



Innovation in Cyber Public Relations at Grand Soll Marina Hotel

Astika Puspita Sari^{1*}, Lathifa Prima Ghanistyana², Mujahid Muhammad Ihsan³,
Suci Nurfadilah⁴, Yoris deriyana⁵

Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Politik, Universitas
Muhammadiyah Tangerang, Kota Tangerang, Indonesia

Email: astikapuspita19@gmail.com, lathifaprima09@gmail.com,
mujahidihsan6@gmail.com, sucinurfadillah2211@gmail.com,
Yorisderiyana30@gmail.com

ABSTRACT (10 PT)

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In the rapidly evolving digital era, conventional public relations (PR) strategies are no longer adequate to meet the communication demands of modern consumers, particularly in the competitive hospitality industry. This study aims to examine how innovations in Cyber Public Relations (Cyber PR) implemented by Grand Soll Marina Hotel influence digital engagement and brand reputation. The research uses a quantitative approach with survey methods, targeting 100 digitally active respondents aged 18–45 who have interacted with the hotel's social media platforms. Data were collected using validated Likert-scale questionnaires and analyzed through descriptive statistics and simple linear regression. The results show that innovations such as creative visual content, interactive social media engagement, responsive communication, and the use of technologies like virtual tours and chatbots significantly impact digital public engagement. The regression analysis revealed a strong positive correlation ($\beta = 0.487$; $p < 0.05$) between Cyber PR innovation and engagement. These findings suggest that Cyber PR serves not just as a promotional tool but as a strategic pillar for reputation management and customer loyalty. The study highlights the importance of adaptive communication strategies and recommends ongoing evaluation and enhancement of digital PR initiatives.

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INTRODUCTION

The development of digital technology has brought fundamental changes in various fields, one of which is organizational communication, especially in public relations (PR) practices. Along with the widespread use of the internet and social media, PR activities are no longer limited to conventional media such as newspapers, magazines, or television, but have transformed into the digital realm in the form of Cyber Public Relations (Cyber PR). Cyber PR is a new approach in communication that utilizes digital technology to reach the public faster, more broadly, and interactively. In this context, technology is not only a tool, but a primary medium that influences how messages are conveyed and received by the public (Sarel, 2025). Organizations in this era are required to be able to adjust their communication strategies to be in line with the public's information consumption patterns that are now more common on digital platforms (Solihat & Pratami, 2021). It's no surprise that Cyber PR has become one

of the essential elements in modern marketing and communication strategies, especially in service industry sectors that rely heavily on public perception, such as the hospitality industry.

In the midst of increasingly fierce competition in the hospitality industry, efforts to build a positive image and customer trust are top priorities. Grand Soll Marina Hotel, as one of the thriving star hotels in Tangerang City, has shown initiative in adopting various innovations in its Cyber PR strategy. The hotel not only displays quality services through physical facilities, but also actively promotes itself through social media, websites, and other digital platforms. For example, in the new year's event titled "A Night at Grand Soll Marina," the hotel presents the concept of events that are promoted digitally with an interactive approach to the target audience, such as online quizzes, tagline campaigns on Instagram, and collaborations with local influencers (Tangerang City Government, 2024). This strategy reflects a Cyber PR approach that not only focuses on delivering information, but also builds engagement between hotels and potential guests in real time. This is in line with the opinion of Joli (2025) who states that community-based digital engagement is a crucial element in shaping loyalty and a more personalized customer experience.

In addition, the implementation of innovation in Cyber PR also reflects changing consumer expectations that increasingly demand transparency, speed of response, and relevance of content. In research conducted by Abidah & Arifin (2022), it was found that consumers are now more responsive to brands that are able to provide a two-way communication experience through digital platforms rather than formal one-way communication. In the context of Grand Soll Marina Hotel, innovation can be seen from the use of interactive features such as direct booking through social media, collection of testimonials through user-generated content, and analysis of public sentiment based on online comments. This approach allows hotels to understand market needs more quickly while strategically maintaining brand reputation. This transformation also illustrates that modern PR is no longer just about publications, but has become part of end-to-end customer experience management (Kusumo & Setyawan, 2023).

Nevertheless, while the adoption of Cyber PR offers a variety of benefits, there are significant challenges that hospitality industry players need to face, including Grand Soll Marina Hotel. One of them is consistency in conveying brand identity across various digital channels, as well as the ability to quickly manage crises in an open and dynamic public space. According to Sari & Nugroho (2020), in the digital era, reputation issues can spread very quickly, so every organization needs to have a robust and data-based crisis communication strategy. Therefore, innovation in Cyber PR is not only related to the technology used, but also to the quality of strategic communication planning which includes mapping digital stakeholders, monitoring online conversations, and periodic content performance evaluation.

Based on this background, this study aims to examine in depth various forms of innovation in Cyber Public Relations practices implemented by Grand Soll Marina Hotel. The focus of the research is to understand the digital communication strategies used by hotels, how they affect public image and customer loyalty, and the challenges faced in their implementation. This research is expected to make a theoretical and practical contribution to the development of communication science, especially in the realm of digital PR, as well as a

reference for other hospitality institutions in designing relevant and adaptive communication strategies in the era of digital transformation.

Seeing the urgency of innovation in Cyber Public Relations practices, it is important to understand that the changing communication landscape is also influenced by the preferences of the digital native generation who are now the majority of the market in the hospitality industry. This generation not only wants fast and accurate information, but also demands authentic and emotionally relevant interactions. In this case, the presence of digital brands is very vital in creating a consumer experience that is not only informative, but also immersive. A study conducted by Putra & Oktaviani (2023) confirms that the success of a hotel in building emotional relationships with customers through digital channels has a direct impact on customer satisfaction and retention levels. This shows that the existence of Cyber PR is not only an external communication tool but has become a strategic element in the process of creating customer value.

Grand Soll Marina Hotel as a case study in this study is interesting because this hotel has placed digital transformation as the foundation in building communication with its public. Not only relying on conventional strategies such as publication through print media or offline event activities, but the hotel is also actively exploring new approaches through visual storytelling content, collaborative digital campaigns, and optimization of social media algorithms. This effort is strengthened using big data and social media analytics to find out market trends more specifically and accurately (Wulandari & Handayani, 2024). The use of technology not only serves as a medium for spreading messages, but also as an evaluation tool that allows the measurement of the effectiveness of communication campaigns in real time. Thus, Grand Soll Marina not only adapts to the digital era, but also develops innovations that are proactive and predictive in reaching out and maintaining relationships with the public.

There is no denying that Cyber PR innovation in the hospitality sector has also been affected by global crises such as the COVID-19 pandemic which has forced the industry to transform rapidly. The pandemic period is a turning point that encourages organizations, including hotels, to utilize digital technology in delivering crisis information, maintaining two-way communication with customers, and rebuilding public trust that had declined (Lestari & Farida, 2021). In the context of Grand Soll Marina Hotel, the adaptation can be seen from the efforts to digitize service procedures, promotional campaigns that focus on safety and cleanliness, and a humanist approach in every digital content they convey. This situation proves that innovation in Cyber PR is not only seen in terms of technology, but also in the ability of organizations to respond to changes in social situations in an empathetic and responsive manner. As stated by Nugroho & Prabowo (2022), the success of Cyber PR in times of crisis is largely determined by narrative flexibility and social sensitivity in managing public perception.

Therefore, it is important for this study to delve deeper into the forms of innovation carried out by Grand Soll Marina Hotel in the realm of Cyber PR and how it impacts the relationship between hotels and the digital public. This research not only seeks to identify the instruments or media used in digital communication, but also wants to understand more deeply how such communication strategies are developed, implemented, and evaluated in the context of the hospitality industry. In addition, this research will also analyze the challenges faced in

the Cyber PR innovation process, including in terms of human resource competence, digital algorithm dynamics, and rapid and complex changes in digital audience behavior. With a comprehensive analysis, it is hoped that the results of this research can contribute both to the development of digital PR practices in the hospitality sector and to the development of strategic communication theory in the ever-evolving digital era.

In the digital era, conventional public relations strategies are no longer sufficient to meet the communication needs of modern audiences, particularly in highly competitive sectors like hospitality. Grand Soll Marina Hotel, like many in the industry, faces the challenge of adapting to new media environments where public perception is heavily shaped by real-time digital interactions. The core issue lies in how effectively Cyber Public Relations (Cyber PR) innovations can be implemented to strengthen digital engagement, enhance brand reputation, and align with rapidly changing customer expectations in the online sphere.

The urgency of adopting Cyber PR strategies stems from the rapid evolution of communication technologies and the increasing dominance of digital-native consumers, particularly millennials and Gen Z, who demand transparency, interactivity, and emotional connection in brand communications. In the hospitality industry, where service perception is a key competitive differentiator, failure to adapt to these digital expectations can lead to reputational decline and customer disengagement.

Moreover, global disruptions like the COVID-19 pandemic have further accelerated digital transformation, forcing hotels to reinvent their communication models almost overnight. In this context, Cyber PR has become more than just a promotional tool—it is a strategic function in crisis communication, trust recovery, and sustainable customer relationship management. Therefore, understanding and optimizing the innovative practices in Cyber PR is critical for long-term competitiveness in the hospitality sector.

Rismayanti & Yusuf (2022) and Putri & Hartati (2023) emphasized the power of visual branding in digital communication, highlighting its role in shaping consumer perception and service expectations. These studies demonstrated how aesthetic and strategic digital visuals improve public trust and brand competitiveness, especially in service-driven industries.

Handayani & Nugroho (2020) and Wibowo & Amalia (2021) focused on the impact of two-way communication and storytelling in building emotional engagement and digital loyalty. Their findings showed that personalized, humanistic narratives significantly enhance consumer attachment to brands, particularly when delivered through responsive social media interaction.

Mahendra & Sari (2023), along with Rachmawati & Sofyan (2022), explored the use of technology such as chatbots and virtual tours in the hospitality industry. They concluded that these tools enhance operational efficiency and customer satisfaction, providing immersive experiences that bridge physical and digital touchpoints in hospitality marketing. However, few studies link these elements comprehensively to measurable digital engagement outcomes in a hospitality-specific Cyber PR strategy.

While there is extensive literature on digital marketing, branding, and technology use in hospitality, few studies offer an integrated analysis of Cyber PR innovation that combines visual content strategy, interactive communication, storytelling, and emerging technologies in a single framework. Even fewer provide empirical evidence on how these elements affect

digital public engagement using statistical methods. This study fills that gap through a quantitative analysis of Cyber PR at Grand Soll Marina Hotel.

This research is unique in its application of a structured, quantitative method—using surveys and regression analysis—to assess the impact of Cyber PR innovation on digital engagement within the hospitality sector. It provides a comprehensive model that links visual content creativity, social media interactivity, storytelling, and technology adoption to measurable outcomes in brand engagement, offering practical and replicable insights for hospitality communication strategy.

The objective of this study is to identify and evaluate the innovations in Cyber Public Relations implemented by Grand Soll Marina Hotel and to analyze their influence on public digital engagement. The research aims to understand how digital content strategies and technology usage affect the effectiveness of communication and brand interaction with the public.

This research benefits hotel managers, public relations professionals, and digital strategists by providing data-driven insights into the effectiveness of Cyber PR innovation. It serves as a strategic guide for enhancing brand engagement, improving public communication, and developing adaptive, technology-integrated PR frameworks that are relevant to today's digital hospitality landscape.

METHOD

This study uses a quantitative approach with survey methods as the main technique in data collection. The quantitative approach was chosen because it is considered to be able to provide a systematic, measurable, and objective picture of the Cyber Public Relations innovation implemented by Grand Soll Marina Hotel. As explained by Sugiyono (2022), the quantitative approach is very effective in social research which aims to measure social symptoms statistically and look for relationships between variables. In the context of this study, the variables studied include the form of Cyber PR innovation, the frequency of digital media use, public perception of hotel digital content, and the impact of the digital strategy on public engagement. With this approach, it is hoped that the research will be able to explain the digital communication patterns developed and their success rate based on the relevant respondents' responses.

The population in this study is consumers and followers of Grand Soll Marina Hotel's social media, both on Instagram, Facebook, and TikTok, as the platform is the main channel in the hotel's Cyber PR activities. Samples were taken using the purposive sampling technique, which is a sampling method based on certain criteria relevant to the research objectives. The respondent criteria are those who have interacted digitally with the official Grand Soll Marina Hotel account and are between 18–45 years old, because this age group is included in the digital native and digital savvy segments that are most active in consuming and responding to digital content Kusuma & Rahardjo (2023). The number of respondents sampled in this study was 100 people, in accordance with the minimum provisions in descriptive and correlational statistical analysis which requires the number of samples to represent the population proportionally (Siregar, 2022).

The instrumentation in this study is in the form of a closed questionnaire with a Likert scale of 1–5, which measures how much influence various elements of Cyber PR innovation have on public perception and engagement. This questionnaire consists of several main indicators, including: creative visual content, social media interactivity, digital response speed, and the use of the latest technological features such as virtual tours and chatbots. The validity and reliability of the instrument were tested first through a pre-test on 30 respondents who were not included in the main sample. The test results showed a Cronbach's Alpha value of 0.81 which showed that the instrument had good internal consistency Putri & Hartati (2023). Thus, the measuring tool in this study can be said to be feasible and reliable in describing the phenomenon studied.

The data analysis techniques used were quantitative descriptive analysis and simple linear regression analysis, which were carried out using SPSS software version 26. Descriptive analysis was used to determine the public's perception of the Cyber PR Grand Soll Marina Hotel, while linear regression was used to test the influence of innovation on the level of public digital engagement. This technique is considered relevant because it is able to explain the influence of one independent variable on the dependent variable in the context of complex but measurable digital communication (Hartono, 2021). In addition, to strengthen the quantitative findings, data triangulation was also carried out with short interviews with two hotel digital marketing staff, in order to gain an in-depth understanding of internal strategies and considerations in Cyber PR innovation.

Element	Description
Research Approach	Quantitative
Research Methods	Survey
Population	Consumers and media followers 203 of ublic Grand Soll Marina Hotel (Instagram, Facebook, TikTok) aged 18–45 years old
Sample	100 respondents were selected using 203ublic purposive sampling
Respondent Criteria	Users who have digitally interacted with the official Grand Soll Marina Hotel account and are 18–45 years old
Instrumentation	A closed-ended questionnaire on a Likert scale of 1–5 that measures the influence of Cyber PR innovations on public perception and engagement
Validity and Reliability	Ublc203r 203203trial 203 in 30 respondents (Cronbach's Alpha = 0.81)
Data Collection Techniques	The survey used questionnaires shared online and brief interviews with two hotel digital marketing staff
Data Analysis	Quantitative descriptive analysis and simple linear regression using SPSS software version 26.
Data Triangulation	Interviews with two hotel digital marketing staff to gain additional perspectives on Cyber PR innovations

By designing methods like this, the research is expected to be able to provide a valid and accurate picture of how innovations in Cyber PR are applied at Grand Soll Marina Hotel, as well as its strategic implications in building effective and interactive communication with 203ublic in the ever-changing digital era.

RESULTS AND DISCUSSION

Based on the data from the questionnaire results that have been distributed to 100 respondents, it was found that the majority of respondents are aware of various innovations in the Cyber Public Relations strategy implemented by Grand Soll Marina Hotel. As many as 87% of respondents stated that they knew the hotel's public media account and actively viewed the uploaded content, especially on Instagram. Most respondents also rated that the visual appearance of the content, such as the consistent use of graphic design and the use of colors that match the brand, gave the impression of being inclusive and attractive. These findings show that visualization in public media is still a crucial aspect in building public image and perception in the digital era. In addition, 74% of respondents felt that two-way interactions such as comment features and direct replies from account admins gave a sense of personalization and closeness to the hotel, which significantly increased their digital engagement.

Technology-based innovation is also one of the aspects that is considered very prominent by the respondents. As many as 62% of respondents stated that they had used or seen the virtual tour feature offered through a special link shared on the media of public Grand Soll Marina Hotel. They consider this feature to be a very helpful innovation in decision-making before making room reservations or holding events. Features like this are one of the manifestations of the implementation of augmented digital experiences in hospitality which is now a global trend. In addition, the use of WhatsApp-based chatbots that provide automated responses to room availability questions and promotions is also considered effective. As many as 69% of respondents were satisfied with the speed of response, which indirectly strengthened the hotel's image as an innovative and modern entity.

Descriptive public r analysis showed that public r "content creativity" obtained the highest average score ($M = 4.31$; $SD = 0.51$), followed by public r "quick response to public questions" ($M = 4.17$; $SD = 0.58$), and public r "utilization of the latest digital technology" ($M = 4.05$; $SD = 0.62$). These values show a perception that tends to be very positive towards the implementation of Cyber PR at Grand Soll Marina Hotel. This finding is strengthened by the results of simple linear regression analysis which shows a positive and significant influence between Cyber PR (X) innovation on digital public (Y) engagement with a regression coefficient value of $\beta = 0.487$ and a significance value of $p = 0.000$ ($p < 0.05$). These results reinforce previous studies that stated that digital communication innovations supported by technology have a direct impact on public engagement and positive image of institutions.

The results of a brief interview with two digital marketing staff of Grand Soll Marina Hotel also corroborated the quantitative findings. They stated that the Cyber PR strategy applied does not only focus on the promotion of services, but also on the emotional approach and storytelling developed in each content. They emphasized that consistency in establishing two-way communication and answering public questions quickly is the main key to success in establishing long-term relationships digitally. Thus, it can be concluded that innovations in Cyber Public Relations not only have an impact on increasing the digital visibility of hotels, but also make a real contribution to increasing public engagement and trust.

Table 2 Average Respondents' Perception of Cyber Innovation PR Grand Soll Marina Hotel

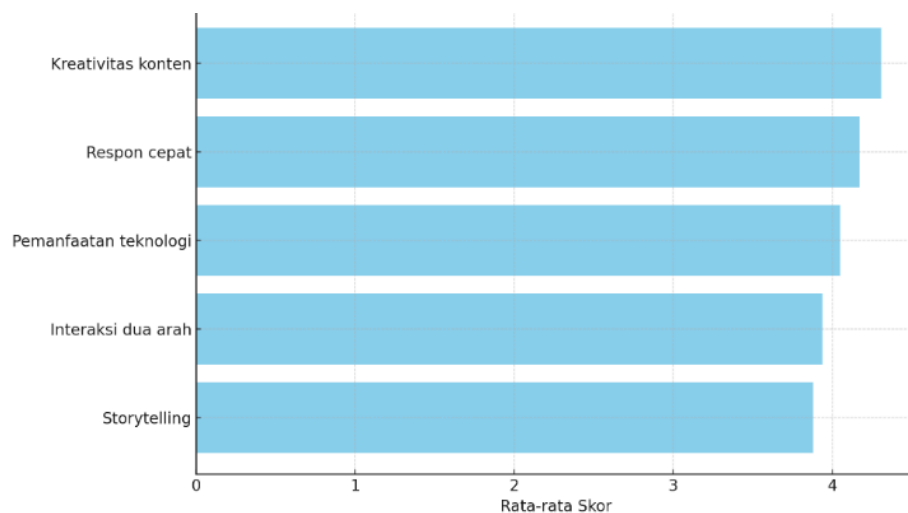
Indicators	Average (Mean)	Standard Deviation (SD)
Digital content creativity	4.31	0.51
Quick response to public inquiries	4.17	0.58
Utilization of the latest digital technology	4.05	0.62
Two-way interaction through social media	3.94	0.67
Conveying messages through storytelling	3.88	0.72

Source: Diolah Penulis

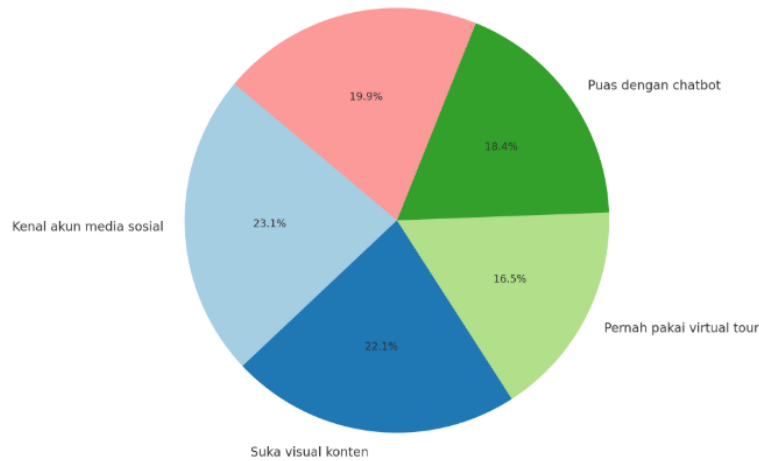
Tabel 3 Hasil Analisis Regresi Linier Sederhana

Variable	Coefficient (β)	Sig. (p-value)	Interpretation
Cyber PR Innovation (X) $\rightarrow$ Public Engagement (Y)	0.487	0.000	Significant, positive influence

Source: Diolah Penulis

**Gambar 1. Rata-Rata Pesepsi Responden terhadap Inovasi Cyber PR**

Sumber: Diolah Penulis



Gambar 2. Distribusi Persepsi Positif Responden terhadap Fitur Cyber PR
Sumber: Diolah Penulis

The Effectiveness of Content Innovation and Visual Strategies

The findings of the study show that the digital content creativity indicator is the most dominant aspect in the success of Cyber Public Relations innovation at Grand Soll Marina Hotel. Respondents rated highly on visual content that was consistent, engaging and reflective of the hotel's professional image. This strategy shows that Grand Soll Marina not only focuses on digital presence, but also pays attention to aesthetic quality and visual narrative as key elements in building public perception. Digital visualizations, such as high-quality photos, cinematic promotional videos, and harmonious Instagram feed designs, are key assets in creating visual appeal and shaping memorable digital experiences for audiences.

This condition is in line with the results of research by Rismayanti & Yusuf (2022), who found that visual power in digital communication plays an important role in increasing the credibility and competitiveness of organizations. In the context of the hospitality industry, a convincing visual display can form positive expectations of the services that customers will receive (Putri & Hartati, 2023). Therefore, the visual content innovation carried out by Grand Soll Marina not only reflects adaptation to digital developments, but also reflects a deep understanding of consumer psychology that is increasingly visual-oriented in accessing information.

Two-Way Interaction and Personal Digital Branding

Two-way communication strategies through social media have also proven effective in strengthening relationships with the public. The results of the study showed that respondents were satisfied with the quick and friendly response from the hotel's digital PR team to questions, comments, and criticisms submitted on the digital platform. This responsive and humane communication is an important pillar in creating emotional engagement between the hotel and its audience, and shows that Grand Soll Marina has applied the principles of symmetrical two-way communication optimally.

This is strengthened by the findings of Wibowo & Amalia (2021) who explain that two-way communication in social media contributes significantly to digital public loyalty. Responsiveness is not just a communication technique, but a representation of the image and professionalism of the institution in the eyes of the public. In addition, the hotel's efforts in creating a strong brand narrative through storytelling content also provide added value in brand personalization. This strategy is very much in line with the study of Handayani & Nugroho (2020) which emphasizes that a humanist narrative approach is able to form deeper emotional bonds, especially in the millennial and Gen Z segments who are more responsive to communication that touches on the personal side

The Utilization of Technology as a Pillar of Innovation

The use of technology such as virtual tours and WhatsApp chatbots is a concrete form of implementing digital innovation in Grand Soll Marina's Cyber PR strategy. This technology allows potential guests to virtually explore hotel facilities and obtain real-time information without having to come directly to the location. Virtual tours, in this case, become an interactive promotional medium that is not only informative but also creates an engaging and immersive digital experience. The presence of this technology marks the transformation from one-way communication to a participatory digital experience.

Rachmawati & Sofyan (2022) explained that the use of interactive technology such as augmented reality and virtual tours in the hospitality sector has been proven to increase customer trust and interest. In addition, the use of AI-based chatbots helps increase efficiency in public services and minimize response times. Mahendra & Sari (2023) also added that chatbots have been proven to increase customer satisfaction because they are able to provide accurate answers quickly without operational time constraints. Grand Soll Marina has thus demonstrated technological readiness that is relevant to today's public communication trends.

The Influence of Cyber PR Innovation on Digital Engagement

The results of linear regression analysis showed a positive and significant influence between Cyber PR innovations on the level of public digital engagement, with a coefficient value of 0.487 and a significance of 0.000. This indicates that every digital innovation effort undertaken by hotels contributes tangibly to increased public interaction on social media and other digital platforms. The engagement in question includes likes, shares, comments, and direct inquiries that increase along with the improvement and development of digital innovation.

These findings are in line with the study of Yuliani & Kurniawan (2021), which shows that digital engagement is greatly influenced by the quality and diversity of content innovations presented by companies. High digital engagement reflects an organization's success in understanding its audience's information needs and preferences. Therefore, Grand Soll Marina needs to maintain this innovation strategy by continuing to keep abreast of the latest digital trends and conducting periodic evaluations of public responses.

Strategic Implications for Cyber PR Development

Based on the findings of the research, it can be concluded that innovations in Cyber PR make a real contribution to strengthening digital reputation, increasing public trust, and expanding the reach of communication. Strategies such as visual content, storytelling, two-way communication, and technology integration have created communication systems that are not only informative but also interactive and relational. This is especially important in a hospitality industry that relies heavily on image and experience-based service.

Fauziah & Prasetyo (2023) emphasized the importance of continuous training for public relations teams in facing the ever-growing challenges of digital communication. Grand Soll Marina can consider expanding its digital communications team with content specialists, social media analysts, and communication technology developers to be able to respond to the dynamics of public expectations. By continuing to maintain the quality of innovation and making the public a communication partner, Cyber PR is not only a communication tool, but also part of a long-term public relations management strategy.

CONCLUSION

Based on the research findings, it can be concluded that the Cyber Public Relations innovations implemented by Grand Soll Marina Hotel significantly enhance the effectiveness of digital communication and public engagement. Strategies such as visual branding, two-way social media interaction, storytelling, and the integration of digital technologies like virtual tours and chatbots have proven successful in increasing audience engagement and reinforcing a positive brand image in the digital space. These innovations not only reflect an adaptive response to technological developments but also demonstrate strategic foresight in building long-term, participatory, and human-centered relationships with the public. The consistent professionalism of the hotel's digital communication team further strengthens this success, positioning Cyber PR not merely as a promotional tool but as a core component of reputation management and brand differentiation in a highly competitive hospitality industry. For future researchers, it is recommended to expand the scope by conducting comparative studies across multiple hotels or hospitality brands, incorporating longitudinal data to assess the sustainability of Cyber PR strategies, and exploring the role of AI-driven analytics in optimizing real-time digital communication effectiveness.

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