others by organizing a special event in promoting products, hold special offers on social media, as well as augmenting the distribution. Competitor's Four Seasons Resort Bali at Jimbaran Bay Hotels with the main products i.e. villa. The result of this IE matrix used as consideration in formulating alternative strategies in the analysis of the SWOT matrix.

The selection of Alternative Strategies with the SWOT Matrix:

1. Strength Strategy – Opportunity (SO)

Based on the matching factor of the power and opportunities owned by the Four Seasons Resort at Jimbaran Bay, then the resulting 4 alternative strategies in the strategy SO.

SO1-increased promotion by accentuates the uniqueness of the resort with a traditional Balinese village concept, through various distribution channels such as websites, social networks, magazines and TV

SO2-expand the target market for local and international tourists with particular to the country visa-free countries and regions of Asian Economic Community

This loses-Do hosting social media influencers with focus news featuring the natural beauty surrounding Four Seasons Jimbaran and showed a wide range of cultural activities at the Bali resort

SO4-conducting media call to different countries by promoting the hotel has a superb location that is close to the airport and other interesting sights.

SO5-Enhancing the role of Public Relations in creating content that loads about the uniqueness of the hotel, friendly local peoples

2. The Strategy of Weakness – Opportunity Rover (WO)

Based on the matching factor of the weaknesses and opportunities owned by the Four Seasons Resort Bali at Jimbaran Bay, efforts to minimize weaknesses by utilizing the opportunities then obtained 3 alternative strategies in the strategy WO.

WO1- Renew and augment system reminder to review the feedback has not been replied to.

WO2-Add a special event in promoting the product by leveraging technology so that the promotion of more effective and achieve the target.

WO3-Sustained role of Public Relations in the political and security conditions inform in Bali remain conducive

WO4-Add a system that could make it easier in terms of administering the department's input into other related reviews from guests.

3. Strength Strategy – Threat (ST)

This strategy of using force to resolve threats that are owned

Four Seasons Resort Bali at Jimbaran Bay, produced three alternative strategies in the strategy of ST.

ST1-Maintain uniqueness resort in the form of traditional Balinese architecture with a modern touch in order to be able to compete with other competitors

ST2-daily news Put into social networking with information that contains the security and political situation in the region with well maintained resort

ST 3-inform the discount on a particular month on social networking to attract prospective consumers and customers

ST4-create content that emphasizes the Four Seasons Resort Bali at Jimbaran Bay is safe from disaster zone

ST5-stress to social media influencers to slip information in its content on security and political state of nature is safe to visit

4. Strategy of Weakness – Threat (WT)

The strategy was developed with an effort to minimize weaknesses and avoid the threats faced by the Four Seasons Resort Bali at Jimbaran Bay. There are three alternative strategies in the strategy WT.

WT1-create innovative events to inform the security conditions in the region of resort excellence and promoting at the same time maintained the uniqueness of the products of Four Seasons Resort Jimbaran WT2-Convence special offers on media to attract more customers from many quarters so it is able to compete with similar products which are owned by other competitors

WT3-Sustained role of Public Relations in providing input towards the sales team and the company in the face of competitors with similar products

CONCLUSION

The results of the deliberations of the Public Relations strategy for the Four Seasons Resort Bali at Jimbaran Bay can be summed up as follows. The internal factor is the Four Seasons Resort Bali at Jimbaran that affect Public Relations strategies based on the results of the evaluation of the internal environment with IFE, pointed out that the Four Seasons Resort Bali at Jimbaran has a major power is a variation of media used as a distribution channel of information/product news about Four Seasons Resort Bali at Jimbaran Bay. Whereas major flaws that owned Four Seasons Resort Bali at Jimbaran Bay is the frequency of holding special events to attract customers is still rare and the intensity of internal communication activities by Public Relations in conveying guest review and the conditions of competition to each related Department is still lacking. Based on the results of data analysis, it can be noted that the Four Seasons Resort Bali at Jimbaran Bay are on Quadrants in the matrix V IE which indicates that it is in a position of Growth with the value of 2.71. In this position, Four Seasons Resort Bali at Jimbaran Bay are in the position of growth (Growth). Four Seasons Resort Bali at Jimbaran Bay requires a Growth Strategy. Growth strategies designed to achieve good growth in terms of Public Relations strategy in the development of the market. A lot of things that can be done by Four Seasons Resort Bali at Jimbaran Bay to be able to grow better, among others by organizing a special event in promoting products, hold special offers on social media, as well as sustained the role of Public Relations in providing input towards the sales team and the company in the face of competitors with similar products. The external factor is the Four Seasons Resort Bali at Jimbaran Bay that affect Public Relations strategies based on the results of the evaluation of the external environment with EFE, indicated that the Four Seasons Resort Bali at Jimbaran Bay has the opportunities and threats faced. The main opportunity is the only luxury resort in Jimbaran area which has a traditional Balinese village resembles the concept as well as the natural environment around the Four Seasons Jimbaran Resort is maintained properly. While the main threat faced by the Four Seasons Resort Bali at Jimbaran Bay is a natural disaster Issues against tourism and tourists visit the very political stability and security issues. Based on the results of data analysis, it can be noted that the Four Seasons Resort Bali at Jimbaran Bay are on Quadrants in the matrix V IE which indicates that it is in a position of Growth with the value amounting to 2.77. In this position, Four Seasons Resort Bali at Jimbaran Bay are in the position of growth (Growth). Four

Seasons Resort Bali at Jimbaran Bay requires a Growth Strategy. Growth strategies designed to achieve good growth in terms of Public Relations strategy in the development of the market.

A lot of things that can be done by Four Seasons Resort Bali at Jimbaran Bay to be able to grow better, among others by organizing a special event in promoting products, hold special offers on social media, as well as making events innovative to inform the security conditions in the region of resort excellence and promoting at the same time maintained the uniqueness of the products of Four Seasons Resort Jimbaran

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