

## PUBLIC RELATIONS COMMUNICATION STRATEGY IN BUILDING THE IMAGE OF AN ENVIRONMENTALLY FRIENDLY HOTEL: AN ANALYSIS OF GREENOTEL CILEGON

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Article Info	Abstract
<p><b>Keywords:</b> Communication, public relations, brand image, hotel, go green.</p> <p><b>Received:</b> December 22, 2025</p> <p><b>Approved:</b> January 21, 2026</p> <p><b>Published:</b> January 31, 2026</p>	<p>The increasingly competitive hospitality industry encourages hotels to develop strong differentiation, including through the formation of a brand image aligned with sustainable values. Greenotel Cilegon, a three-star hotel located in the industrial area of Cilegon City, adopts an environmentally friendly (go green) concept that requires an effective Public Relations communication strategy to strengthen its image. This study aims to analyze the Public Relations communication strategy in shaping the image of an eco-friendly hotel at Greenotel Cilegon. Employing a qualitative approach with a case study method, data were collected through in-depth interviews, field observations, and documentation, and analyzed using data reduction, data display, and conclusion drawing techniques. Information Integration Theory is used to explain the process of public perception formation. The findings indicate that Greenotel Cilegon implements its communication strategy through consistent social media management, publication of environmentally oriented activities, utilization of travel e-commerce platforms, and the creation of spatial experiences that emphasize sustainable values through recycled material designs. These strategies strengthen brand associations related to the uniqueness of the go green concept, natural aesthetic values, and environmental commitment, thereby supporting the formation of a positive public image. This study contributes theoretically by extending the application of Information Integration Theory in the context of sustainable hotel branding and Public Relations communication. Practically, the findings provide managerial implications for hotel managers and Public Relations practitioners to design integrated green communication strategies that ensure message consistency and alignment between communicated symbols and actual visitor experiences to enhance credibility and long-term brand reputation.</p>

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## INTRODUCTION

The hotel industry has experienced rapid growth in the past five years, primarily driven by increasing public awareness of sustainability and environmental responsibility. This trend requires hotels to differentiate themselves through brand identities that are not only functional but also ecologically valuable. The concept of going green has become a key strategy for building competitive advantage, particularly for hotels operating in industrial areas like Cilegon. Greenotel Cilegon is one hotel that has adopted an eco-friendly identity, and its successful implementation depends heavily on an effective and credible public relations strategy (Camilleri, 2021; Park et al., 2020).

Communication plays a crucial role in shaping public perception. Okocha (2020) explains that organizational communication functions not only to convey information but also to construct meaning, thus influencing the public's interpretation of the institution's identity. In the marketing realm, communication helps shape the values, experiences, and brand image perceived by consumers. Kotler and Keller (2020) emphasize that modern marketing communications must be able to create emotional connection while conveying relevant information, especially in the service industry, which relies heavily on customer perception and experience.

In the context of Public Relations, communication is a strategic instrument for building relationships and managing an organization's image. L'Etang (2021) states that Public Relations plays a crucial role in creating mutually beneficial relationships through consistent and transparent messaging. This aligns with the findings of Derakhshan and Karim (2021), who emphasized that digital PR strategies directly impact an organization's reputation. In the hospitality industry, the credibility of messages conveyed through social media has been shown to influence the formation of a hotel's brand image (Chan & Park, 2023). Therefore, Greenotel Cilegon's ability to communicate its environmentally friendly practices is a strategic factor in building the hotel's image.

Brand image is a fundamental element in determining a hotel's success in building positive perceptions. According to Alrawadieh et al. (2019) and Ahn et al. (2019), brand image is formed through direct experiences, information received by customers, and associations that stick in consumers' minds. Fang, Huang, and Su (2022) emphasize that consistency of communication messages and the quality of the customer experience are key factors in shaping a hotel's image, especially for hotels with a sustainable identity. In the context of green hotels, brand image is not only built through visual symbols or promotions but also relies on tangible evidence of the hotel's environmentally friendly practices (Han et al., 2021).

The issue of going green in the hospitality industry is increasingly attracting the attention of international researchers. A study by Hao, Xiao, and Chon (2020) showed that hotels that consistently implement and communicate environmentally friendly practices achieve higher levels of customer trust and loyalty. Research by Kang and Namkung (2019) and Suki and Suki (2020) also found that the quality of environmental practices and transparency of communication significantly influence customer attitudes and intentions. Effective sustainability communication helps customers understand the hotel's ecological value and reinforces a positive image (Grimmer & Grimmer, 2021; Sánchez-Sánchez et al., 2022).

The process of hotel image formation in this study is explained using Information Integration Theory. Kim and Kim (2021) explain that the public forms attitudes based on a combination of information from various sources, each with its own weight, depending on its credibility and relevance. In the hotel context, public perception is formed through direct experience, digital reviews, public relations messages, and social media content (Wang & Mattila, 2020; Hsu & Chen, 2023). When this information consistently conveys an environmentally friendly identity, the hotel's image will be stronger and more stable.

Several previous studies are relevant to this research theme. Shen et al. (2020) examined effective communication strategies in sustainable hospitality and identified key verbal and non-verbal tactics for communicating environmental practices. While this study highlighted the importance of sustainability communication, it did not specifically analyze how public relations strategies shape hotel brand image from a cognitive perspective. Furthermore, Ruliana and Dwiantari (2015) analyzed public relations strategies in shaping hotel image using a classic PR planning model. However, their study focused on general hotel image formation and did not address sustainability as a core branding dimension. Similarly, Sasongko (2016) examined green branding strategies in hotels, but emphasized branding and marketing aspects rather than the strategic role of public relations communication. A recent study on CSR communication in hospitality (Tao et al., 2024) investigated how message framing influences guest engagement. While informative, these studies employed experimental designs and did not explore the organizational communication processes through which a green identity is built and maintained.

Based on the review of previous relevant research results, there is still a gap in research on hotel image built by PR processes and performance. This study offers novelty by positioning Public Relations communication as a core mechanism in building the image of an environmentally friendly hotel and by expanding the application of Information Integration Theory to explain the alignment between sustainability messages and actual visitor experiences in the context of the hotel industry. By combining the concepts of communication, public relations, brand image, and sustainability communication, this study aims to provide an in-depth understanding of how an eco-friendly hotel identity can be built through a consistent, credible, and comprehensive communication strategy.

The research findings are expected to contribute to the development of academic studies and serve as a practical reference for hotel managers implementing sustainability concepts. Based on the review of previous relevant research results, there is still a gap in research on hotel image built by PR processes and performance. This study offers novelty by positioning Public Relations communication as a core mechanism in building the image of an environmentally friendly hotel and by expanding the application of Information Integration Theory to explain the alignment between sustainability messages and actual visitor experiences in the context of the hotel industry.

## **METHODS**

This research uses a qualitative approach with a case study method to gain a deeper understanding of the Public Relations communication strategy used to build the image of an environmentally friendly hotel, Greenotel Cilegon. The qualitative approach was chosen because the research focuses on the processes, meanings, and practices of communication that occur in a real-world context. The case study method

provides researchers with the opportunity to explore phenomena holistically while examining the relationship between communication, hotel identity, and public perception.

Data collection was conducted through in-depth interviews, observation, and documentation. Semi-structured interviews were conducted with five informants considered knowledgeable and involved in communication activities, particularly Public Relations and marketing staff. Researchers gathered information on digital communication strategies, sustainability messaging management, and the hotel's rationale for developing a green identity. Observations were conducted by observing physical elements of the hotel related to the eco-friendly concept, such as the use of recycled materials, visual messages displayed in public areas, and interactions reflecting sustainability values. This observation technique helped researchers see the alignment between the communicated messages and the practices implemented. Documentation was obtained from social media content, digital promotional materials, the hotel website, and internal archives describing Public Relations activities and sustainability campaigns.

Data analysis was conducted following the stages outlined by Miles, Huberman, and Saldaña: data reduction, data presentation, and conclusion drawing. During the data reduction stage, researchers selected information relevant to the research focus, such as communication strategies, sustainability narratives, and hotel identity visualizations. Data presentation was organized into a thematic narrative to identify patterns and relationships between categories. Conclusions were drawn in stages alongside the analysis process to maintain consistent data interpretation.

Data validity was strengthened by triangulation, which involves comparing findings from interviews, observations, and documentation. This triangulation ensures that findings are not based solely on a single source but are verified from multiple perspectives. Furthermore, limited member checking was conducted to ensure that the researchers' interpretations were not deviating from the actual context.

Greenotel Cilegon was selected purposively based on the hotel's characteristics, which promote an environmentally friendly concept in an industrial area, thus providing context relevant to the research focus. The scope of the study was limited to the Public Relations communication strategy in building a green image and did not include an evaluation of the hotel's technical operations. The research approach and techniques used are expected to produce a comprehensive understanding of how communication plays a role in forming the image of environmentally friendly hotels.

## RESULT AND DISCUSSION

### Digital Communication Becomes a Key Channel in the Public Relations Strategy

Research found that digital communication is a key element in Greenotel Cilegon's public relations strategy. The hotel intensively utilizes social media, particularly Instagram, as the primary channel to build its eco-friendly identity and image. This platform is used not only as a promotional tool but also as a medium to educate the public about the hotel's sustainability concepts. The content strategy employed includes uploading photos, short videos, stories, and reels showcasing green activities, the process of creating recycled decorations, upcycling-based interior design, and explaining energy-saving and waste-reduction policies.

The pattern shows that the hotel has developed a structured visual narrative focused on three main themes: recycled design innovation, an eco-friendly lifestyle,

and internal hotel activities that support sustainability. This narrative is conveyed through visual storytelling, making the message more easily understood by the public and creating an authentic impression. Documentation shows that each post uses a consistent visual style, with natural colors and tones that align with the hotel's green identity, strengthening brand consistency.

Digital interaction is also a crucial part of the PR strategy. The hotel responds to comments, answers follower questions, and utilizes the DM feature as a communication channel with potential guests. This activity strengthens relationships with the public by creating responsive, two-way communication. Furthermore, several posts show guests sharing their experiences on social media, which are then reposted by the hotel. This type of content serves as user-generated content, enhancing the credibility of the hotel's message because it stems from real-life guest experiences.

The frequency of posts is also quite consistent. The hotel account uploads content an average of 3–5 times per week, and regularly creates daily stories about the hotel's condition, corners of its recycled-themed rooms, and staff activities. This pattern demonstrates that Greenotel Cilegon understands the importance of a digital communication rhythm to maintain brand visibility and foster engagement.

Interestingly, the eco-friendly content goes beyond visual editing, but also showcases live processes such as "before-and-after" footage of recycled materials, documentation of staff creating new decorations from local industrial waste, and footage of guests engaging in eco-friendly activities. This content creates the impression that the hotel truly implements the principles of reduce, reuse, and recycle, not just green marketing.

Based on the overall findings, digital communication is not only an information channel but also evidence of the hotel's operations in building an environmentally friendly image. Greenotel Cilegon's digital presence serves as the primary window for the public to view the hotel's identity, commitment, and sustainability practices, and is an effective medium for strengthening its overall Public Relations strategy.

### **Hotel Visual Identity Reflects the Real Implementation of the Go Green Concept**

Field observations indicate that Greenotel Cilegon's visual identity is one of the most prominent elements supporting the hotel's environmentally friendly image. All areas of the hotel, both interior and exterior, are designed with a focus on the use of recycled materials and industrial waste. Materials such as used tires, drums, scrap metal, wooden pallets, and used factory materials are processed into decorative elements that have aesthetic value and demonstrate the hotel's creative innovation in implementing the principles of reduce, reuse, and recycle. The presence of these materials is not merely ornamental but also a defining characteristic of the hotel's design, distinguishing it from conventional hotels.

The visual elements displayed also have a consistent pattern, demonstrating a thematic design approach. In the lobby area, for example, visitors can see a reception desk made from a modified industrial drum, as well as chairs designed from used tires. Public walls are adorned with recycled wood panels displaying information about the hotel's sustainability program. The use of these eco-friendly materials provides a direct experience for guests from the moment they enter the hotel, reinforcing the impression that the "going green" concept is not just a slogan but is actually implemented physically.

In the corridors and other public areas, the hotel displays art installations made from metal waste and recycled furniture that have been transformed into artistic decorations. Furthermore, numerous signage scattered throughout the hotel

educates about the importance of reducing waste, saving energy, and living an environmentally friendly lifestyle. This visual information serves as a symbolic communication medium that reinforces the sustainability narrative the hotel wants to convey to guests.

Greenotel Cilegon also pays attention to lighting and ventilation as part of its sustainability efforts. Most of the lighting used is energy-efficient, while some areas optimize natural light through open-plan space designs. This integration of physical design and energy efficiency demonstrates that the hotel focuses not only on visual appearance but also on environmentally friendly functional aspects.

This consistent visual identity creates a strong brand experience. All of the hotel's visual elements provide a sensory experience that aligns with the sustainability message promoted through digital media. When visitors see direct evidence of the use of recycled materials transformed into aesthetically pleasing forms, their perception of the hotel's image becomes more concrete. This fact supports the understanding that visual experience is one of the most important factors in shaping a hotel's image, especially in the hospitality industry, which prioritizes a quality customer experience.

Furthermore, these findings indicate that the hotel's visual identity serves not only to beautify the space but also as a communication medium that demonstrates the hotel's commitment to the environment. Visual elements made from recycled materials contribute to Greenotel Cilegon's unique image, which is not only environmentally friendly but also creative, innovative, and distinct from other hotels. This image is formed through the direct experience of guests seeing, touching, and experiencing the design of the space, which combines aesthetics and sustainability.

Thus, the concrete implementation of the green concept through the hotel's visual design has proven to be a crucial component in supporting the Public Relations strategy in shaping the image of an environmentally friendly hotel. The visual identity serves as concrete evidence that reinforces the sustainability message conveyed through digital and interpersonal communication.

### **Hotel Staff Act as Interpersonal Communicators in Delivering Sustainability Messages**

In-depth interviews indicate that hotel staff play a significant role as interpersonal communicators supporting Greenotel Cilegon's Public Relations strategy. All staff, particularly those on the front lines such as receptionists, housekeeping, and guest services, are equipped with an understanding of the hotel's core green philosophy. Regular in-house training enables staff to explain the meaning behind the use of recycled materials, upcycling-based design concepts, and hotel policies related to waste reduction, energy conservation, and the use of environmentally friendly resources.

In daily interactions, staff not only serve guests operationally but also serve as informal spokespersons, explaining the rationale for implementing various eco-friendly concepts within the hotel. For example, staff can explain the function of decorations made from used tires or industrial drums when guests inquire, or explain the policy of reducing single-use plastics when serving guests. The staff's communicative approach helps guests understand that every design element and hotel policy has an educational and ethical purpose, not simply decorative or unjustified restrictions.

Field findings indicate that staff also play an active role in explaining sustainability programs to guests, such as water conservation in bathrooms, linen choices to reduce waste, and the use of refillable drinking water to reduce plastic bottles. When staff are able to provide information clearly and courteously, guests are more likely to accept and understand these policies. This type of interaction plays a crucial role in creating a guest experience that aligns with the hotel's green hospitality identity.

Researchers found that this interpersonal communication is not sporadic but is part of the hotel's work system. The hotel implemented a communication standard operating procedure (SOP) that provides staff with guidance on explaining the green concept concisely but informatively when guests inquire about the rationale behind certain elements. With communication standards, staff messages are more consistent, less dependent on individual interpretation.

In addition to verbal communication, staff also play a role in demonstrating environmentally friendly behaviors that can be directly observed by guests. For example, the use of recycling containers in housekeeping operations, separate waste management, and the reuse of certain items. These behaviors serve as nonverbal communication that reinforces the hotel's image as an institution that practices sustainability in a tangible way. Guests who observe the staff's environmentally friendly practices are more likely to trust the hotel's commitment to sustainability. The role of staff as interpersonal communicators is crucial because human interactions have a long-term impact on customer perceptions. When guests experience firsthand warm, informative, and consistent communication about the green concept, they tend to develop a positive perception of the hotel's identity. This demonstrates that staff serve as an extension of the hotel's public relations strategy, serving as the primary link between sustainability messages and guest perceptions.

Therefore, staff involvement in interpersonal communication is an integral part of Greenotel Cilegon's overall public relations strategy. Staff interactions not only support the sustainability message conveyed through digital media and the visual identity but also ensure that the green narrative is conveyed directly to guests, thus strengthening the hotel's eco-friendly image.

### **Consistency of Sustainability Messages Across All Hotel Communications**

Research results show that Greenotel Cilegon displays a high level of sustainability message consistency across various communication channels, both digital and non-digital. This consistency is reflected in the alignment of themes, visual language, and environmental narratives used in social media, hotel signage, promotional materials, and operational activities directly observed in the field. All these communication elements emphasize that sustainability messages are not merely promotional items but core values integrated into the hotel's identity.

On digital channels, the hotel consistently displays messages about the principles of reduce, reuse, and recycle in every social media post. The visuals used on Instagram feature green and earthy tones, creating visual continuity with the hotel's interior. The narrative used is also consistent, emphasizing creativity in utilizing used materials, energy savings, and commitment to the environment. Several posts include explanations of how the hotel repurposes waste into decorations or furniture, ensuring that the sustainability message is both informative and educational.

This message consistency is also evident in offline communication materials. Signage placed in public areas, such as the lobby, corridors, and restaurant, provides information about environmental policies and encourages guests to participate in

waste reduction programs. The use of fonts, colors, and icons on the signage maintains a visual uniformity that aligns with the hotel's brand identity. This informational content is not only instructive but also designed to raise guest awareness of the importance of environmentally friendly practices in the hospitality industry.

In the hotel's promotional materials, including brochures and catalogs found in the reception area, sustainability messages are also explicitly displayed. The hotel explains that much of the interior is made using recycled materials from industrial areas around Cilegon, strengthening the connection between the sustainability message and the local context. This explanation demonstrates that the hotel is not simply adopting a general green concept but also aligning it with local values and community-based innovation.

Field findings also indicate that sustainability messages are reflected in operational practices. For example, the use of refillable water bottles in guest rooms, a linen change policy upon guest request, and energy-efficient lighting. These concrete practices reinforce the messages previously conveyed through social media and promotional materials. In the context of qualitative research, the alignment between communication messages and operational actions is a key finding because it demonstrates that the hotel's sustainability message is not merely rhetoric.

Furthermore, documentation shows that the hotel consistently uses persuasive language that is light, friendly, and educational in all its materials. There were no contradictory messages or instances of greenwashing, i.e., claims of environmental friendliness without concrete evidence. Instead, all communication materials presented a narrative that emphasized honesty and openness regarding the hotel's processes and efforts in implementing an environmentally friendly concept.

This consistency in sustainability messaging contributes to shaping public perception because every communication touchpoint provides a uniform experience. Whether through visuals, text, or operational practices, guests receive the same message about the hotel's identity as an eco-friendly hotel. This consistency strengthens the brand image and increases public trust in Greenotel Cilegon's commitment to implementing sustainability principles.

### **Integrating Information from Various Sources Shapes Public Perception of the Hotel's Eco-Friendly Image**

Research results indicate that public perception of Greenotel Cilegon's image as an eco-friendly hotel is formed through the integration of information from various complementary sources. Hotel guests receive information not only from a single communication channel, but also from a combination of digital communications, on-site visual experiences, interpersonal interactions with staff, and online reviews and testimonials. This integration of multiple information sources results in a more robust and consistent perception of the hotel's green identity.

Initially, many guests learned about Greenotel Cilegon through social media. Digital content showcasing recycled interior design, environmental activities, and visual explanations of the reduce, reuse, and recycle concept served as the initial trigger for public perception. Social media served as the first source of information, shaping guests' expectations that the hotel had a sustainability-based identity.

Upon arrival at the hotel, guests received visual evidence and direct experience of the messages they had previously seen digitally. Field observations showed that almost all guests reacted positively to the hotel's unique design, which utilizes

industrial waste and used goods as aesthetically pleasing decorative elements. This experience served as direct validation that the messages conveyed through digital media were not mere claims, but reflected in the hotel's physical design and tangible environment. This visual validation was a powerful factor in confirming initial perceptions formed through online media.

Interactions with hotel staff then provided an additional layer of information that strengthened guest perceptions. When staff were able to explain the concept of sustainability, the rationale for using recycled materials, and the hotel's commitment to energy efficiency, guests perceived consistency between the digital message, the physical experience, and the verbal explanations. This interpersonal communication provided a human touch that helped guests understand that the green identity is an organizational value, not just a decoration or marketing trend.

Furthermore, online reviews on platforms like Google Reviews, Traveloka, and Instagram also served as sources of information that strengthened public perception. Guest testimonials sharing their experiences with the hotel's unique design, comfortable rooms, and eco-friendly policies provided social proof that contributed to the formation of public perception. Guests tended to trust other guests' reviews because they were perceived as more objective than the hotel's official promotions. This social proof reinforced the perception that Greenotel Cilegon was indeed different from other conventional hotels.

The integration of information from various sources resulted in a more stable and resilient public perception. The consistency between digital messaging, in-person experiences, interpersonal communication, and online reviews creates an effective combination in building a green hospitality image. These findings demonstrate that the hotel successfully created a multi-layered communication experience that supports its Public Relations strategy in building a comprehensive, positive image.

Thus, the image-building process for Greenotel Cilegon is not linear, but rather involves the accumulation of experiences and information from multiple communication touchpoints. This integration of information is a crucial element in explaining why the hotel's image as an eco-friendly hotel has been so strongly established and trusted by the public.

## **Discussion**

This research demonstrates that Greenotel Cilegon's Public Relations communication strategy in shaping the image of an environmentally friendly hotel is realized through an integrated communication pattern involving digital communication, visual evidence, interpersonal communication, and consistent messaging across media. Overall field findings demonstrate that the hotel does not rely solely on promotions, but rather presents sustainable practices as part of its organizational identity that can be directly observed, felt, and verified by guests.

The results indicate that social media is the primary channel used by the hotel to introduce and emphasize its green identity. Digital content showcasing material recycling processes, industrial waste-based decorations, and environmentally friendly activities provide the public with an initial impression of the hotel's character. This finding aligns with marketing communication theory, which explains that consistent visual messages can strengthen brand associations (Kotler & Keller). Furthermore, research by Chan and Park (2023) also reinforces the role of social media in shaping a hotel's brand image due to its ability to display visual evidence that can enhance message credibility.

Field findings also demonstrate that guests' visual experience within the hotel environment is a crucial element in strengthening the hotel's environmentally friendly image. The use of industrial waste as furniture, decorations, and interior elements provides physical evidence that clarifies the hotel's commitment to the principles of reduce, reuse, and recycle. This sensory experience supports the concept of experiential branding, which asserts that a brand image is strongly formed when customers directly experience physical evidence of the communicated message. This finding is consistent with research by Fang, Huang, and Su (2022), which showed that physical evidence plays a significant role in shaping perceptions of a green hotel because it is perceived as more credible than promotional claims.

In addition to visual evidence, interpersonal interactions between staff also strengthen the image-building process. Staff who understand the hotel's sustainability values are able to explain the rationale for using recycled materials and environmentally friendly policies to guests. This communication pattern demonstrates that staff function as communicators, conveying the organization's message directly to the public. This is consistent with L'Etang's Public Relations theory, which emphasizes the importance of two-way communication in building relationships and shaping public understanding. This support also aligns with research by Hsu and Chen (2023), which states that staff involvement in green communication enhances guest credibility and trust in the hotel.

Furthermore, documentation and observation activities demonstrate that the hotel's sustainability message is consistently conveyed through various media, both online and offline. Educational signage, promotional materials, environmental campaign posters, and daily operational procedures demonstrate that the green message is presented consistently and does not conflict with each other. This consistency reflects the principles of Integrated Marketing Communication (IMC), which emphasize message alignment as the key to building a strong and non-contradictory public perception. Research by Suki and Suki (2020) also shows that consistent green messaging directly increases positive customer attitudes and strengthens the hotel's environmental image.

The integration of information from various sources then clarifies how guest perceptions of Greenotel are formed. Guests combine information they see on social media, visual experiences at the hotel, staff explanations, and online reviews. When all of this information supports each other, perceptions of the hotel's commitment to sustainability are strengthened. This process aligns closely with the Information Integration Theory proposed by Kim and Kim (2021), which states that individual perceptions are formed through the integration of various consistent and credible information sources. These findings also support previous research that asserts that a green hotel's image will be strong if the hotel is able to display alignment between messages, experiences, and visual evidence.

Based on the overall results, Greenotel Cilegon's Public Relations communication strategy proved effective in shaping the image of an eco-friendly hotel because the hotel was able to consistently convey sustainability messages, present concrete evidence in the field, and harmoniously integrate digital, visual, and interpersonal communication. These findings strengthen the literature on green hospitality and show that the formation of an environmental image does not depend solely on promotion, but on the alignment between communication messages and actual practices experienced by guests.

## CONCLUSION

This study concludes that Greenotel Cilegon's public relations communication strategy in building an environmentally friendly hotel image is formed through the integration of digital communication, visual evidence, interpersonal communication, and message consistency across media. Social media serves as the primary channel for conveying its green identity through a consistent visual narrative. Physical evidence, such as the use of recycled materials in the interior design, reinforces the sustainability message conveyed digitally. Interpersonal interactions between staff provide direct explanations of environmentally friendly values and practices, while message alignment across all communication channels enhances credibility and reduces the potential for greenwashing. The integration of information from various sources contributes to the Greenotel's strong, stable, and trusted image.

Based on these results, this study recommends that the hotel maintain a consistent sustainability message across all communication channels, including the development of more educational and interactive digital content. Staff training needs to be strengthened to ensure they remain effective communicators in explaining environmentally friendly practices to guests. The hotel is also advised to expand collaboration with environmental communities or creative recycling industry players to enhance visual innovation and broaden communication reach. For future research, it is recommended that the study be expanded to other hotels to compare sustainability communication strategies or test the effectiveness of digital communication strategies on customer satisfaction and loyalty.

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