

ABSTRACT

Role of a Cluster Public Relations Trainee at Swiss-Belhotel Batam

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The Author completed the internship that was carried out for 3 months from 11th February to 11th May 2019. The internship activity that was carried out by the Author was Cluster Public Relations Trainee in sales and marketing department of SBI Batam (Swiss-Belhotel Internation Batam). The chosen topic for this report is “Role of a Cluster Public Relations Trainee at Swiss-Belhotel Batam”.

The purpose of this internship activity, besides as a requirement to achieve bachelor title in a Tourism Management, also to improve and gain experience as a marketing in hotel. The data collection techniques used in preparation of this report are interview, observation as well as data gathering.

Sales and marketing department is divided to 3 sections, which are sales, marketing, as well as e-commerce. In marketing department, there is Cluster PR (Public Relations) Executive and Cluster GD (Graphic Desinger) that have its own role and contribution to the hotel. As for a Cluster Public Relations Trainee, the Author is tasked to assist Cluster PR Executive and Cluster GD who are ready and willing to help the author to learn and experience everything regarding marketing activities.

During this internship activity, the Author faced several cases in marketing department, while these cases are in the form of the application of CIM (Corporate Indentity Manual), rebranding, as well as marketing. These cases happened due to few reasons and the Author has the opportunity to gain a lot of experiences regarding solving problems and giving opinion and advice to the hotel, especially in sales and marketing.

Key words: *Cluster Public Relations Trainee, Marketing department, SBI Batam*