

## **ABSTRAK**

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**Judul Skripsi : Strategi Branding Syariah Hotel Grand Dafam Q Banjarbaru**

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Berdasarkan program dari Kementerian Pariwisata mengenai pengembangan *Halal Tourism* di Indonesia. Hotel Syariah kini kian marak di Indonesia, menanggapi perkembangan isu tersebut Kota Banjarbaru yang merupakan kota Administrasi (Pusat Pemerintah Provinsi) menyediakan satu-satunya hotel Syariah di Kalimantan Selatan. Grand Dafam Q Banjarbaru satu-satunya hotel bintang empat yang berani menerapkan *branding* sebagai hotel syariah diantara hotel konvensional dengan *branding MICE and lesuire*. Grand Dafam Q Banjarbaru berdiri selama 4 tahun dan dapat menjadi *market leader* di Banjarbaru. Penelitian ini memaparkan implementasi strategi *branding* syariah yang dilakukan oleh Grand Dafam Q Banjarbaru dalam bertahan di kota Administrasi. Penelitian ini, menggunakan pendekatan kualitatif dengan metode studi kasus deskriptif yang melibatkan teori Penyusunan serta Implementasi *Branding* oleh Temporal dan Dewi. Metode pengumpulan data yang dilakukan melalui wawancara dengan *General Manager, PR, Sales, HRD, Designer* dan Konsumen hotel. Selanjutnya observasi *interior* bangunan, fasilitas, pelayanan dan analisis dokumen (dokumen pribadi dan dokumentasi peneliti). Hasil penelitian, temuan unik dalam pelaksanaan strategi *branding* Grand Dafam Q Banjarbaru mengutamakan *brand experience* untuk komunikasi *brandnya*. Data menunjukkan bahwa okupansi hotel meningkat dari 47% hingga 72% setelah *branding* syariah Ramah, Aman, Nyaman diterapkan oleh Grand Dafam Q Banjarbaru. Proses penyusunan strategi *branding*, implementasi *branding*, pemilihan *tools* komunikasi *branding* hingga mengkomunikasikan telah dilaksanakan oleh hotel. Strategi *branding* yang dilakukan oleh hotel sudah diimplementasikan baik dengan beberapa kekurangan pada komunikasi *branding* yang belum dilaksanakan dengan maksimal.

**Kata Kunci: Hotel, Syariah, Strategi *Branding***

## **ABSTRACT**

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Based on the program from the Ministry of Tourism regarding the development of Halal Tourism in Indonesia. Sharia hotels are now increasingly prevalent in Indonesia, responding to the development of these issues Banjarbaru City which is a city of Administration (Provincial Government Center) provides the only Sharia hotel in South Kalimantan. Grand Dafam Q Banjarbaru is the only four-star hotel that dares to apply branding as a sharia hotel among conventional hotels with the branding of MICE and lesuire. Grand Dafam Q Banjarbaru stands for 4 years and can be a market leader in Banjarbaru. This research describes the implementation of sharia branding strategies carried out by Grand Dafam Q Banjarbaru in surviving in the city of Administration. This reaserch used a qualitative approach with descriptive case study methods involving the preparation *branding* theory and the implementation of *branding* by Temporal and Dewi. Research data collection methods were carried out through interviews with General Managers, PR, Sales, HRD, hotel designer and consumer. In addition, observation of building interiors, facilities, services and document analysis (personal documents and researcher documentation). Unique findings from this reaserch is in implementing the Grand Dafam Q Banjarbaru *branding* strategy that prioritize *brand* experience for *brand* communication. Data shows that hotel occupancy increased from 47% to 72% after Islamic *branding* was friendly, safe, and comfortable to be applied by Grand Dafam Q Banjarbaru. The process start from preparing *branding* strategies, *branding* implementation, selection of *branding* communication tools until communicate the *brand* has been carried out by the hotel. The *branding* strategy carried out has been implemented well with several shortcomings in communicating the *brand* that has not been implemented optimally.

**Keywords: Hotel, Sharia, Branding Strategy**