

ABSTRACT

Public relation has a very important role in every company, this is because the role of public relations itself can be a means to create a good image among the community. This is the reason why public relations is widely known as the spearhead of the company. In the current era of technology, all human activities and activities are assisted by technology, as well as in the implementation of the PR role or often known as cyber public relations, this is because the utilization and implementation of strategies from public relations utilizes existing media and technology.

In the current Covid-19 period, utilization cyber increasingly needed by almost every group and company, this is because a system is enforced that requires each of us to keep our distance or social distancing, work from home or stay at home , this triggers the role of Public Relations to be even more persistent in whether it's in launching a strategy so that the Aveta hotel continues to exist among the community and becomes a safe and comfortable place of choice during this pandemic, so strategies cyber must be properly considered considering that every company is competing to carry out various strategies as well.

This study uses qualitative research, the research methodology used is a descriptive approach where this research is carried out thoroughly, describing everything that is seen, heard and felt. Data collection was carried out by means of observations, interviews, and documentation conducted at Aveta Hotel Malioboro regarding how Aveta Hotel used media cyber during the Covid-19 pandemic in 2021.

The thesis entitled "Utilization of Cyber Public Relations in Efforts to Maintain Image during the Pandemic in 2021" is the result of the objectives that answer questions related to how to use cyber during the pandemic, and how are the strategies used by Aveta to overcome existing problems.

Keywords: Implementation (Utilization), Cyber Public Relations, Strategy

