

ABSTRACT

In an increasingly competitive and digitalized hospitality industry, the role of Public Relations (PR) is crucial in shaping, maintaining, and restoring a hotel's brand image to remain relevant amidst the dynamics of public opinion. This study explores the role and strategies of PR implemented by Lorin Solo Hotel in strengthening its brand image while addressing reputation challenges, using a qualitative approach through interviews with the hotel's Senior PR Manager and analysis of related strategic data. The findings reveal that Lorin Solo Hotel applies four key pillars in its PR strategy: building a strong digital reputation, consistently publishing press releases, actively engaging in social or collaborative events, and maintaining relationships with media, partners, and stakeholders. In conclusion, PR at Lorin Solo Hotel serves as the hotel's frontline in enhancing public awareness and competitiveness among other hotels. Therefore, it is essential for hotels to continually develop communication strategies that align with current trends while preserving the brand's unique identity as a key differentiator from competitors.

Keywords: Public Relations, Brand Image, Lorin Solo Hotel