THE ACTIVITIES OF PUBLIC RELATIONS IN SAHID JAYA HOTEL SURAKARTA

FINAL PROJECT REPORT

Submitted of a Partial Requirement in Obtaining Degree in English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University

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ENGLISH DIPLOMA PROGRAM
FACULTY OF LETTER AND FINE ARTS
SEBELAS MARET UNIVERSITY
SURAKARTA
2010
APPROVAL OF SUPERVISOR

Approved to be examined before the Board of Examiners, English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University

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Faculty of Letters and Fine Arts,
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Drs. Sudarno, M.A.
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• Learning your mistakes will lead you to a better life
• Words cut more than swords
• Talk less do more
• Life is never flat
• Better late than never
• Failure is a way to success
DEDICATION

This report is dedicated to:

My beloved parents

My friends who struggle with me for all these years
PREFACE

This report is written to fulfill the requirement in obtaining the English Diploma III Degree. The writer did the job training in the public relations division in sahid jaya hotel surakarta. The writer choose this place to hold job training because she wants to learn the practice of public relations especially in hotel.

In this paper the writer explains about the activities of public relations in helping to shape the positive image and keeping good image in order to promote and maintain customer loyalty. the writer also explains about the scope, job and duties of Public Relations in Sahid Jaya Hotel Surakarta.

The writer realizes that this paper is far from perfect. She will appreciate and accept any advices and constructive criticism. At last, she hopes that this paper will be useful all readers especially for those who are interested in Public Relations in Hotels.

Surakarta, December 2009

Prisca Noffytasari
ACKNOWLEDGMENT

Alhamdulillahirabil'alamin....first of all I would like to say thank to Allah for blessing to finish this final project. Thank God for giving me strength and love in all my life. I would like to express my deepest gratitude to:

1. My beloved parents, for your great love, pray and support.
2. Drs. Sudarno. MA. as the Dean of Faculty of Letters and Fine Arts, Sebelas Maret University
3. Yusuf Kurniawan SS, MA. as the head of Diploma Program of the English Department.
4. Dra. Susilorini MA. my academic consultant for her assistance during my study.
5. Dra. Nani Sukarni MS. As a final project Supervisor, for her time, patience, advice and guidance.
6. Lina Agustina SH. The Public Relations Manager of Sahid Jaya Hotel Surakarta. For her guidance and kindness. I miss U!!!!
7. All of lecturers in English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.
8. My lovely sister, thank for everything that you give me.
9. My best friends, Adit, Runs Lontoh, Riesa, Poe3, Harma and Arny. Thank for joke, care and encouragement for all these years.
Surakarta, 2009

Prisca Noffytasari
Prisca Noffytasari. 2010. The Activities of Public Relations in Sahid Jaya Hotel Surakarta. English Diploma Program, Faculty of Letters and Fine Arts, UNS.

This final project report explains about the activities of Public Relations in Sahid Jaya Hotel. Sahid jaya hotel is one of the best Hotels in Surakarta of which the Public Relations section has a good achievement in making a good image of the hotel. This report is aimed at identifying the scope, job, and duty done by the practitioner. This hotel is located at Gajah Mada Street 82 Surakarta.

Through the job training, the writer can see that Public Relations Department in Sahid Jaya Hotel Surakarta has activities in both internal and external publics. The activities of Public Relations such as filing the invitation letters, collecting news of Sahid Jaya typing press release, typing Public Relations Action Plan and typing brochure. The job descriptions are divided into seven parts, they are: publicity, planning some work program, advertising, promotion, lobbying and public affairs, collecting data and issues management.

In the last chapter, the writer gives some suggestions to the Public Relations to improve the work by making better coordination with internal stakeholders and attending morning briefing in order to know what is going on that day.
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CHAPTER I

INTRODUCTION

A. BACKGROUND

Nowadays, the development of technology makes the competition on each organization or institution becomes tight. This situation makes every organization or institution working hard and they should be more creative and innovative. The most important thing that must be done by the organization or institution is to create a good image in order to develop its company. To create a good image, the organization or institution needs communication expert to build good relationship make a both a good internal relationship (company itself) and external (others companies).

An organization or institution basically needs one division called Public Relations. Public Relations has a duty to handle all of the problems which are related to internal and external public. Internal public is the public inside the organization or institution, such as: shareholder, management, executive, employee and employee’s family. External public is the people outside the organization or institution, such as: customers, society, government, press, bank and other organization or institution.
All the activities of public relations have a purpose to create “good image” in the society. The image of Public Relations created to affect people’s perception toward an organization or institution and can strongly influence public behaviour in an honourable way. The responds from the public linked will be in the form of respect, good impression and favours toward an organization or institution that is represented by public relations.

A good image is very important to promote and maintain customer’s loyalty. It can make good effects on obtaining customers credibility.

To know the duties of public relations, the writer is interested in having job training in Sahid Jaya Hotel as one of the hotels which has a good Public Relations.

Therefore, the writer would like to describe the activities of public relations in sahid jaya hotel Surakarta and the title is “THE ACTIVITIES OF PUBLIC RELATIONS IN SAHID JAYA SURAKARTA”.

B. OBJECTIVE

The objectives of this report are to find out the scopes, job and the duties of public relations in Sahid Jaya Hotel Surakarta.
C. BENEFIT

It is hoped that the report will be beneficial for:

1. The company

   This report can be used by the public relations division to find its strengths and weaknesses and for suggestions.

2. The Readers

   This report can give the information to the readers about public relations division in Sahid Jaya Hotel Surakarta.

3. Others Researchers

   This report can be an additional reference for the researchers who take a public relations division.
CHAPTER II

LITERATURE REVIEW

A. Definition of Public Relations

There are many public relations experts who define public relations in different definitions. Commonly, the definition formulates functions and roles of public relations division. Public relations division has different roles both in government and private organization.

Scott M. Cutlip states that the general concept of public relations is as the management function that establishes and maintains mutually beneficial relationship between an organization and the publics on whom its success or failure depends.

( Cutlip, Center, & Broom: 1999 : p1 )

Dr. Rex F. Harlow has analyzed a lot of public relation’s definitions that were written between the early 1900s and 1976s. He combines these definitions including conceptual and operational elements. He defines it in “Effective Public Relations” as in the following:

Public relations is the distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an
organization and its publics, involve the management of problems or issues, help management to keep informed on and responsive to public opinion, defines and emphasis the responsibility of management to serve the public interest, helps management keep abreast of and effectively utilities change, serving as an early system to help anticipate trends, and uses research and sound and ethical communication as its principal tools (Cutlip, Center, & Broom 1999: p4)

According to Frank Jefkins in his book of Public Relations,

Public relations is the art and social science of analyzing trends, predicting their consequences, counseling organization leaders and implementing planned programs of action which will serve both the organizations and the public interest (Jefkins : 1991 :p181 )

In short public relations can be defined as a series of efforts and activities done by the organizations and its public that aim to reach the successful in the competition business world.

B. The Function of Public Relations
As a management function, Public relations encompass the following:

1. Anticipating, analyzing and interpreting public opinion, attitudes and issues that might for good or ill, the operations and plans of the organization.

2. Counseling management at all levels in the organization with regard to policy decisions, course of action and communication taking into account their public ramifications and the organization’s social or citizenship responsibilities.

3. Researching, conducting and evaluating a continuing basis, program of action and communication to archive the informed public understanding necessary to the success of an organization’s aims. These may include marketing, financial, fund raising, employee, community or government relations and other programs.

4. Planning and implementing the organization’s efforts to influence or change public policy.

5. Setting objectives, planning, budgeting, recruiting and training staff, developing facilities – in short, managing the resources needed to perform all of the above.

6. Example of the knowledge that may be required in the professional practice of public relations include communication arts, psychology, social psychology, sociology, political science, economics and the principles of management, and ethics. Technical knowledge and skills
are required for opinion research, public issues analysis, media relations, direct mail, institutional advertising, publications, film/video productions, special events, speeches and presentations.

(PRSA. 1982 : 5)

C. The Activities of Public Relations

The contemporary meaning and practice of public relations included all of the following activities and specialties:

1. Publicity

Publicity is the information from an outside source that is used by the media because the information has news value. It is an uncontrolled method of placing messages in the media because the source does not pay the media for placement.
2. Advertising

Advertising is the information placed in the media by an identified sponsor that pays for the time or space. It is a controlled method of placing messages in the media.

3. Press Agentry

Press Agentry is the creating newsworthy stories and events to attract media attention and to gain public notice.

a. Public Affairs

Public affair is a specialized part of public relations that builds and maintains governmental and local community relation in order to influence public policy.

b. Issues Management

Issues management is the proactive process of anticipating, identifying, evaluating and responding to public policy issues that affect organizations related to their publics.

c. Lobbying

Lobbying is a specialized part of public relations that builds and maintains relations with the government for the purpose of influencing legislation and regulation.
d. Investor relations

Investor relations is a specialized part of corporate public relations that builds and maintains mutually beneficial relationship to shareholders and others in the financial community to maximize market value.

e. Development

Development is a specialized part of public relations in private non-profit organizations that builds and maintains relationship with donors and members for the purpose of securing financial and volunteer support.

( Cutlip and Broom, 1999: 9)

D. Public Relations in Hotel

The hotel should have the good system of a public relations to invite customers such as :

1. Guest or customers
2. Employment
3. Community opinion leaders and other residents
4. The general public
5. The media
6. Suppliers
7. The travelling public, business and leisure travellers.
8. Other segments of the travel or food service industries (travel agents and restaurant guide publishers)
9. Shareholders, if your hotel owned or operated by a publicity held corporation
10. Corporate officers

(Kudale and Sandler, 1995 :2)

The role of public relations is to ensure a positive relationship that aimed to purpose the total of facilities, services, employee attitudes and the personal frame of mind of the customer. In addition, there are numerous actions that can be taken by the public relations in pleasing the guest to encourage business. One must assume of course that basic facilities and services are adequate. As pointed out earlier, public relations cannot overcome a poorly prepared meal or dirty room.

An in house public relations program aimed at improving guest relations might include the followings :
a. Recognize repeated guests or customers
b. Listen to and act on customer suggestions and complaints
c. Invite the “repeated” guests to special events to acknowledge the importance of their business to you (these might include occasional or regularly scheduled manager’s receptions and special event, such as holiday parties)
d. Keep customers informed of new or improved services
e. Tell guests of potential inconveniences such as repairs underway and stress future benefits to them
f. Answer all inquiries, including complaints
g. Accommodate all reasonable requests such as room changes and meal substitutions
h. Record all complaints and suggestions since the cumulative totals may indicate the need for changes in policies or procedures.
i. Empower employees to resolve customer problems or at a minimum, be certain the employee can obtain a prompt response from a supervisor to questions or complaints from customers.
j. Read comment cards and tabulate to assess trends, respond personally if appropriate.
k. “Walk the talk”! talk to customers and employees frequently to let them know you care about their opinions and to find out “what is going on”.

l. Keep both customers and employees aware of “happenings” by signs, in room letters and employees bulletin board notices.

(Kudale and Sandler, 1995:114–115)
CHAPTER III

DISCUSSION

A. Sahid Jaya Hotel

1. History of Sahid Jaya Hotel

Sahid jaya hotel surakarta was initially named Sahid Sala hotel. It was built by Sahid group which has been operating for about fifteen hotels around Indonesia. The owner of sahid group is Mr.Dr.H.Sukamdani S.Gitosardjono and his wife Mrs.Juliah Sukamdani. They started them business by building publish and printing house named PT.Sahid & Co in January 13, 1960. These years later they built a new publishing house named CV.Masyarakat Baru and become PT.Tema Baru in October 7,1963.

Mr.Sukamdani had visited many cities in Indonesia to handle his business. In his tight activities, he thought of building a company which offers services and accomodations. By considering both its profit and loss. He decided to buy a land as a capital to build a hotel in surakarta. He strated to build a hotel in 1963 until 1965 while his wife handled both PT.Sahid &Co and PT.Tema Baru in Jakarta.

Finally a quite big hotel was established and officially declared open in July 8,1965 with Sahid Sala Hotel as its name.
Thirty years later exactly in 1995, it was renovated and become Sahid Jaya Hotel as a five-star hotel.

Up to now Sahid Jaya hotel Surakarta has been growing as a reputable hotel by adding its rooms up to 140 rooms and completing its facilities.

1). Location of Sahid Jaya Hotel Surakarta

Sahid Jaya Hotel Surakarta is located on Jl. Gajah Mada 82 Surakarta one of business areas in Solo. The ideal location of Sahid Jaya Hotel Surakarta is an important asset to become a great hotel. It locations, which lies in the center of Surakarta, makes guests really enjoy the beauty of Surakarta. The hotel offers easy access to all parts of the city. To reach it by public transportation, it takes only 20 minutes from Adisumarmo Airport Solo and five minutes from Tirtonadi Bus Station Solo.

2). The Facilities at Sahid Jaya Hotel Surakarta

Sahid Jaya Surakarta was built with a modern culture as its architecture style, while its decoration refers to both modern and traditional Javanese architecture. To indicate traditional style, there is a set of traditional Javanese music instrument or gamelan. It is put in the
lobby corner and usually played in the morning or afternoon. It is played to welcome guests so that they will feel comfortable since entering the hotel.

Sahid Jaya Hotel Surakarta has 140 rooms which are located at the second floor up to the eleventh floor. These rooms are classified into four types. Each of them has different price and specification.

These rooms types are:

1. **Superior (96 rooms)**
   
   This cheapest kind of two beds, each bed is only for one person.

2. **Deluxe (20 rooms)**
   
   This kind of room type is more expensive than Superior room. It consists of one big bed for two people.

3. **Executive Suite (23 rooms)**
   
   This kind of room is more expensive than Deluxe room. It consists of two rooms, they are bedroom and living room. It has one big bed for two people, two bathroom and dining table in its living room.

4. **Presidential suite**
   
   This kind of room is the most expensive room in Sahid Jaya hotel Surakarta. It is a very large room with several rooms inside such
as: living room, a large bedroom, workroom, kitchen and functional room. The important guests usually stay in this room.

The guest who wants to taste delicious food cooked by great chefs are able to visit Ratu Ratih Café which is located on the first floor. It is a 24 hours coffee shop which serves special menu everyday.

Sekar Jagad Steak & Lounge located on first floor is a perfect place to enjoy live music while relaxing. A good live music, pleasant service and great bartender make this pub the right place to relax.

Truntum Pattiseries is available to fulfill the guest’s satisfactions. Many kinds of cakes and pastries are cooked by professional chefs and sold in a reasonable price.

The hotel provides meeting rooms in various sizes. The biggest is the Pedan Ballroom which is located on the third floor. Weeding party is usually held in this room. Sukoharjo Meeting Room is a functional room which is smaller than Pedan Ballroom. It is located on the first floor. Executive who wants to hold business meetings are able to use Langenharjo Executive Lounge. Carikan Meeting Rooms are small meeting rooms located on the second and third floor. They can accommodate 5 up
to 10 people in each room. All these meeting rooms are completed with certain facilities to support the events held there.

**Fitness Center and Gajah Mungkur Swimming Pool** are sport facilities which are located on the second floor. These sport facilities are free for guests who stay in hotel. They are open everyday at 6 am up to 8 pm.

The hotel offers several packages of service and accommodation. **Weeding packages** is one of the packages which is offered. Complete facilities are served to satisfy the married couple. **Meeting package** is offered for businessmen who want to hold their seminar in this hotel. For family events there is a **Family Birthday Packages** with particular supporting facilities. **Table Manner Course Packages** are offered for those who want to learn about International Table Manners. Another Packages is **Student Packages**, which is offered for students who have a study tour in Surakarta.

**Laundry and Dry Cleaning** service both inside and outside the hotel will keep the customers clothes clean and tidy. **Melati Beauty Salon**, located on the first floor, spoils the customers with special hair and beauty treatment. Near Melati Beauty Salon, there is **Sahid Gema Wisata Tour and Travel**. It services hose who want to buy air ticket or arrange a holiday trip.
On the same floor, there are Drug Store and Shopping Arcades. Shopping arcades offer various kinds of original souvenirs made in Surakarta. The guests who have a car can park their car in underground parking area. It has a capacity for 20 cars. Their cars safety are guaranteed by security with its 24 hours protection. These complete facilities and service have made Sahid Jaya Hotel Surakarta one of big hotels in Surakarta. It is expected to be able to improve the economy of Surakarta.
B. Public Relations in Sahid Jaya Hotel

The role of hotel is important to support all of business activities especially tourism. Sahid Jaya Hotel offers many kinds of facilities and has special characteristic a reflection of Surakarta culture. Sahid Jaya Hotel Surakarta aims at doing some efforts not only to give good service for the customers but also to reach their vision “Where Tradition, Culture & Service Merged”.

1. The History of Public Relations in Sahid Jaya Hotel

Public relations divisions of Sahid Jaya Hotel Surakarta started its operation optimally since 1998. On its organization chart, public relations belong to Sales & Marketing division. However, public relations is not responsible to Sales & Marketing Manager, but is responsible directly to the General Manager.

2. The Function of Public Relations

Generally, there are two functions of Public Relations in Sahid Jaya Hotel Surakarta:

1). Corporate Public Relations Function (CPR)
As a Corporate Public Relations. Public relations manager in Sahid Jaya Hotel Surakarta not only has function to create a good image of it company but also keep good relationship with the internal and external public.

2). Marketing Public Relations Function (MPR)

Marketing public relations function in Sahid jaya Hotel is to position its company as a leader or expert, to build a confident and trust of the costumers, to introduce a new product from the hotel, to ensure the public of the quality product of Sahid Jaya Hotel Surakarta, to pass on the news of Sahid Jaya Hotel before making its advertisement and giving motivation to all of the sales personals. In Sahid Jaya Hotel Surakarta, Public Relations Manager and Sales Marketing Manger have a strong relationship. Both of them help each other to reach the target expected by the Hotel Management. The target is to improve the quantity of hotel product selling. Although both of them have a strong relationship to each other, they have different duties and responsibilities, in order not to cause overlapping.

3. The Duties and Responsibilities of Public Relations

As good Public Relations practitioners, there are duties and responsibilities for guiding the entire work program. Public Relations
of Sahid Jaya Hotel Surakarta has duties and responsibilities as follows:

1). Liaise with Sales & Marketing Manager on all matters dealing with media.

2). Develop and maintain good media contacts.

3). Work with the Sales & Marketing Manager in planning and strategizing media press related activities.

4). Supervise implementation of all press related activities.

5). General media publicity on the hotel and corporate activities through dissemination of media release, general media relations in house promotions and in house functions.

6). Creative in house newsletter together with the Human Resources Department focusing on internal news, employees well being and development, “hotel’s news update”, in order to develop pride in product and company.

7). Initiate, coordinate and supervise all photo shoots in the hotel, in line with the image guidelines, to promote the hotel to local and overseas markets.
8). Deal with guest and general public’s complaints and inquiries positively and promptly under the guidance of the Sales & Marketing.

9). Prepare advertising and media campaigns to actively promote the property and submit to the Sales & Marketing Manager/ General Manager.

10). Implement and maintain the Public Relations budget set out by the Sales & Marketing Manager.

11). Work with Front Office and Guest Relations to determine VIP guests and assist with coordination of in house guest receptions.

12). Coordinate guest lists and invitation for VIP receptions, general manager’s corporate / press lunches, dinners and other in house originating functions.

13). Provide other department with relevant information on activities that may be useful when dealing with guests.

14). Supervise and coordinate public relations and subsections staff members accordingly.

15). Ensure that all intended print work prepared for the hotel is proof read and approved by the sales &
marketing manager and the general manager prior to finalization.

16). Maintain all administrative activities including press clippings, mailing list and photo library requirements according to standard.

17). Attend and participate in training sessions as scheduled.

18). Follows all the hotel fire and safety procedures.

19). Obey all hotel rules and regulations.

20). Establish and maintain effective staff relations.

21). Implement related duties and special projects assigned by the Sales & Marketing Manager.

4. The Job Descriptions of Public Relations

Public Relations of Sahid Jaya Hotel Surakarta has a Job Description:

1). Publicity

Sahid Jaya Hotel Surakarta uses printed media and electronic media for publicity in local and national areas. A publicity through mass media done by Sahid Jaya Hotel
Surakarta such as: press release, press conference and interview (with telephone, facsimile, and radio). Sahid Jaya Hotel Surakarta has a good relationship with all of media. They have a partner media like Solopos, JITU, JogloSemar, Karavan FM and PTPN Radio.

2). Planning some work program

Public Relations have some programs called “Public Relations Action Plans”.

This program can help public relations planning some work program.

3). Advertising

Public relations make an advertisement for the public. So far, they make a good cooperation with TEMPO Magazine and JAVAKINI Magazine. From this cooperation, it is hoped that one of the hotel’s objective is fulfilled.

4). Promotion

Promotion has different meaning from publicity and advertising. Public relations always give a free room voucher to exchange with the press for the news. That is one of the ways to promote our product indirectly.
5). Lobbying and Public Affairs.

Public relations as the communication expert in Sahid Jaya Hotel Surakarta must have a good relationship with internal and external publics. Especially they should have a good external relationship to make lobbying easier. A good lobbying can help the hotel all the way.

6). Collecting Data

Public relations collect data from the guests by giving the questionnaires which consist of the service, complaint and the staff affairs of Sahid Jaya Hotel Surakarta.

7). Issues Management

Public relations make a monthly magazine for internal stakeholders to inform all of the information from the outside of the company.

5. **The Scope of Communication in Public Relations**
Good image is important for the development of the company. The key in order to get a good image is by making good relationship and communication.

The relationships of Public Relations in Sahid Jaya Hotel Surakarta are divided into:

1) Internal Public with all of the internal stakeholders of the Sahid Jaya Hotel Surakarta.

2) External Public
   a. Government
   b. Press and Mass Media
   c. Customers of Guests
   d. Society
   e. The other hotel and institution(travel agent, airlines, and bank)

C. The Activities of Public Relations in Sahid Jaya Hotel

The writer has done the job training in Sahid Jaya Hotel as a Public Relations officer and help the Public Relations Manager to complete her jobs. The job training has been done for a month, since February 12 2009 to May 12 2009 with the working hours from 08.00 am to 16.00 pm for five working days from Monday to Friday.
During the job training, the writer has done a lot of Public Relations activities. The activities are:

1. Filing the invitation letters for the period of January

   At the first time being in Sahid Jaya Hotel Surakarta, the writer was asked to select the invitation letters for period of January. The writer has select them and arrange them based on the arrangement of the date per month.

2. Collecting news of Sahid Jaya Hotel Surakarta from 9 newspapers

   Everyday, the writer was asked to collect news about Sahid Jaya Hotel Surakarta from 9 newspapers such as: SOLOPOS, SUARA MERDEKA, KOMPAS, RADAR SOLO, JOGLOSEMAR, BISNIS INDONESIA, HARIAN JOGJA, KEDAULATAN RAKYAT, and JITU. First, the writer cut the news from the newspapers. Then, the writer just stuck them on the paper based on the name of the newspapers and the arrangement of the date.

3. Clipping the news of Sahid Jaya Hotel Surakarta

   Clipping the news is a form of documentation done by public relations officer. The clipping can be used as the information source, author and evaluation subject for the management of Sahid Jaya Hotel Surakarta in operating the activities. Therefore, in doing its activity of arranging the clipping, public relations officer combines the use of the
computer and manual way. Computer is used to create the clipping title format. While, the manual way is applied in cutting, sticking, and binding.

4. Clipping news of Competitor Resume

Competitor resume is more like newsletters resume but it is only about the competitors of the company. This resume is very important input for the management, by this resume the management team of company will be able to know the move made by their competitors. The management team will take action by making new policy if their competitor’s strategy becomes their company threat. This resume is made once a week.

5. Typing Press Release

Making press release becomes the way to maintain the relationship between Sahid Jaya Surakarta and mass media or press. It is an activity of public relations sub division in the hotel. Press release consists of information or message about the hotel activities or events that are given or are sent by fax to the journalist or press. It purposes publish the activities or events of the hotel into the newspaper.

The most important aspect that has to be concerned in preparing press release subject matter is the completeness. It means that the subject matter has to fulfill the aspects of 5W + 1H (what, who, why,
where, when and how). Since these aspects are fulfilled, it can be ensured that press release will work well.

6. Typing Public Relations Action Plan for February – May

   Action plan is monthly made by the public relations division of the hotel. It consists of public relations activities regularly done by Sahid Jaya Hotel and press media such as: talk show with Solo Radio, preparation for Solo Anniversary, possible sources of other income, launching product, etc.

7. Typing Brochure

   Publishing the brochure has purpose to know and provide the general people or external public about Sahid Jaya Hotel Surakarta. From brochure, people can get much information about service and facilities of the hotel. Also, the brochure can become the information source which attracts the external public. Therefore a public relations officer in Sahid Jaya Hotel is likely to type various kinds of brochure. Commonly, the brochures that are typed by the officer spread the information relating to the services and facilities in the hotel.

   During the job training, the writer has achieved some results. When the first time the writer came at Sahid Jaya Hotel Surakarta, the writer
was still confused with the activities which had to be done. Then the public relations manager showed a lot of activities usually done by division such as: selecting the invitation letters, collecting news of newspapers, clipping the news, clipping news of competitor, typing press release, typing public relations action plan, and typing brochure, etc.

After that, the writer started the first day of the job training by helping public relations manager collecting and sticking news from newspaper. The first result was not really good, because the writer put too much glue on the paper. Then, the writer tried to make a better one in the next chances. The result was good enough for the beginner. Another activity done by the writer was making press release of an event. It was also the first time for the writer to make press release of company event. The composition of the press release is really different from what the writer had in mind before. The writer was taught about an event that will be held the hard. It seems like a publication of a new product. During the job training, the writer often typed letters on the computer, so it can also improve the skill of the writer in operating the computer.

Before the activities, the writer also found some difficulties in making relationship with the staffs during the job training. It was probably because the range of the age of the writer and the staffs is far
enough. But the writer tried to be polite and friendly to them. Finally, after the third day the writer began to know them well. The writer also tried to learn characteristics of each of them. In fact, the staffs are kind enough. They wanted the writer do her activities well. From the job training, the writer was able to understand the environment in the work world, which is really different from the environment in the college.
CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the activities of Public Relations in the chapter three, the writer has concluded some points, such as:

1. Filing the invitation letters for the period of January
   At the first time being in Sahid Jaya Hotel Surakarta, the writer was asked to select the invitation letters for the period of January. The writer has select them and arrange them based on the arrangement of the date per month.

2. Collecting news of Sahid Jaya Hotel Surakarta from 9 newspapers
   Every day, the writer was asked to collect news about Sahid Jaya Hotel Surakarta from 9 newspapers such as: SOLOPOS, SUARAMERDEKA, KOMPAS, RADAR SOLO, JOGLOSEMAR, BISNIS INDONESIA, HARIAN JOGJA, KEDAULATAN RAKYAT, and JITU.

3. Clipping the news of Sahid Jaya Hotel Surakarta
   Clipping the news is a form of documentation done by public relations officer. The clipping can be used as the information source, reference,
and evaluation subject for the management of Sahid Jaya Hotel Surakarta in operating the activities.

4. Clipping news of Competitor Resume

Competitor resume is more like newsletter resume but it is only about the competitors of the company.

5. Typing Press Release

Making press release becomes the way to maintain the relationship between Sahid Jaya Hotel Surakarta and mass media or press. It is an activity of public relations sub division in the hotel.

6. Typing Public Relations Action Plan for February – May

Action Plan is monthly made by the public relations division of the hotel. It consists of public relations activities regularly done by Sahid Jaya Hotel and press media such as: talk show with Solo Radio, preparation for Solo Anniversary, maximize source of other income, launching product, etc.

7. Typing Brochure

The purpose of publishing the brochure is to inform and provide the public about Sahid Jaya Hotel Surakarta. By the brochure, people can get much information about services and facilities of the hotel.
B. Suggestion

The writer wants to give suggestion for Sahid Jay Hotel Surakarta, especially for Public Relations division, they are:

1. Public Relations should make better and strong coordination with every head of the departments in giving the information and follow it up.

2. It would be better for the public relations department to adapt the news clipping both from the news papers and electronic media.

3. Public Relations should attend the morning briefing with the entire head of the departments to know what has happened on that day.
BIBLIOGRAPHY


APPENDICES
SURAT TUGAS

Nomor: 057/H27/1.1/D.3 Bahasa Inggris/JT/2008

Ketua Program Diploma III Bahasa Inggris Fakultas Sastra dan Seni Rupa Universitas Sebelas Maret Surakarta dengan ini menugaskan:

Nama: Prisca Noffytasari
NIM: C9306079
Semester: V (LIMA)

Untuk melaksanakan praktek kerja di:

Hotel Sahid Jaya Solo

Dalam rangka memenuhi salah satu syarat akademik untuk menyelesaikan studi pada Program Diploma III Bahasa Inggris Fakultas Sastra dan Seni Rupa Universitas Sebelas Maret Surakarta.

Demikian agar tugas ini dapat dilaksanakan sebaik-baiknya.

Surakarta, 30 DEC 2008

[Signature]

Ketua Program

[Name]

[Signature]

[Name]

[Date]
PUBLIC RELATIONS ACTION PLAN 2009

FEBRUARY

- Direct mails, consist of promotional items such as: Brochure, Rate Sheet, Fact Sheet, Package etc.
- Sending Birthday card and flower/cake to: Our potential guest/customer who celebrate anniversary or birthday etc.
- Sending Press release to National and local Newspaper
- Advertising to local radio and newspaper special event.
- Talk show "cita rasa" by F & B in Solo radio
- Advertising Spa
- Advertising F & B + Room promotion
- Host an event talk show from magazine (travel club)
- Preparation for solo anniversary
- Special decoration for valentine
- Maximize source of other income by sahid sport club
- Updating the content of hotel website to be replace with new promotion
- Direct email or mail special promotions to corporate/agents

MARCH

- Direct mails, consist of promotional items such as: Brochure, Rate Sheet, Fact Sheet, Package etc.
- Sending Birthday card and flower / cake to: Our potential guest/customer who celebrate anniversary or birthday etc.
- Sending press release to National Newspaper
- Advertising to local radio and newspaper special event.
- Maximize source of other income by Sahid Sport Club
- Sending complimentary Cake to potential agent/company
- Launching "Steamboat Promotion"
- Advertising Long weekend package & school Holiday
- Advertising wedding through quarterly magazine
- Talk show "Special package" by S & MM and FBM in PTPN FM radio
- Prepare three Month Newsletter for in house guest
- Updating the content of hotel website to be replace with new promotion
- Direct email or mail special promotions to corporate/agents
- Photo shooting for F & B special menu promotions
- In focus in April - May
APRIL

- Direct mails, consist of promotional items such as: Brochure, Rate Sheet, Fact Sheet, Package etc.
- Sending Birthday card and flower / cake to: Our potential guest/customer who celebrate anniversary or birthday etc.
- Sending press release to National Newspaper
- Advertising to local radio and newspaper special event
- Maximize source of other income by Sahid Sport Club
- Talk show "Vegetarian Menu" by F & B in Metta FM radio.
- Advertising Long Week End
- Advertising Easy Activities
- Advertising F&B + Room
- Support F&B for cooking class
- Updating the content of hotel website to be replace with new promotion
- Direct email or mail special promotions to corporate /agents
- Review barter agreement with local / national newspaper
- Organizing gathering / thank you party
- Preparation in focus June - July

MAY

- Direct mails, consist of promotional items such as: Brochure, Rate Sheet, Fact Sheet, Package etc.
- Public Relations Gathering
- Preparation Hotel Sahid Jaya Solo Anniversary
- Sending Birthday card and flower / cake to:
  - The 54th of wedding anniversary of Bp/ Ibu Sukamdani
  - Our potential guest/customer who celebrate anniversary or birthday etc.
- Sending press release to National Newspaper
- Advertising School Holiday Package
- Advertising F & B Promotion
- Support F & B for cooking class
- Advertising to local radio and newspaper special event & F & B event such as Meeting package
- Maximize source of other income by Sahid Sport Club
- Updating the content of hotel website to be replace with new promotion
- Direct email or mail special promotions to corporate /agents
<table>
<thead>
<tr>
<th>JENIS KAMAR</th>
<th>SINGLE atau DOUBLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUPERIOR</td>
<td>Rp. 500.000</td>
</tr>
<tr>
<td>DELUXE</td>
<td>Rp. 700.000</td>
</tr>
<tr>
<td>EXECUTIVE SUITE</td>
<td>Rp. 990.000</td>
</tr>
<tr>
<td>PRESIDENTIAL SUITE</td>
<td>Rp. 3.000.000</td>
</tr>
</tbody>
</table>

- Harga dijamin 11% pajak pementanan dan 10% jasa layanan
- Tempat tempat ekstra Rp. 200.000,- net
- Pesanan Kamar ditangguh sampai jam 18.00 WIB, kecuali bitl dijamin dengan Kartu Kredit atau deposit satu malam
- Anda usa dibawah 12 tahun dapat menginap di kamar orang tua
- Anak usia 4 - 12 tahun mendapat diskon 50% untuk makan pagi
- Semua Kartu Kredit terhambung dapat ditambah
- Harga dapat berubah sewaktu-waktu tanpa pemberitahuan sebelumnya

FASILITAS HOTEL
- Terdapat 140 kamar dan suite
- TV kamar, Mini Bar, Telepon IDD, Pengering rambut, fisalitas untuk membuat tea & Kopi
- Ruang coffee shop buka 24 jam, masakan menu Indonesia, Eropa, dan Kebiduan Makan pagi prasmanan, à la carte
- Layanan 24 jam makan di kamar
- Konter penjualan Roll & Kup
- Saung, Jogging Path & Karaoke TV
- Executive Lounge televej di bawah 9
- Lantai bebas rook
- Kolam Renang, Ruang Pusat Kebutuhan dan Spa
- Layanan keberlanjutan hotel bandara dan hotel Silauan Kendari Apk pria
- Kartu kredit yang diterima: Amex, Diners Club, Visa, Master and BC
- Bank: Bank BNI 099.000.000.900.000 PT SABID & CO
- Baru: Bintang dan Dry Cleaning jualan yang sama
- Ruang untuk rapat, Konferensi dan seminar makan dengan lapasitar besar
- Hotpot 24 jam
- Tempat Belanja Souvenir
- Tempat penjualan barang - barang berharga
- Almam muhuu Jawel di Lobby
- Tempat Pesanasing Turki
- Pusat Layanan Bercat, Satu Kecantikan, Toko Obat dll
- Dokter dan Pergason Avan sesuai permintaan
- Tempat Parkir

SPECIAL AEROBIC
AEROBIC CLASS * BODY BUILDING
* Low Impact * High Impact * Stretching * Tai Bo
* Individual Exercise * Weight Loss Program
* Fitness Fun Sports

GAMMAUS AEROBIC ROOM
SHOWER (HOT/COLD)
- * Aerobic Class * Body Language * Body Building
- * Low Impact * High Impact * Stretching * Tai Bo
- * Individual Exercise * Weight Loss Program
- * Fitness Fun Sports

FITNESS CENTER
PACKAGES 1 1/2 3 3/4 1 YEAR
- * Standard 10.000 150.000 200.000 400.000 900.000
- * Single 20.000 250.000 300.000 500.000 1.000.000
- * Couple 30.000 350.000 400.000 750.000 1.500.000
- * Family 40.000 450.000 500.000 1.000.000 3.000.000
- * Company 50.000 550.000 600.000 2.000.000 4.000.000

SWIMMING POOL
PACKAGES 1 1/2 3 3/4 1 YEAR
- * Standard 10.000 150.000 200.000 400.000 900.000
- * Single 20.000 250.000 300.000 500.000 1.000.000
- * Couple 30.000 350.000 400.000 750.000 1.500.000
- * Family 40.000 450.000 500.000 1.000.000 3.000.000
- * Company 50.000 550.000 600.000 2.000.000 4.000.000

POOL & FITNESS
OPEN DAILY: 06.00 - 20.00
CERTIFICATE

This is to certify that:

PRISCA NURVANDAYA

Has completed job training program
at the Hotel Sahid Jaya Solo - Central Java

Period: 12th May - 1st June, 2009

Department: MARKETING & SALES

Solo. June 4, 2009

H.R. Manager

General Manager

SUKIYANDO
# Services & Facilities

<table>
<thead>
<tr>
<th>Type of Room</th>
<th>Single / Double</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superior</td>
<td>IDR. 500,000</td>
</tr>
<tr>
<td>Deluxe</td>
<td>IDR. 700,000</td>
</tr>
<tr>
<td>Executive Suite</td>
<td>IDR. 950,000</td>
</tr>
<tr>
<td>Presidential Suite</td>
<td>IDR. 1,900,000</td>
</tr>
</tbody>
</table>

* Rate are subject to 11% Government Tax and 10% Service charge include Breakfast
* Extra Bed IDR. 200,000
* Room reservation will be held until 6 pm. Unless guaranteed by Credit Card or One Night Deposit
* Children under 1.2 years old stay free in parent's room
* Children 4 - 12 years old get 50% Breakfast Discount
* All Major Credit Card are accepted
* All rates are subject to change without prior notice

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## Room Rates 2009

<table>
<thead>
<tr>
<th>Type of Room</th>
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<tr>
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<td>Presidential Suite</td>
<td>IDR. 1,900,000</td>
</tr>
</tbody>
</table>

## Accommodation

- Superior: 95 rooms
- Deluxe: 20 rooms
- Executive Suite: 22 rooms
- Presidential Suite: 1 room

---

## A Sahid City Resort Hotel

Soka's newest and finest five-star Business Hotel. Only short drive from the newly expanded Adisumarmo Airport. Extremely convenient to the Royal Karaton and itself a glorious monument to Soka's traditional arts and cultures.

* 138 Luxurious Room and Suites
* Colour TV, Mini Bar, IDD Telephone, Hair Dryer
* Tea & Coffee making facilities
* Round the clock Ratu Ratih Coffee Shop and in Room Dining
* Parsons:
  - Ratu Ratih
  - Senera
  - Javanese Orchestra
  - Balinese Service upon request
  - Taxi Counter
  - House Doctor
  - Beauty Salon
  - Drug Store
  - Parking Lot
* Credit Card: Amen, BCA, Viet Nam, Master, DC

---

## Distance from Points of Interest

- Hotel to Airport: 15.5 km / 20 minutes
- Hotel to Railway Station: 0.5 km / 3 minutes
- Hotel to Bus Station: 1 km / 5 minutes
- Hotel to Business District: 1 km / 5 minutes

---

## Facilities

- Ratu Ratih
- Senera
- Javanese Orchestra
- Balinese Service
- Taxi Counter
- House Doctor
- Beauty Salon
- Drug Store
- Parking Lot
- Credit Card: Amen, BCA, Viet Nam, Master, DC

---

## Specials

- Friday Special
  - Live Music: 9 pm - Midnight

---

## Nightly Entertainment

- Good Music!
- Good Drink!
LAUNDRY & DRY CLEANING
ONE DAY SERVICE
Open Daily / 05.00 am - 04.00 pm
FASILITAS:
* Pakaian
* Selempur
* Korden Tipis
* Korden Tegak
* Penutup Kasur
* Alas Kasur
* Permadiasi
* Boneka, dll
Dapatkan Penyekat Harga Minimal 10% dari Minimal 10 Cuciannya

MELATI SALON
Hair Beauty, Massage & Treatment
FASILITAS:
* Creambath
* Tanning
* Make Up & Sanggul
* Barber Shop

PT. SAHID GEMA WISATA
TOUR & TRAVEL
FASILITAS:
* RENGA NA PERJALANAN HAJI PLUS
* PENJUALAN TICKET PEMBAYAR:
  - Garuda
  - Merpati
  - Lion Air
  - Sriwijaya Air
  - Air Asia

WISATA AIR TERJUN
TAWANGMANGI
RELAX BERSAMA KELUARGA
* WISMA YANTI: Per Kamar minimal IDR 100.000, Tlp: 697056
* WISMA SAKTY: Per Kamar Minimal IDR 150.000, Tlp: 607073
**Pendam**

**BALL ROOM**

Dimensions: 18 x 18 x 8 m

- Class Room: 225 seats
- Theatre: 400 seats
- Restaurant: 225 seats
- Cocktail: 600 peson

**Sukoharjo**

**FUNCTION ROOM**

Dimensions: 21 x 11 x 2,75 m

- Class Room: 130 seats
- Theatre: 200 seats
- Restaurant: 130 seats
- Cocktail: 225 peson

**Setras**

**FITNESS CENTER**

- Single:
  - 1 Month: IDR 110,000
  - 3 Month: IDR 285,000

- Double:
  - 1 Month: IDR 185,000
  - 3 Month: IDR 525,000

**Gajah Mingkur**

**SWIMMING POOL**

- Single:
  - 1 Month: IDR 95,000
  - 3 Month: IDR 225,000

- Double:
  - 1 Month: IDR 145,000
  - 3 Month: IDR 370,000

---

**Patisserie**

- Black Forest: Round 22 cm
  - IDR 170,000
- Cheese Cake: Round 22 cm
  - IDR 160,000
- Chocolate Mouse cake: Round 22 cm
  - IDR 160,000
- Tiramisu Cake: Round 22 cm
  - IDR 170,000
- Moca Cake: Round 22 cm
  - IDR 150,000
- Fruit Lichess Cake: Round 22 cm
  - IDR 160,000
- Blue Berry Cake: Round 22 cm
  - IDR 160,000

Kami anjur ke alamat tujuan dalam kota dari pembelian diatas IDR. 200,000

---

**Gaya Spa Treatment**

A la Carte "GAYA SPA"

Body Massage, Face Massage, Body Scrub, Hand & Food Massage, Luxury Milk Bath and Aromatherapy

"GAYA SPA" Treatment Package:
- Serenade Gaya
- Nirwana Gaya
- Spa Gaya
- Merla Essential
- Jade Sense

---

**Hot Spot**

Internet Wireless Connection

- Lobby Hotel
- Kafe Ash Coffee Shop
- Sobar Joged PUB & Karaoke
- Semua Lokasi Meeting Room
PACKAGES

FULL BOARD MEETING

RP 380.000 nett / Pax

Includes:
- All Day Buffet Breakfast & Brunch
- Sliding Service Buffet / Full Board
- Free Flow Softdrinks
- Laptop, Projector & Screen
- Free Parking

HALF DAY MEETING

RP 170.000 nett / Pax

Includes:
- Half Day Buffet Breakfast
- Sliding Service Buffet / Full Board
- Free Flow Softdrinks
- Laptop, Projector & Screen
- Free Parking

MEETING

Wedding

KHAVANGAN ANGEREK

RP 400.000 nett / Pax

Includes:
- Full Day Buffet Breakfast & Brunch
- Sliding Service Buffet / Full Board
- Free Flow Softdrinks
- Laptop, Projector & Screen
- Free Parking
MAWAR IMPIAN
Rp. 33.000.000,- nett

Facilities:
- Gedung Resepsi
- Makanan Prasmanan untuk 300 Orang
- Dekorasi Standart - Pelaminan / Barat - Traditional
- Karpet Merah
- Keribar Mayang
- Melati Tabur
- Mini Garden
- Buku Bunga - 4 buah
- Perlak
- Kamar Pengantin
- Kamar untuk Orang Tua Pengantin
- Kue Tart di Kamar Pengantin
- Fruit Basket di Kamar Pengantin
- Solo Organ + Singer

MELATI SUCI
Rp. 27.500.000,- nett

Facilities:
- Gedung Resepsi
- Makanan Prasmanan untuk 300 Orang
- Dekorasi Standart - Pelaminan / Barat - Traditional
- Karpet Merah
- Keribar Mayang
- Melati Tabur
- Mini Garden
- Buku Bunga - 2 buah
- Perlak
- Kamar Pengantin
- Kue Tart di Kamar Pengantin
- Fruit Basket di Kamar Pengantin
- Solo Organ + Singer

SUPERIOR ROOM

DELUXE ROOM

EXECUTIVE SUITE

STUDENT

Twin Sharing / berdua satu Kamar
Rp. 200.000,-/pax

Triple / bertiga satu Kamar
Rp. 175.000,-/pax

Quartet / berempat satu Kamar
Rp. 150.000,-/pax

Facilities:
- Menginap 2 hari 1 malam di Kamar Superior
- Makan pagi / Breakfast
- Bebas mempergunakan Kolam Renang & Fitness
- Shuttle Service - Airport / Railway Station - Hotel
- Sudah termasuk 21% Pajak

HOTSPOT

Internet Wireless Connection 24 jam
Di Lobby, Ratu Ratih Coffee Shop,
Sekar Jagad PUB & Karaoke,
dan di semua Ruang Meeting

TABLE MANNER COURSE
Rp. 85.000,-nett/pax

Facilities:
- Meeting Room
- Instructor
- Teori Jamuan Makan / Dinner
- Etiquet
- Buku Panduan / Hand Book

BIRTHDAY
Rp. 10.000.000,- nett

Facilities:
- Function Room / Gedung
- Decoration / Dekorasi
- Makanan Prasmanan untuk 100 Orang
- Kue Ulang Tahun
- Sound System
- Solo Keyboard & Singer
**BENGAWAN PACKAGE**

**Facilities:**
- menginap 1 malam di kamar Superior
- makan pagi prasmanan untuk 2 orang di Ratu Ratih Coffee Shop
- bebas ashar jemput ke pusat perbelanjaan dan wisata (sesuai schedule: pasar batik klewer, Pasar Grosir Solo, GALABO/ Pasar kuliner malam, kraton)
- bebas masuk ke ruang karaoke
- gratis menggunakan fasilitas fitness center dan kolam renang
- anjir jemput bandara & stasiun lokal
- termasuk 21% pajak dan pelayanan

**Rp. 450.000,- net**

1 March - 25 December 2009

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**VALENTINE PACKAGE**

**Facilities:**
- menginap 1 malam di kamar Superior
- makan pagi prasmanan untuk 2 orang di Ratu Ratih Coffee Shop
- makan malam untuk 2 orang
- mendapat souvenir coklat
d- bebas masuk ke ruang karaoke
- gratis menggunakan fasilitas fitness center dan kolam renang
- anjir jemput bandara & stasiun lokal
- termasuk 21% pajak dan pelayanan

**Rp. 600.000,- net**

1 February - 28 February 2009

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**One Night accommodation in Superior Room**
- Buffet Breakfast for two persons at Ratu Ratih Coffee Shop
- Dinner for 2 persons
- Beautiful Souvenir
- Free use of Pub & Karaoke Facilities
- Free use of Fitness and Swimming Pool
- Free Transportation to Airport, Railway Station w/o 21% Government Tax and Service Included
OX TAIL CULINARY
Rp. 37.500,- ++/porsi
Ratu Ratih Coffee Shop
25 January - 25 February 2009
- Sep Buntut Sahnid
- Sep Buntut Goreng
- Grilled Japanese
- Ox - Tail Mexicana
- Grilled BBQ Oxtail
- Sep Buntut Pepes
- Grilled Thai Oxtail
- Sep Buntut Balado

ARCHIPELAGO BARBEQUE
Gajah Mungkur Swimming Pool
Rp. 60.000,- net
Friday - Saturday
7 - 11 pm
1 March - 30 December 2009
SARAS Fitness Center
Open: 6 am - 8 pm
Daily Visit IDR 20,000 / person
- Aerobic
- Body Language
- Low Impact
- High Impact
- Tow Bo

GAJAH MUNGKUR Swimming Pool
Daily Visit IDR 10,000 / person

SPA Treatment
2nd Floor

Ala Carte SPA:
- Body Massage
- Face Massage
- Body Scrub
- Hand & Foot Massage
- Luxury Milk Bath
- Aromatherapy

SPA Treatment Package:
- Serenade Gaya
- Nirvana Gaya
- Spa Gaya
- Metta Esentia
- Jade Sense