

ABSTRAK

Arsita, Surya Devi. 2022. *Strategi Komunikasi Hubungan Masyarakat Lily Project dalam Meningkatkan Kualitas Jasa Pelayanan Wedding Organizer Disaat Pandemi*. Skripsi, Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Pembimbing: Ir. H. M. Thamrin M.S.i

Kata Kunci : *Komunikasi Humas, Kualitas Jasa Pelayanan, Wedding Organizer Lily Project, Pandemi*

Penelitian ini bertujuan untuk menganalisa, mengamati, dan strategi yang humas Lily Project gunakan dalam meningkatkan kualitas jasa pelayanan disaat pandemi itu sudah berjalan dengan baik atau tidak, karena keberhasilan perusahaan dalam meningkatkan serta mempertahankan kualitas jasa pelayanan tergantung apa yang dilakukan humas atau apa yang dikatakan pimpinan, dan management. Hubungan antara fungsi humas dalam meningkatkan kualitas jasa pelayanan *wedding organizer* Lily Project disaat pandemi, dengan menggunakan fungsi humas sebagai strategi perusahaan dalam membuat peningkatan kualitas jasa pelayanan yang ada di *wedding organizer* Lily Project disaat pandemi. Dapat mengambil kesimpulan bahwa strategi yang mempengaruhi peningkatan kualitas jasa pelayanan *wedding organizer* Lily Project disaat pandemi adalah perencanaan yang terencana dan terarah, struktural perusahaan yang tertata rapi, kinerja crew yang baik dengan sesuai kebijakan pimpinan, penempatan tugas perdevisi yang tepat dan sesuai kemampuan, hubungan baik dengan crew, vendor, dan pelanggan, selalu mengasah kreativitas dan inovasi – inovasi baru, dan evaluasi agar kinerja yang dilakukan dapat meningkat. Dengan adanya temuan Strategi Komunikasi Hubungan Masyarakat dalam Meningkatkan Kualitas Jasa Pelayanan Wedding Organizer Disaat Pandemi tersebut dapat menambah minat pelanggan serta dapat terus meningkatkan kualitas jasa pelayanan yang ada dan lebih meningkatkan kreativitas, wawasan, semakin terus berinovasi dan berkembang.

ABSTRACT

Arsita, Surya Devi. 2022. *Lily Project Public Relations Communication Strategy in Improving the Quality of Wedding Organizer Services During a Pandemic*. Thesis, Communication Studies Program, Faculty of Social and Political Sciences, University of Muhammadiyah Jember. Supervisor : Ir. H. M. Thamrin M.S.i

Keywords : *Public Relations Communication, Service Quality, Lily Project Wedding Organizer, Pandemic*

This study aims to analyze, observe, and the strategies that Lily Project public relations use in improving the quality of services when the pandemic is going well or not, because the company's success in improving and maintaining the quality of services depends on what the PR does or what the leadership says. , and management. The relationship between the public relations function in improving the quality of Lily Project wedding organizer services during a pandemic, by using the public relations function as a company strategy to improve the quality of services available at the Lily Project wedding organizer during a pandemic. It can be concluded that the strategies that affect the quality improvement of Lily Project wedding organizer services during a pandemic are planned and directed planning, well-organized corporate structure, good crew performance in accordance with leadership policies, proper placement of divisional tasks and according to abilities, good relations with crew, vendors, and customers, always hone creativity and new innovations, and evaluate so that the performance can be increased. With the findings of the Public Relations Communication Strategy in Improving the Quality of Wedding Organizer Services During the Pandemic, it can increase customer interest and can continue to improve the quality of existing services and further increase creativity, insight, continue to innovate and develop.