HOTEL MADANI (SYARIAH) PUBLIC RELATIONS COMMUNICATION STRATEGY IN IMPROVING THE QUALITY OF SERVICES TO GUESTS

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Abstract:

This study aims to find out how forms of Public Relations communication at the Madani Hotel in carrying out their duties, especially their duties as intermediaries between the hotel and its guests. In this study, the authors used a type of qualitative research. Using descriptive analysis method. The subject of this research is public relations at Madani Hotel, while the object of this research is the public relations strategy at Madani Hotel in building its image. The author conducted research in September 2022 until it was completed. Place jl. Sisingamangaraja jl. Amaliun No 1, Kotamatsum No III, Kec. Medan City, Medan City, North Sumatras. Data Collection Techniques namely by direct observation, interviews, and documentation. After the data is collected, the writer analyzes the data. The results of this study indicate that the communication strategy used by Madani Hotel Public Relations is a promotion strategy and a sharia service strategy. The promotion strategy applied in Madani hotels is through print media (advertising in newspapers) and through sales calls. Sharia Service Strategies include not accepting spouses who are not of the same marriage, not providing alcoholic and non-halal food and drinks, each room has the Al-Quran, prayer books, prayer mats, and Qibla direction. The form of public relations communication for Madani hotels is by mass communication (sales calls) and between individuals (forms of service that are created that are comfortable and with sharia principles)

Keywords: *Communication Strategy, Public Relations, Service Quality*

Introduction

Indonesia is currently experiencing a very fundamental process of change, both in the economic sector in general, as well as in the tourism and hospitality sector in particular. With the development of the hotel industry, there is competition between hotel companies to provide satisfactory service to their guests. The way each hotel takes is different from one another. The products offered are in the form of facilities and service quality as well as competitive prices and most importantly good marketing communications. At present, sharia principles have become one of the innovations in the hospitality business. This sharia principle can be used as a feature of a hotel, it can be seen that in Indonesia hotels that use sharia principles are very rare.

One of the important marketing activities in the hotel industry is the field of promotion (marketing division) which is a means of communication for companies with their target market (guests). The field of promotion in the hospitality business

is mostly carried out by a Public Relations. For this reason, a Public Relations position in a company is very important because it has a role in the rotation of the company's system and management. A Public Relations can cover social aspects and public interests, because Public Relations is in charge of being a bridge between companies and consumers.

One of the hotels in Medan that has excellence in its service is Hotel Madani. This is because Hotel Madani uses sharia principles for the implementation of hotel management to its guests.

It is shown from the facilities that Madani provides, for example, in terms of reception by not accepting couples who are not one muhrim, then restaurants that do not provide non-halal food and do not provide drinks containing alcohol, the hotel rooms provide facilities such as directions. qibla, prayer book, and Al-Quran. Hotel Madani does not refuse to accept non-Muslim guests, it's just that these guests don't object to the rules and facilities available at Madani.

As a hotel that is developing, it is certainly not easy to promote sharia hotels in the midst of people who still lack knowledge about sharia hotels. This is inevitable from the big task of a Madani Public Relations who has the task of being a guest facilitator with his institution, in this case the Madani Hotel. Madani hotels need the public as their guests, and guests need trust and assurance that the place being promoted is the best place to be chosen from the good. Guests as the public need trust in the convenience of the facilities provided by Hotel Madani.

All of that will make the role of a Public Relations even more important and even more strategic because it is not just a decoration. As a Public Relations, you must continuously hear what every guest has to say and regularly measure public opinion on the products and services as well as the services offered.

To further establish its existence in the community, a hotel must conduct self-introduction and try to gain recognition and trust from the community, especially from those who almost always need services from a hotel. This is considered necessary because a hotel has certain commitments to the community and all of that must be fulfilled by someone who is right in managing it.

Literature Review
Communication Strategy

Communication experts, especially in developing countries, in recent years have devoted great attention to communication strategy, in relation to the promotion of the national development of their respective countries respectively[1]. The focus of attention of communication experts is indeed important to be addressed to the communication strategy, because the success or failure of effective communication activities is largely determined by the communication strategy. On the other hand, without a communication strategy, the increasingly modern mass media which is now widely used in developing countries because it

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[1] Zerfass, Ansgar, et al. "Strategic communication: Defining the field and its contribution to research and practice." *International Journal of Strategic Communication* 12.4 (2018): 487-505.

is easy to obtain and relatively easy to operate, is not impossible to have a negative influence[2].

Strategy can be interpreted in several ways such as plans, patterns, positions, and views. As a plan, strategy relates to how to focus attention in realizing the goals to be achieved. As an example, strategy means a decision based on certain reasons in determining the final decision to integrate the reality faced with the goals to be achieved. As a position, strategy means the attitude taken to achieve goals, and as a view, strategy means a way of looking at forms and references in making decisions and actions[3].

The strategic approach has the following characteristics:

1. Focusing on strengths. Strength is like a focus in the essence of a strategic approach.
2. Focusing on dynamic analysis, motion analysis, action analysis.
3. The strategy focuses attention on the goals to be achieved and the motion to achieve these goals.
4. The strategy pays attention to time factors (history: past, present and future trauma) and environmental factors.
5. The strategy tries to find problems that occur from events that are interpreted based on the context of strength, then analyzes the possibilities and takes into account the choices and steps that can be taken in order to move towards that goal[4].

Strategy is defined as an overall plan to achieve the target, although there is no guarantee of its success. Strategy is essentially planning and processing to achieve a goal in the world of communication, strategy means an overall plan in achieving communication goals[5].

Communication as a process means that communication is a series of actions or events that occur sequentially (there are stages or sequences) and are related to one another within a certain period of time. As a process, communication is not static, but dynamic in the sense that it will always change and be ongoing. The communication process involves many factors or components. Factors or elements what is meant includes among others the communicator, communicant, message (content, form and method of delivery), channel or media used to convey the message, time, place, results or consequences that arise and the situation or conditions that existed when the communication took place[6].

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[2] Eriecson, Yuda Kurnia. *Strategi Komunikasi Petugas Public Relation Dalam Meningkatkan Mutu Pelayanan Terhadap Tamu Di Hotel Nusantara Syariah Bandar Lampung.* Diss. Universitas Islam Negeri Raden Intan Lampung, 2021.

[3] Mardia, Mardia, et al. *Strategi Pemasaran.* Yayasan Kita Menulis, 2021.

[4] Setiawan, Shifa Anisah. *Memaksimalisasi Public Relations Majalah Annisa Dalam Meningkatkan Oplah Penjualan.* BS thesis. Fakultas Ilmu Dakwah dan Ilmu Komunikasi Universitas Islam Syarif Hidayatullah Jakarta.

[5] Fischer, Marcus, et al. "Strategy archetypes for digital transformation: Defining meta objectives using business process management." *Information & Management* 57.5 (2020): 103262.

[6] Suriati, Suriati, Samsinar Samsinar, And Nur Aisyah Rusnali. "Pengantar ilmu komunikasi." (2022).

In developing a communication strategy, it is necessary to think about and take into account supporting and inhibiting factors, so to analyze it, it is necessary to pay attention to the following communication components[7]:

1. Recognize the goals of communication which study who will be the target of communication according to the purpose of communication. For this reason, there are factors that need to be considered in a communicant:
   a. The frame of reference factor recognizes the communicant's frame of reference formed as a result of racing experience, education, lifestyle, living norms, social status, ideology, aspirations - ideals and so on.
   b. Situation and condition factors to achieve effective communication must know the situation and condition of the communicant, what is meant by situation is the situation of the communicant when receiving the message to be conveyed. Meanwhile, what is meant by condition is the *state of personality* , namely the communicant's physical and psychological state when he receives the communication message.
2. Selection of communication media, to achieve communication goals must be able to choose the right communication media used, depending on the goals to be achieved, the messages to be conveyed, and the techniques to be used.
3. Assessment of the purpose of communication messages, communication messages have a specific purpose, so this determines the technical objectives that must be taken. Whether it's information techniques, persuasion, or instructional techniques. And the most important thing is to understand the message of communication.
4. The role of the communicator in communication, important factors that must be present in the communicator when launching communication are:
   a. The attraction of communication sources will be successful, and will be able to change the attitude, opinion and behavior of the communicant if the communicant has an attraction and feels something in common with the communicator.
   b. The credibility of another source of factors that can lead to successful communication is the communicant's trust in the communicator and the communicator is also able to be empathetic to the communicant.

So it can be said, the communication strategy is the overall planning, tactics, methods that will be used to facilitate communication by paying attention to all aspects that exist in the communication process to achieve the desired goals. The possibility of communication failure can be caused by inadequate or immature planning, or the level of credibility of the communicator who is not yet sufficient during the formulation of the strategy, so that the message is not conveyed which

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[7] Septian, Dandy Aldino. *Strategi Komunikasi Human Resource Development (Hrd) Pt Summarecon Bandung*. Diss. Universitas Komputer Indonesia, 2021.

results in the failure to achieve the objectives of the communication strategy effectively.

Public Relations

The Institute of Public Relations (IPR) views Public Relations as the equivalent of reputation, namely the result of what you do, what you say and what other people say to you. Furthermore, the IPR defines the practice of Public Relations as a discipline and a series of efforts to maintain reputation with the aim of gaining understanding or understanding and support, as well as influencing opinion and behavior. Although an organization should have a consistent approach to communications and reputation management, the overall process can be divided into a number of areas or areas[8]. Of course, this terminology and division is not necessarily consistent and universally agreed upon, but most practitioners view the discipline as encompassing several of the following main areas:

(1) Corporate and financial; (2) Relations; (3) Communications; (4) Internal communications; (5) Publics.

Relations of the sector have its own characteristics that affect the structure and management of its Public Relations department. The different scopes of responsibility require different skills and resources, which in turn influence the management approach you employ.

Functions and Objectives of Public Relations

The main function of public relations programs or activities or Public Relations is to grow, maintain and build an image. In this case, a positive and profitable image is of course not intended to build a negative or detrimental image. In this case it can relate to the image of the condition of the state and nation, the image of government policies, the image of the organization, the image of political parties, and the corporate image and its products, up to the individual or personal image (public figure)[9].

So, the purpose of Public Relations is more precisely, the achievement of the image (which is set or expected). The function of public relations is related to efforts to build that image. Starting from efforts to grow the image, maintain or maintain the image, to efforts to improve the image (to make it better or higher than the existing one) and improve the image (if there is disturbance to the image or there is an event that makes the image decline) and restore a good image and positive.

Scope of Public Relations

1. Relations with customers (*customer*)

This includes activities such as providing information to customers or customers, explaining procedures, ordinances of time (for example the time/hour of departure of trains, buses, ships) conveying messages order regularly (through brochures, journals, letters, and so on), organize events or activities with customers (workshops, tea walks, business gatherings, etc.), create an atmosphere of comfort or convenience for customer affairs and serve customers or guests (eg

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[8] Silviani, Irene. *Public Relations sebagai Solusi Komunikasi Krisis*. Scopindo Media Pustaka, 2020.

[9] Syifa, Delia. *Strategi Humas Dalam Membangun Citra Pada Masa Pandemi*. Diss. Fisip Unpas, 2022.

hotel or restaurant guests) when it comes to image maintenance or information delivery.

2. Relations with the community or residents (*Community*)

This includes activities to foster good relations with residents or the community which at least includes residents around the location of the factory or company or shop or around the office of the organization or institution concerned.

3. Relations with the Press or Mass Media (Press Relations)

This includes activities of making clippings (cuttings of news from newspapers, magazines, etc.) , conveying information and official statements through the mass media, holding press conferences or compiling and circulating press releases, fostering two-way communication with journalists   and   mass media editors (newspapers, tv, radio, magazines, tabloids and others).

4. Relations with government agencies (government relations)

This includes activities to foster and organize two-way communication relations with government agencies (regional or provincial or district or city governments, the police, the labor service, the industry agency, the tourism agency, and other others), efforts to obtain actual information from various government agencies and vice versa convey information to related agencies.

5. Relationships with employees or employees (employee relations)

This includes activities to foster internal relations (leaders with employees and fellow subordinates) which do seem to overlap somewhat with the functions or duties of the staffing department (personnel).

6. Relations with related parties (stakeholder relations)

This includes activities that support or are continuously related to the activities of organizations or companies or institutions (such as agents, suppliers, distributors) and also includes relations with shareholders (shareholder relations).

Quality of Service

Based on the Big Indonesian Dictionary, quality [n] is (measurement) good or bad of an object; rate; level or degree (smartness, intelligence, etc.); quality[10]. The definition of quality is a product or service that meets the requirements or wishes of the customer, where the customer can use or enjoy the product or service very satisfied and he becomes a regular customer. Some experts also differ in defining the meaning of quality[11]. According to Philip B. Crosby in the journal Samin and Rumzi (2022), the degree of ability of a product or service to meet the satisfaction of users and producers[12]. Meanwhile, according to Eriecson and Yuda Kurnia (2019), quality has 5 main aspects, namely[13]:

1. Quality (Q), the quality of the resulting product or service in accordance with the requirements of the request.
2. Cost (C), the quality of the cost of a product or service.

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[10] Indonesia, Tim Redaksi Kamus Besar Bahasa. "Kamus besar bahasa Indonesia." (2018).

[11] Sanjaya, Aji Bio. "Pengaruh Mutu Pelayanan, Terhadap Keputusan Menginap Di Hotel Latansa Bengkulu." *(JEMS) Jurnal Entrepreneur dan Manajemen Sains* 3.2 (2022): 213-223.

[12] Fatihudin, Didin, and Anang Firmansyah. *Pemasaran Jasa:(Strategi, Mengukur Kepuasan Dan Loyalitas Pelanggan)*. Deepublish, 2019.

[13] Eriecson, Yuda Kurnia. *Strategi Komunikasi Petugas Public Relation Dalam Meningkatkan Mutu Pelayanan Terhadap Tamu Di Hotel Nusantara Syariah Bandar Lampung*. Diss. Universitas Islam Negeri Raden Intan Lampung, 2021.

3. Delivery (D), delivery quality or timely delivery of products or services as requested.
4. Safety (S), the quality of safety or security in the use of products or services, and,
5. Morale (M), the quality of the mental attitude of human resources.

Maybe when we hear the word QUALITY, surely we will definitely think of the word QUALITY. The notion of quality is the overall characteristics and features of a product or service that are attached to its ability to satisfy needs. In this case it can be concluded that quality and quality have similarities, namely the nature of an item or service that is produced in order to satisfy the user of the product or service itself.

The definition of service based on the Big Indonesian Dictionary is about or how to serve, an effort to serve the needs of others by getting rewards (money); services[14]. According to Kotler in the journal Karudeng et al (2021) the definition of service is any action or activity that can be offered by a party to another party, which is basically intangible and does not result in any ownership. Production can be linked or not linked to one physical product. Service is the behavior of producers in order to meet the needs and desires of consumers in order to achieve satisfaction with the consumers themselves. Kotler also said that this behavior can occur during, before and after the transaction. In general, a high level of service will result in high satisfaction and more frequent repeat purchases[15].

From some of the definitions above, it can be concluded that quality or quality of service is the difference between customer expectations of a service and their perception of the service they receive.

According to Mutmainna (2022) there are four steps in providing quality service to guests or customers, namely[16].

1. Convey a Positive

Attitude A positive attitude will be seen in appearance, body language, tone, voice, and telephone communication skills.

2. Recognizing Customer Needs

The best way to recognize customer needs is to try to put yourself in his shoes and evaluate things from his perspective.

3. Meeting Customer Needs

There are four basic customer needs, namely the need to be understood, the need to be accepted, the need to feel important and the need for comfort.

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[14] Samin, H. Rumzi, and S. Sos. "Siklus Pelayanan Publik." *Pelayanan Publik di Era Tatanan Normal Baru* (2022): 79.

[15] Karundeng, Meijina E., Lucky F. Tamengkel, and Aneke Y. Punuindoong. "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen pada Benteng Resort Batu Putih." *Productivity* 2.6 (2021): 511-517.

[16] Mutmainna, Mutmainna. "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Hotel Satria Wisata." *Jurnal Ilmiah Manajemen & Kewirausahaan* 9.1 (2022): 46-49.

Research Method

In this study, the authors used a type of qualitative research. With descriptive analysis method. Which is a procedure as research produces descriptive data in the form of written or spoken words from people and behavior that can be observed.

The subject of this research is Madani Hotel's public relations while the object of this research is the Madani Hotel's public relations strategy in building its image.

The author conducted research in September 2022 until it was completed. Place jl. Sisingamangaraja jl. Amaliun No 1, Kotamatsum No III, Kec. Medan City, Medan City, North Sumatras.

Data Collection Techniques namely by direct observation, interviews, and documentation. After the data is collected, the writer analyzes the data, then draws conclusions to find answers to the questions contained in the problem formulation. The method used in analyzing the data is descriptive analysis. The function of descriptive analysis is to provide an overview of the data that has been obtained. This general description can be a reference to see the characteristics of the data we obtain

Results and Discussion

Madani Hotel Public Relations is under the sales and marketing department, where this department already has the basics of sales techniques and attracts customers so they can become hotel guests and enjoy the facilities available at Madani Hotels. It is on this basis that Hotel Madani is now expanding its promotional network with various strategies. As a hotel that uses sharia principles, which means that all Islamic teachings in the form of Divine norms are used in all hotel activities , it can be expected that it will be a little difficult to find guests who can accept all the provisions of the hotel that have been set, but this is not an obstacle for a Public Relations Hotel Madani because they look "confident" based on the blessing of Allah SWT, everything that is doubtful is to convince their guests, such as eliminating the impression of doubt over the concept of sharia itself which has changed from a conventional hotel to sharia. Evidenced by the increasing number of guests who come to use the Madani Hotel facilities.

Madani Hotel Public Relations Strategy

Promotional activities are one of the most important marketing activities in the hospitality industry, because if well designed they can increase sales results and foster a positive image of companies such as Madani Hotels, so that company goals can be achieved well too. With increasing competition in the current hospitality business, each hotel must have its own way of offering its hotel service products to the wider community and retaining existing customers. Likewise, Madani Hotels continue to strive to retain customers by carrying out sales and marketing their products, where public relations is one of the media.

The strategies used by Madani Hotel's public relations are:

Promotion Strategy

At the beginning of the development plan it was intended to reach markets with religious and Islamic consumers. It is for this reason that when marketing activities commence, which are in line with the development process, direct

marketing activities are aimed at market segments that are calculated to have Islamic tastes and uphold religious values. One of the strategies used is to prioritize that Madani Hotel Medan is the only hotel in the city of Medan that uses the concept of sharia in its management. With this sharia concept, it is intended that potential guests or customers, especially Muslims, can receive services with Islamic nuances. The things that are highlighted in the promotion during marketing activities are that at Madani Hotel Medan entertainment facilities are not provided which are contrary to Islamic values.

Each hotel has its own "target market" or market segment. Therefore, there are many target markets to be pursued, each target market has different needs and wants and a different promotion strategy is also needed.

Syariah Service Strategy

as a hotel that applies sharia principles in its services certainly puts forward Islamic noble values based on hospitality. Starting from the form of greeting saying "Assalamualaikum" which means "may Allah give you safety" which is spoken by the doorman when guests arrive in the hotel lobby. Restrictions on hotel guests, such as not allowing non-muhrim couples to book rooms or being asked for marriage statements if the receipion does not seem convincing. Hotel Madani also does not restrict guests or non-Muslims from staying on condition that guests do not object to all the provisions that the hotel applies to sharia principles. Reminders of prayer times with the call to prayer echoed throughout the floor and rooms, lobby and employees who remind guests of prayer times if guests have not gone to pray. In terms of menu and food, drinks start from the way of processing, the composition of the spices contained in each food menu offered. Everything is guaranteed on a halal label, and it becomes a measuring point for sharia values themselves. Other facilities are rooms that provide adequate worship facilities such as procuring the Al-Quran, prayer-dhikr books, prayer mats, and provision of mukena if needed, you can contact the selantai room service. No alcohol-containing drinks in the mini bar (refrigerator) like other conventional hotels that provide "khamr/beer"

Forms of Communication Public Relations Madani Hotel
Mass Communication

As a Sharia hotel Public Relations one form of communication is mass communication. For example; offers for events held by Madani hotels by visiting related agencies and giving verbal descriptions in polite and polite sentences while giving leaflets or brochures containing pictures, illustrations and sentences related to promotions by Madani Hotels. Verbal communication that is commonly used by Madani Hotel Public Relations is with sales calls, in this sales call it is closely related to the process of lobbying customers or prospective guests who are visited. The form of lobbying that is carried out is as follows:

(1) An expression of gratitude for the client's trust in Madani Hotel to use hotel facilities; (2) The occurrence of price bargaining in Madani Hotel promo offers. Like ; offers of rooms or other facilities (meeting rooms, various restaurant menus); (3) There are indirect (subtle) persuasive techniques in promoting offers.

The three forms of lobbying processes are a means used by Hotel Madani to present all forms of promotion carried out by Hotel Madani. As an expression of

gratitude for the client's trust, it is an effort made by Hotel Madani to establish good relations with the client. Meanwhile, bargaining for prices in hotel promo offers is also part of Madani Hotel's efforts to increase the number of guest reservations whether they will use the room, meeting room, or who only want to use the restaurant facilities. The persuasive technique can be in the form of an oral explanation from a Public Relations to the client which includes providing leaflets, brochures whose contents describe illustrations or sentences promoting Hotel Madani.

Interpersonal Communication

In addition to mass communication used by Madani Hotel Public Relations, interpersonal forms are also used which complement the facilities for a comfortable atmosphere and of course sharia. From the service which includes a friendly and polite attitude when opening the door between the doorman and his guest, polite greetings, receipts that welcome with polite and syar'i attitudes and clothes. Madani Hotel also

Provides prayer room facilities, a restaurant with halal food, room contents that provide prayer books and dhikr, prayer mats, Qibla directions add added value non-verbally in pampering visiting guests. As a sharia hotel Public Relations officer, it is not easy to convince clients to instill trust and add a distinct impression to sharia values, namely by dressing formally by wearing a headscarf and wearing syar'i modest clothes. Act politely, politely and flash a natural smile when meeting with clients. On the other hand, all the facilities provided are to support the fulfillment of services for guests, meaning that Madani Hotel wants to spoil its guests indirectly with satisfying service.

According to Kusumawati and Tri Indah, nonverbal communication includes all stimuli (except verbal stimuli) in a communication setting, which are produced by individuals and the use of the environment by individuals, which have potential message values for senders or recipients[17]. In this case the Madani hotel wants to convey a syar'i message to guests, starting from the first time guests enter the hotel they are greeted with the greeting "Assalamualaikum", hotel staff are dressed neatly and politely for all female staff using hijab, then providing Islamic facilities. , up to very Islamic room facilities. Madani hotel deliberately sends a lot of nonverbal messages, namely syar'i messages which are the principles of the hotel to other individuals, in this case guests and clients. These nonverbal messages will continue to stick in the minds of guests or clients, that the Madani hotel is a Sharia hotel with syar'i hotel services, it is hoped that Islamic principles are not something rigid and acceptable in society, and can compete well in the midst of the hotel business in Jakarta, even though this Madani hotel uses sharia principles, that way Islam can prove that with Islamic principles the hotel business can continue and will continue to grow. It is these attitudes that foster a sense of comfort that is grown between people.

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[17] Kusumawati, Tri Indah. "Komunikasi verbal dan nonverbal." *Al-Irsyad: Jurnal Pendidikan dan Konseling* 6.2 (2019).

Conclusion

The communication strategy used by the Public Relations of the SofyanBetawi hotel is a promotion strategy and a sharia service strategy.strategies implemented in Madani hotels are through print media (advertising in newspapers) and through sales calls . Sharia service strategies include not accepting couples who are not one muhrim, not providing alcoholic and non-halal food and drinks, each room has Al -Quran, prayer book, prayer mat, and Qibla direction.

The form of public relations communication for Madani hotels is by mass communication (sales calls) and between individuals (forms of service that are created that are comfortable and with sharia principles)

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