

ABSTRACT

**Muhammadiyah University of Yogyakarta
Faculty of Social and Political Science
Communication Science Studies
Public Relations Course**

Nama : Maya Septiani

NIM : 20130530278

**“A Moslem Friendly Hotel” Branding Strategy By Cakra Kusuma Hotel
Yogyakarta**

**Thesis Year: 2017 + 142 pages + 16 attachments + 17 pictures + 4 tables +
3 charts + 25 books + 6 internet sources**

Yogyakarta is now visited by many local and foreign tourists, both are muslims and non-muslims. The Government of Yogyakarta is recently developing a halal friendly destinations that is now being popular to many muslim tourists. Therefore, Yogyakarta is now also overcrowded by the hospitality industries where those industries have to compete one to each other to hold on their existence. As what Cakra Kusuma Hotel has done in arranging some strategies to attract the attention of tourists, visitors, clients, also guests whose coming to Yogyakarta beside of participating government program to develop a halal friendly destinations. On this research, the author tries to describe some implementation activities of “A Moslem Friendly Hotel” branding strategy by Cakra Kusuma Hotel Yogyakarta in facing a tight competition between hotel industries in Yogyakarta.

Qualitative approach is used on this research. Descriptive study-case method will deeply explore a particular case to get data by involving marketing communication and mix marketing theory. The data will be collected by using an interview and documentary analysis method.

Based on this research, the result shows that branding strategy conducted by Cakra Kusuma Hotel has been successfully implemented, starting from the preparation process, determining steps taken before branding implementation and the tools chosen have been effective to be applied on “A Moslem Friendly Hotel” branding activities. The data shows that the visitors with Islam background who came to Cakra Kusuma Hotel to stay overnight, to have an event and also enjoying the halal food has increase.

Key Words: Branding Strategy, Hotel, Moslem Friendly, Halal