

## RINGKASAN

Penelitian ini fokus pada implementasi dari cyber public relations (CPR) atau kehumasan digital yang dikelola Hotel Aston Imperium Purwokerto melalui media sosial. Tujuan penelitian adalah untuk mengetahui bagaimana peran humas menjalankan kehumasan digital guna mengelola kepuasan pelanggan.

Penelitian ini adalah penelitian kualitatif deskriptif. Peneliti mewawancarai lima narasumber, yakni manajer, petugas humas, dan tiga orang tamu hotel. Penelitian dilakukan dengan metode wawancara, pengamatan media sosial, dan dokumentasi.

Dari hasil penelitian diketahui, humas melakukan kerja kehumasan digital dengan cara mengelola konten media sosial yakni website, Facebook, Instagram, dan YouTube. Penggunaan kehumasan digital (*Cyber Public Relations*) juga mengharuskan humas mengelola komentar tamu maupun publik baik yang bersifat positif maupun negatif pada media sosial mereka.

*Kata kunci : Kehumasan Digital, Humas, Media Sosial*



## SUMMARY

*This study focused on the implementation of cyber public relations (CPR) or digital public relations managed by Aston Imperium Hotel Purwokerto through the social media. The purpose of this study was to find out how the role of public relations in running digital public relations in order to manage the customers' satisfaction. This research is using a descriptive qualitative research. Researchers interviewed five sources; managers, public relations officers, and three hotel guests. The research was conducted through interviews, social media observations, and documentation. From the research which was done, it is known that the way public relations do the digital public relations is by managing the social media content, such as websites, Facebook, Instagram, and YouTube. The use of digital public relations (Cyber Public Relations) also requires the public relations to manage both guest and public comments, both positive and negative on their social media.*

*Keywords: Digital Public Relations, Public Relations, Social Media*

