

BAB IV

PENUTUP

A. Kesimpulan

Berdasarkan hasil dari laporan skripsi yang dibuat dan hasil beberapa narasumber di Sheraton Mustika Yogyakarta Hotel & Spa, dapat ditarik beberapa kesimpulan sebagai berikut:

Penulisan naskah humas Sheraton Mustika Yogyakarta Resort & Spa dirancang dengan mempertimbangkan citra yang ingin dibangun, sasaran/target *audience*, media yang digunakan, maupun komunikator yang menyampaikan pesan. Bentuk *public relations writing* Humas SMY yang berisi naskah humas adalah *Press Release, Newsletter, Corporat Advertising, Company Profile*, dan *Annual report* yang cara penulisan maupun *layoutnya* harus mengikuti aturan yang telah ditetapkan oleh Starwood.

Pesan yang disampaikan Humas Sheraton Mustika Yogyakarta Hotel & Spa mempunyai karakteristik khusus yang berbeda dengan pesan-pesan yang disampaikan humas hotel lain, karena sebagai hotel yang masuk dalam link Sheraton yang berada di bawah manajemen Starwood telah memiliki syarat-syarat dan ketentuan-ketentuan yang telah diatur secara detail dalam starwoodassetlibrary.com yang hanya bisa diakses oleh personil yang memiliki *password*. Syarat itu terdiri dari beberapa bagian yaitu *The Sheraton Voice, Message, Photography, Color, Typography* dan *Patterns*. Semua yang dibuat dalam penulisan naskah humas tersebut memiliki enam elemen tersebut.

Karakteristik penulisan pesan di SMY mengikuti aturan-aturan yang baku yang telah diatur secara detail menyangkut: bentuk publikasi, ukuran, format penulisan, baik kata, kalimat, maupun jenis dan ukuran huruf, serta visualisasi yang menyangkut aturan-aturan pembuatan ilustrasi, pemilihan warna, dan sebagainya. Karakteristik penulisan pesan di SMY bergantung kuat pada penggunaan *The Voice Sheraton* yang dibuat oleh Starwood sebagai dasar dalam penggunaan kalimat baik penulisan maupun gaya bicara para *associate*.

Citra yang ingin dipertahankan Sheraton Mustika Yogyakarta Resort & Spa adalah Hotel bintang lima di bawah naungan manajemen Starwood sehingga menjadi Hotel yang eksklusif tapi tetap bisa membaurkan diri dalam lingkup tradisional dari segi interior yang dihadirkan. Melewati kata khas yang dikeluarkan oleh Sheraton yaitu “*Better When Shared*” memperlihatkan citra yang kekeluargaan dan bersahabat, segala sesuatu akan lebih baik bila berbagi. Untuk membangun citra ini Humas SMY melakukan komunikasi dan kerjasama dengan media massa dan membuat produk-produk *public relations writing* berupa *Press Release*, *Newsletter*, *Corporat Advertising*, *Company Profile*, *Annual report*. Isi pesan pada naskah humas berupa *public relations writing* dirancang sesuai dengan citra yang diinginkan perusahaan. Mengingat produk-produk humas SMY yang dikeluarkan adalah sesuai standard yang ditentukan oleh Starwood, perusahaan ingin membangun citra *corporate* sebagai Hotel bintang 5 sejajar dengan hotel-hotel internasional bintang 5 di

bawah manajemen Starwood, namun dengan memberikan aksen menjaga nilai-nilai tradisonal.

Adanya aturan yang baku dan harus ditaati seluruh property di bawah Starwood memberikan dampak, bahwa PR dan desain grafis tidak bisa mengembangkan kreatifitas secara maksimal. Produk-produk publikasi Humas SMY terlihat terlalu formal dan penyajiannya hampir senada, baik warna, ilustrasi, jenis huruf, dan sebagainya sehingga kurang variatif dan inovatif.

B. Saran

Meskipun ada aturan yang ketat dan detail dari Manajemen Starwood, sebaiknya Humas SMY dan team artistik mengembangkan kreatifitas dengan mencari terobosan dan inovasi dalam mengkomunikasikan program maupun kegiatan di SMY tetapi tidak melanggar ketentuan.

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MAKE A DAY OF IT

JULY - AUGUST



HOLIDAY SEASON

Holiday Season

Sheraton Mustika Yogyakarta Resort & Spa provides many advantages for those of you who celebrate the holiday with us. We give 20% discount for booking on second room, 50% discount on extra bed for children up to 12 years, complimentary in-house activities for children, complimentary 5pcs of laundry per day and unlimited juice for children at Suko Wine Lounge and pool area. Booking this special offer starting from 16 May 2012 to experience the unforgettable holiday season from 1 June until 31 July 2012.

IDR 999.000 nett/room/night

Wash and Fold

Let our professional do the washing for you. One (1) set of shirt/blouse, trouser/slack, under wear, under shirt, shocks only

IDR 45.000 nett

and get 25% discount for others.

*package is excluding dry cleaning or pressing

Get it Ready

This is the perfect time to quickly have your swimwear, undergarments and other items as describes on the form, Washed, folded and returned to your room at the same day. Your laundry will be collected by the attendant before 10.00 am and will be delivered back at 6.00 pm. Only for

IDR 85.000 nett
maximum for 15 pieces.

RAMADHAN SEASON

Stay

Enjoy your stay at Garden View Room including sahur or breakfast, ta'jil for two and dinner for one.

IDR 749.000 nett/room/night

Period of stay 19 July - 16 August 2012

Ta'jil

When dusk calling and the bedug beating, its time for you to break your fasting. With such sumptuous traditional snacks and fresh beverages, find your whole lot energy back in real time.

IDR 35.000 nett/pax

available everyday during Fasting Month at West Lobby from 5 - 7 pm.

Ramadhan Buffet Dinner

Various & wide selections of Indonesian culinary journey during Ramadhan dinner, served freshly at Androwino Bistro, 7th floor by minimum order of 20 persons. Start from

IDR 115.000 nett/pax

all you can eat.

Spa Ramadhan Season

Get 40% discount on selected spa treatments only at Taman Sari Royal Heritage Spa during fasting month.

LEBARAN SEASON

Stay

The great day has come, to gather with beloved family is the best time to be shared.

Sheraton Mustika Yogyakarta Resort & Spa offers an enjoyable this year's Eid al-Fitr experience.

IDR 1.450.000 nett/room/night

Period of stay 17 - 22 August 2012

Ketupat Lebaran

Does anyone agree that 'Ketupat' steamed rice on Coconut leafs & 'Opor' Coconut gravy food are the best food to be presented once in a year on Idul Fitri? No doubt!

Taste the beauty of togetherness and quality time on it at Androwino Bistro.

Dinner time from 6 until 10 pm in

lavish buffet style on

H1 and H2 Eid al-Fitr.

IDR 169.000 nett/pax

Spa Eid Season

Complimentary facial products for minimum two (2) hours

spa package treatment

Valid from 17 - 21 August 2012.



The Authentic Village Journey

The Kampung Batik Mangunan Village, which represents pure village life, becomes an interesting place that makes added value to the destination. Besides its beautiful nature, their unique traditions, culture and local community, bring some fascinations to this place. It is truly Yogyakarta's hidden treasure which cannot be found anywhere else. Experience interesting and unforgettable moment with traditional way, such as make up and costume of Javanese puppet's character, becak (trishaw) ride at the village, learn gamelan traditional music or Javanese dance, visit local school, planting rice, plowing rice OR duck competition and tea time.

Romantic Dinner

A special fine dinner in Jogja to remember. Enjoy our exquisite four-course table d'hote dinner with a glass of red/white wine at the best romantic ambience of our outdoor or indoor venue.

Starts from IDR 600,000 nett/couple.

Free Salsa Fun Class at Suko Wine Lounge

Swing your body and dance with us. Learn from professional salsa instructor, every Friday night from 07:00 pm until 11:00 pm. Enjoy special price, only IDR 25,000 nett/glass for coffee, tea, milkshake and juice during your salsa time.

Tumpeng Kenduri

A Mountain of savory yellow rice with all delightful dishes on a bamboo platter which signifies a graceful earth upon us. This July - August, a complete set of 'Tumpeng Kenduri' delivered to commemorate Grebeg Syawalan and Independence Day of Indonesia. IDR250,000 nett/set

Cake Promo

Enjoy 50% discount on cake and pastry from 05:00 pm until 09:00 pm everyday. Only at our cake shop at lobby area 7th floor.

Fun Cycling

Cycling with nature view to paddy field, rivers and heritage sites around the hotel for refreshing your body and mind and sightseeing in Yogyakarta. Bicycles are provided daily from 06:00 am until 06:00 pm. Please reserve a day before for tour arrangement by dial extension 7722.

Fishing

Get ready to get your very own catch from the fishpond with traditional way. Catch the fishes, then whether you deep fried, grilled or sauteed, taste and enjoy it accompanied with authentic-village light snacks and a glass of fragrant jasmine tea.

Cooking Class

Discover your talent on culinary as a great cook. Pick up the fresh fish and ingredients needed then watch and learn how to make such delicious dishes with our professional chef at outdoor swimming pool area for only IDR250,000/person.

Paintball

Experience a game of war simulation on our spacious landscape. Run the session for recreational, team building exercise, adventurous and challenging activities for only IDR100,000nett/person/game. Design to break on impact, those gelatin shells color burst will certainly colors up your day.



Special moments are Better when shared



Enjoy your stay at Garden View Room including sahur or breakfast for two, dinner for one and ta'jil for two persons. Ta'jil is served from 5 – 7 pm at West Lobby.

Period of stay
 19 July - 16 August 2012
IDR 749.000^{nett}_{room/night}

For reservation and info sheraton.com/yogyakarta

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spg
 Starwood
 Preferred
 Guest

MERIDIEN

loft

THE LUXURY COLLECTION

WESTIN

FOUR POINTS

elephant

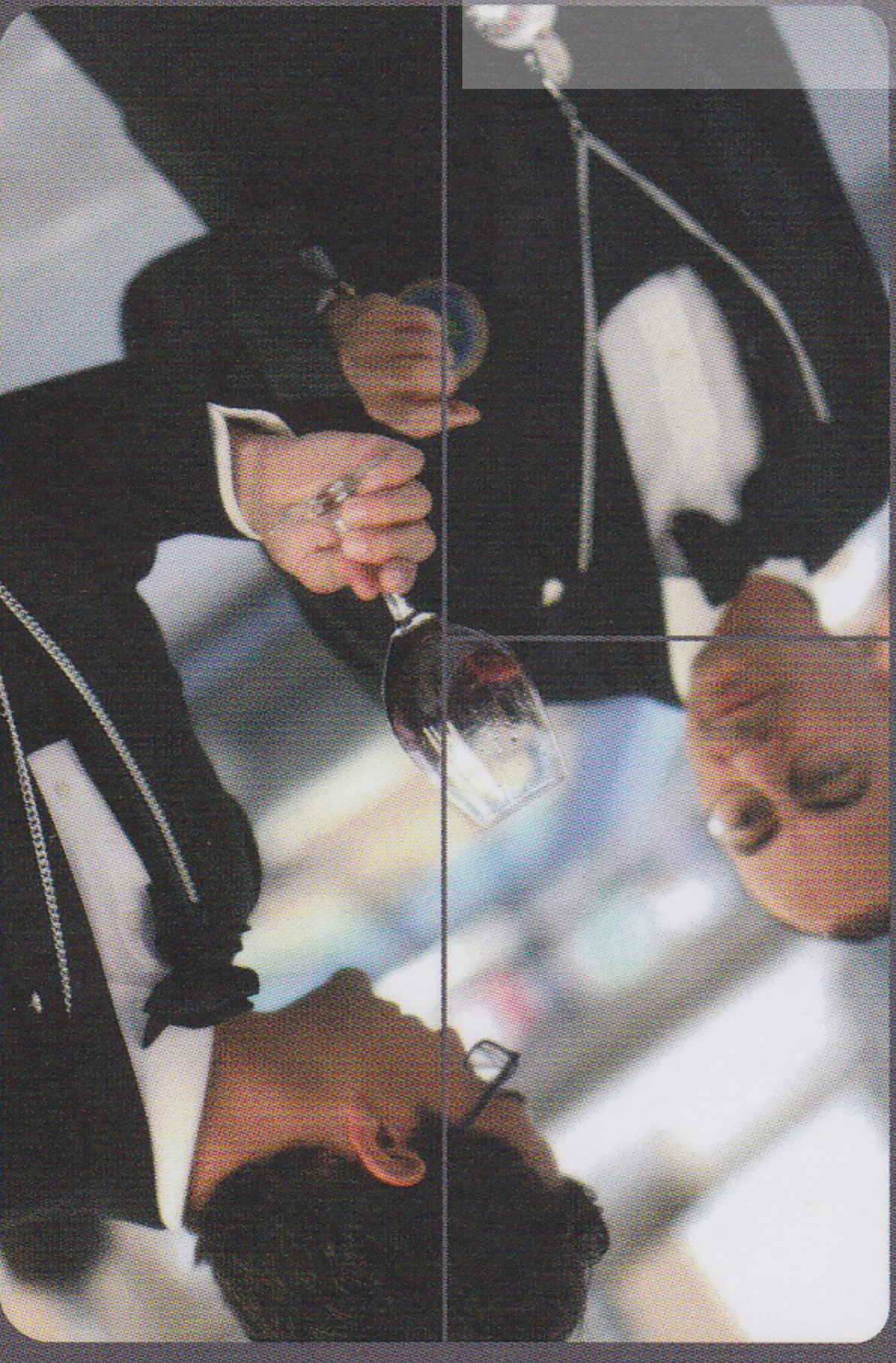
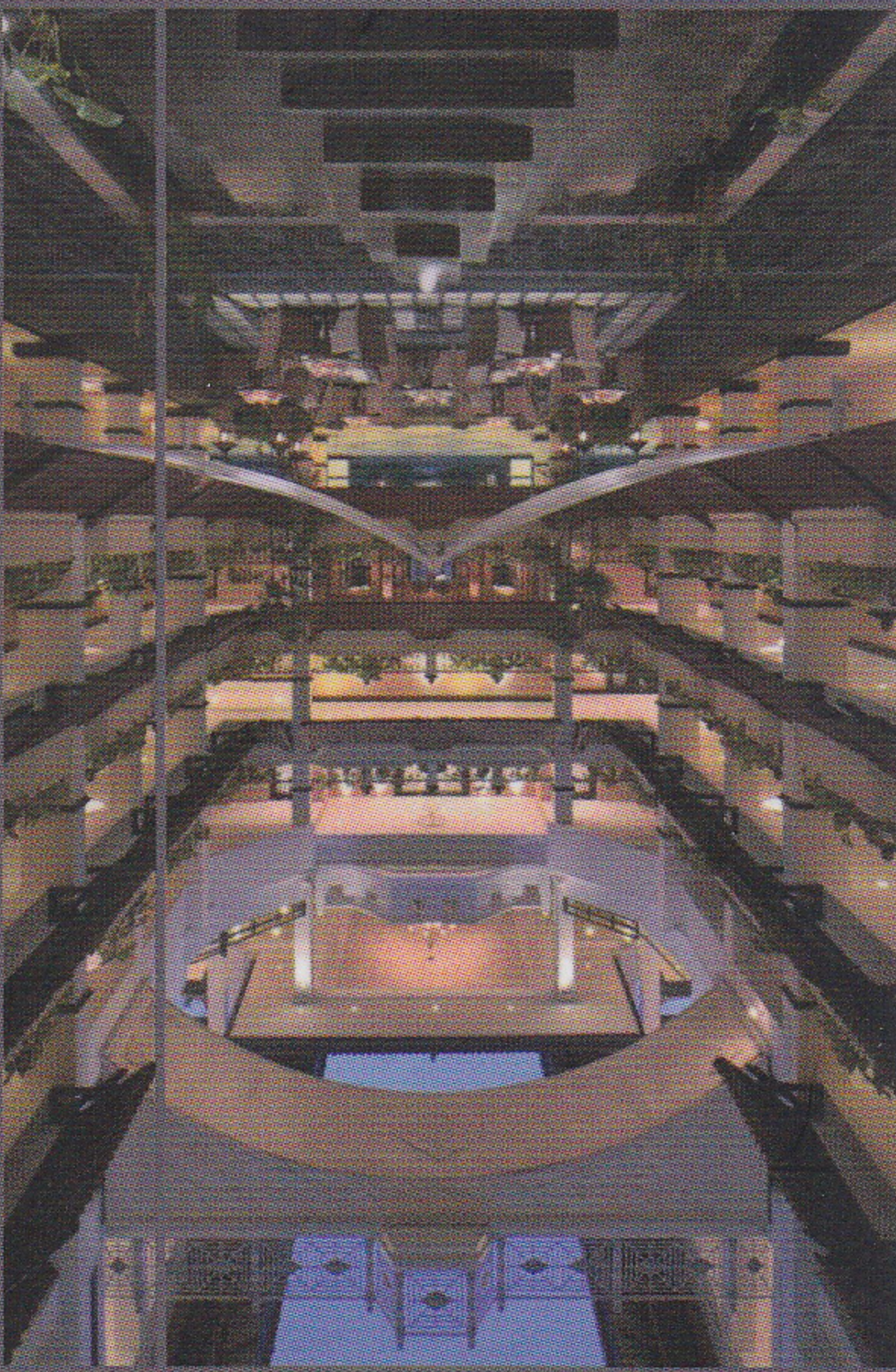
Sheraton

ST REGIS

W
HOTELS

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celebrate
togetherness



STAY & DINE

Stay in Garden View Room, get complimentary dinner for one (1) person and one (1) set laundry for only IDR 800,000 nett per room per night. Also get special dinner and laundry rate for second person. This special offer valid until 30 June 2012 for new booking only, for domestic market, KIMS and KITAS Holder and not valid for Group.

WINE TASTING

A tasting is set of three 50 ml wines that are related to one another by grape variety, geographic region, or style. Each tasting is equivalent to one full glass of wine. IDR 200,000 nett you can taste 3 kinds of White or Red wine.

FLAVORS of INDIA

Let the professional Chef Rawat from Ganesha ek sanskriti Restaurant, whet your appetite as he brings his culinary art out of the kitchen in the Androwino Bistro. Feel the unforgettable gastronomic experience from bold aromas to subtle Indian flavors. The diversity in the food and in the cooking will become bold to you once you have through our Indian food festival. We will make this festival celebration from 11 May - 11 June 2012 more tasty and mouth watering.

Summer Fling

Feel attached with the eye-freshing and mouth watering dessert this summer. Comes with six (6) different most-tempting desserts. Let us touch you with a cool breeze of ice cream and tropical fresh fruits in perfection. Then, tell us how's your 'Summer Fling' goes with us. This special desserts are available for only IDR 55,000 nett/portion.

spa SPECIAL Over

Complimentary spa gift voucher IDR 150,000 for your second stay (minimum of 2 hours treatment) 25% discount on spa treatment at happy hours, from 09:00 am - 03:00 pm

LAUNDRY Wash and Fold

Special offer at Androwino Bistro using Mandiri Credit Card from 1 May - 1 June 2012. 50% discount on selected food items This special laundry offer is limited to one (1) bag per room or 15 pcs for IDR 85,000 nett.

Sheraton



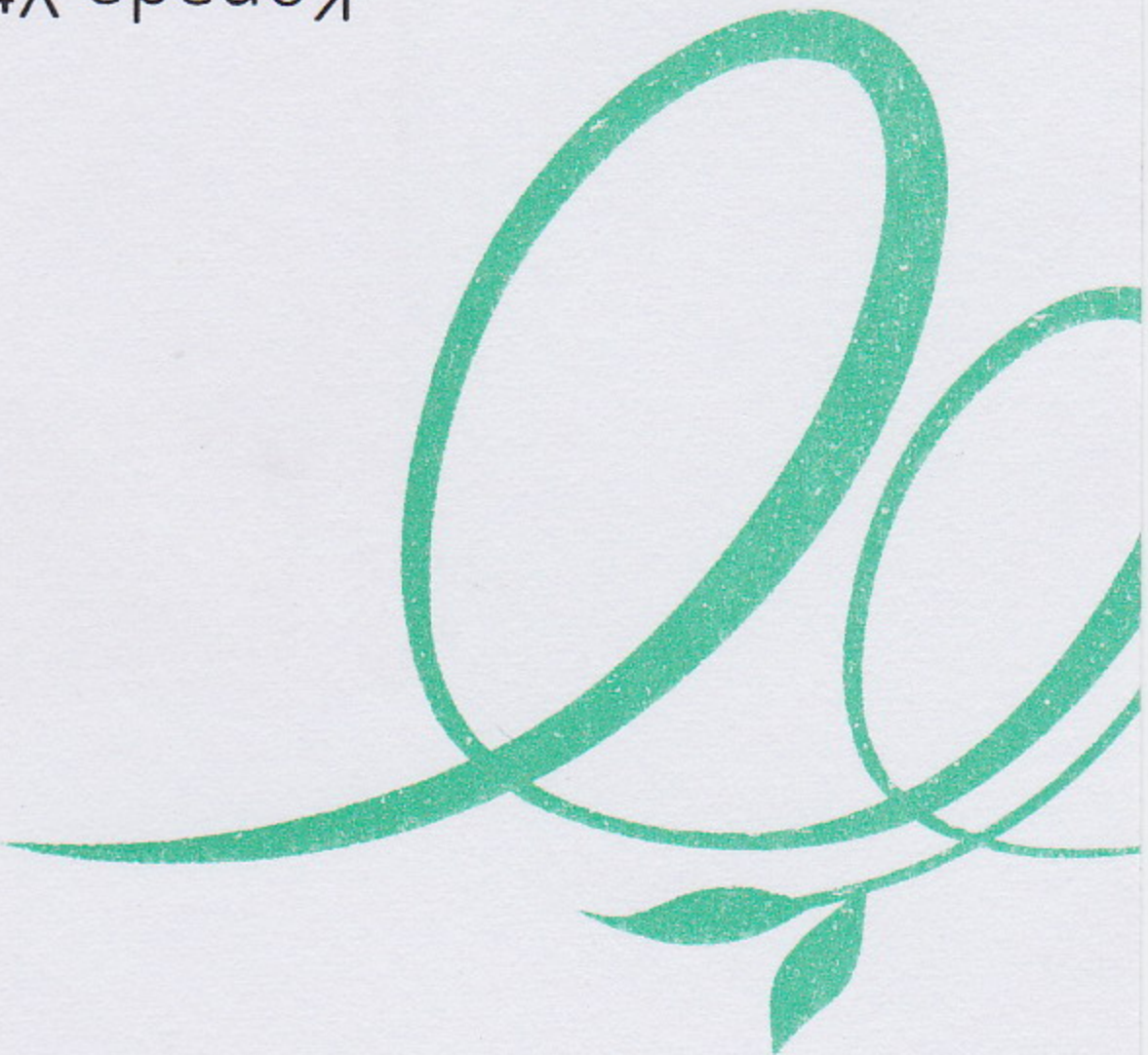
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MAY - JUNE 2012

SURAT KETERANGAN



Kepada Yth.
Kepala Program Studi Komunikasi
Fakultas Ilmu Sosial dan Ilmu Politik
Universitas Atma Jaya Yogyakarta
di tempat

Dengan Hormat,

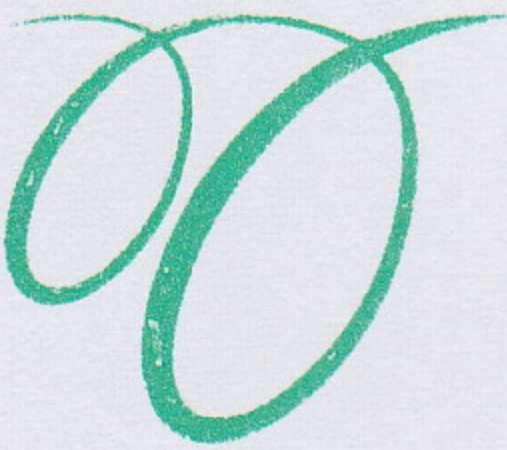
Dengan ini kami menginformasikan dengan sebenar-benarnya bahwa mahasiswa:

Nama : Ajeng Ayu Anglaina
Jurusan : Komunikasi – Public Relation
NIM : 060903062

telah menyelesaikan penelitian skripsi di Sheraton Mustika Yogyakarta Resort and Spa yang dimulai dari tanggal 1 Mei 2012 sampai dengan 4 Agustus 2012 di Departemen Sales & Marketing pada bagian *Public Relation*.
Demikian surat keterangan ini dibuat agar dapat dipergunakan sebagaimana mestinya.

Yogyakarta, 13 Agustus 2012

Lintang Nugroho
Training Manager



SHERATON MUSTIKA YOGYAKARTA
RESORT & SPA
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Yogyakarta 55282, Indonesia
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FLAVORS of india



Let the professional Chef Rawat from Ganesha ek sanskriti Restaurant, whet your appetite as he bring his culinary art out of the kitchen in the Androwino Bistro. Feel the unforgettable gastronomical experience from bold aromas to subtle Indian flavors. The diversity in the food and in the cooking will become bold to you once you have through our Indian food festival. We will make this festival celebration more tasty and mouth watering.

Indian Food Festival
Androwino Bistro
11 May - 11 June 2012
Lunch 11:30 am - 03:00 pm
Dinner 06:00 pm - 10:00 pm

For reservation, please call extension 7425 or 7722

Enjoy 30% discount using Credit Card

BCA **mandiri** **ANZ**

Starwood Preferred Guest
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ST REGIS
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FOUR POINTS

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Fun Time is Better When Shared



COOKING CLASS

Discover your talent on culinary as a great Cook. Catch and choose your own fish, pick up the fresh ingredient needed, watch and learn how to make such delicious dishes. Interactively with our professional Chef at outdoor swimming pool area.

Including:
Chef Hat
Beer Jowo
Welcome Drink

IDR 250,000
nett
or 3,000 starpoints

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Fun Cycling is Better When Shared

Cycling to paddy field and nice place around the hotel for refreshing and sightseeing.

Bicycles provided daily from 06.00 to 18.00.

Short Trip

Sambi Sari Temple

IDR 75.000^{nett}_{pax}

(750 starpoints)

Medium Trip

Sambi Sari and Prambanan Temple

IDR 100.000^{nett}_{pax}

(1.500 starpoints)

Long Trip

Prambanan and Ratu Boko Temple

IDR 150.000^{nett}_{pax}

(1.500 starpoints)

Borobudur Touring

Mendut and Borobudur Temple

IDR 250.000^{nett}_{pax}

(3.000 starpoints)

*Terms and conditions apply

For reservation and info call ext. 7722

Adventure is Better When Shared



Experience the game of war simulation on our spacious landscape, Taman Sari Water Castle Swimming Poolside. Run the session for recreational, team building exercise, adventurous and challenging activities with your family, friends or even with your colleagues. Design to break on impact, those gelatin shell's color burst will certainly colors up your day.

Inclusions :

Camouflage overalls
Body armour
Weapon system
Goggles
Hood
20 pack of paintball ammo

IDR 100.000 nett / pax / game

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SATURDAY
GRILL
SENSATION

ANDROWINO BISTRO

Every Saturday

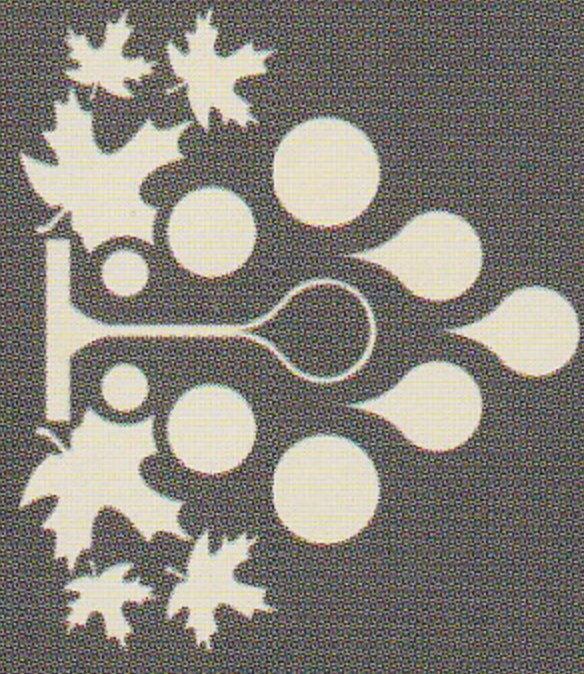
19.00 - 22.00 WIB

Rp **180.000** nett
per pax

Include welcome drink

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10% OFF
by showing this flyer



SUKO WINE LOUNGE

Free *Salsa* — Fun Class

Every Friday
19.00 - Finish



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TARIFF SHEET 2012



Sheraton

Room Type Room Rates (Single / Double)

Garden View Room	Rp 1.584.000 nett
Volcano View Room	Rp 1.663.000 nett
Club Room	Rp 1.848.000 nett
Lagoon Access	Rp 2.112.000 nett
Junior Suite	Rp 2.772.000 nett
Lagoon Suite	Rp 2.838.000 nett
Executive Suite	Rp 5.478.000 nett
Presidential Suite	Rp 11.880.000 nett
Royal Suite	Rp 21.120.000 nett

The above rates including:

1. Welcome drink
2. Airport transfer for FIT booking
3. Drop off to Malioboro area (based on schedule)
4. Complimentary using Link@Sheraton (PC, internet connection, and print facility)
5. Complimentary unlimited internet access in room and Wi-Fi in public area
6. Free entrance indoor and outdoor swimming pool, tennis court, fitness center sauna & whirlpool
7. Free entrance to Hugo's Café & Embassy the Club and 10% discount for in-house guest

Additional benefits for Club Room and Suite:

1. Complimentary refreshment and internet access facilities at Club Lounge from 06:00 - 23:00
2. Complimentary High Tea at Club Lounge from 17:00 - 20:00
3. Complimentary pressing for 2 items per stay
4. Complimentary shoe shine

Terms and Conditions:

1. Breakfast will be charged Rp 95.000nett / person
2. Extra bed will be charged Rp 350.000nett / person (including breakfast)
3. Rates are valid for WNI & KIMS holder only
4. The above rates are not valid for MICE

All rates may changed without prior notice

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What is Table Manner?

The term of Table Manner dining etiquette in western-style is related to formal banquet which is actually not really correct. Dining etiquette is not only can be found in western countries but also in other countries such as Japan, China, including Indonesia as they were observed.

What is Housekeeping & Laundry Production?

A practical guidance to a complete Housekeeping & Laundry productions sequence of International standard of 5-star hotel. This course is mainly purposed for students, professionals and entrepreneurs in this area of expertise.

What is Banquet Production?

This short course is best describing of MICE and Social event production from pre-event to post-event management. Including variance of banquet set-up and decorating also tips and trick how to deal with the event planner. So important and rich information as it is implemented by those who are working in MICE industries.

Note

Basic training : Grooming, Up-selling skill, developing confidence, set-up nice table, wine knowledge, fruit carving, food safety & hygiene, cross culture, public relations.

Housekeeping & Laundry Production

Rp 85.000 nett / person

- ABC Housekeeping in room
- Laundry practicing
- Hotel tour
- Experienced lecturers
- Housekeeping & laundry production handbook
- Certificate
- Coffee break

Banquet Production

Rp 85.000 nett / person

- A to Z banquet products knowledge
- A to Z banquet practicing
- Hotel tour
- Experienced lecturers
- Banquet production handbook
- Certificate
- Coffee break

Table Manner Packages

Rp 110.000 nett / person

- One (1) session of table manner (optional menu)
- Special 5-star table manner set-up and equipment
- A lesson of basic training
- Making bed demo
- Attractive bar demo
- Flower arrangement
- Hotel tour
- Experienced lecturers
- Table manner handbook
- Certificate

Rp 125.000 nett / person

- One (1) session of table manner (optional menu)
- Special 5-star table manner set-up and equipment
- Two (2) lessons of basic training
- Making bed demo
- Attractive bar demo
- Kitchen tour and cooking demo
- Flower arrangement
- Hotel tour
- Experienced lecturers
- Table manner handbook
- Certificate



Knowledge
are
better
when shared

Sheraton Mustika Yogyakarta Resort & Spa
Jl. Laksda Adisucipto KM 8,7 Yogyakarta 55282
T - 62 274 488 588 F - 62 274 484 589
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packages

SIDO ASIH Indonesian Menu

Buffet Style

[Rp175.000
nett
per orang]

Family Style

[Rp185.000
nett
per orang]

SIDO MUKTI Oriental Menu

Buffet Style

[Rp195.000
nett
per orang]

Family Style

[Rp205.000
nett
per orang]

SIDO MULYO International Menu

Buffet Style

[Rp215.000
nett
per orang]

Family Style

[Rp225.000
nett
per orang]

Minimum of 500 persons
Rates may changed without prior notice

benefits

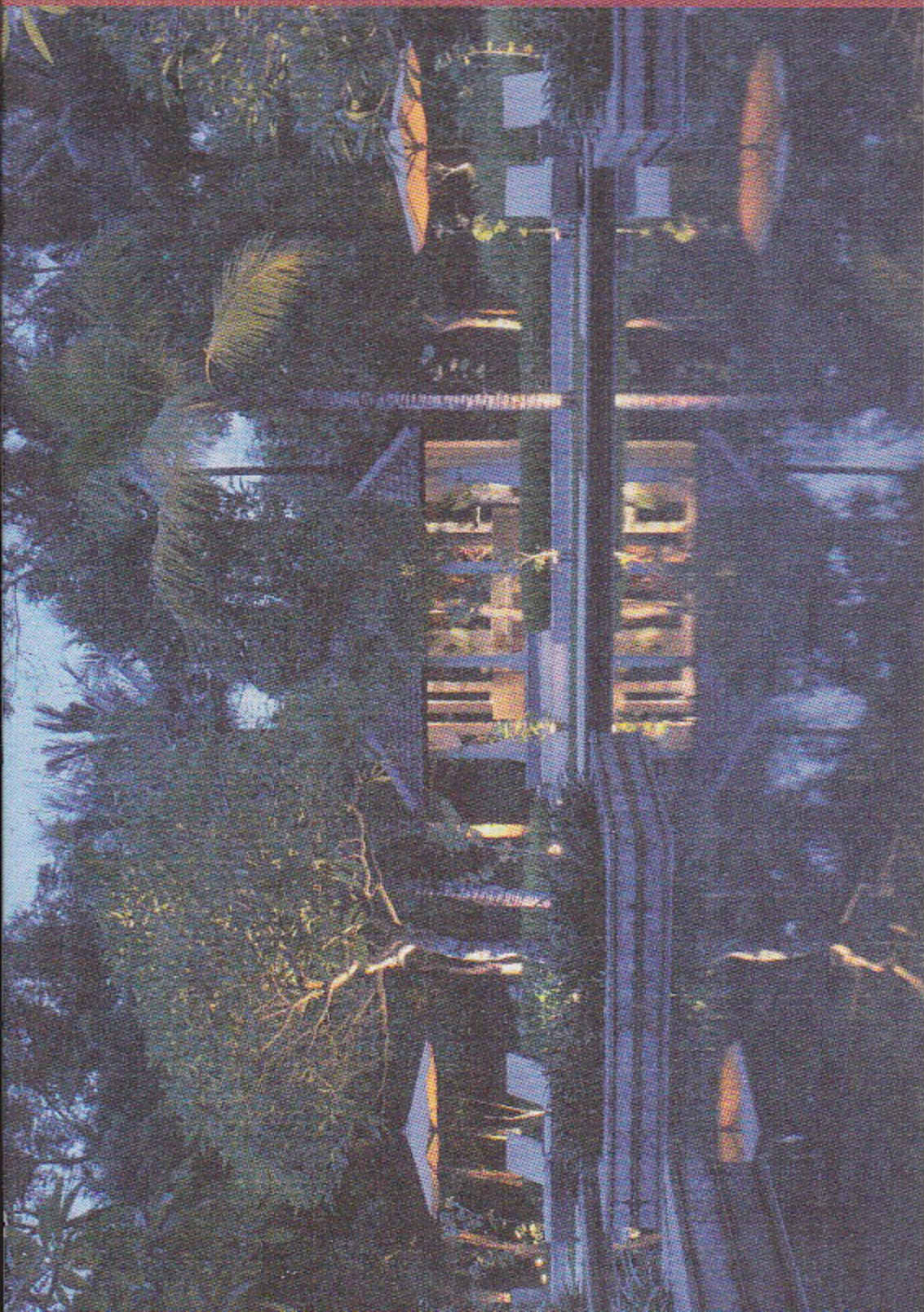
- Venue for pre-wedding photos.
- Excellent service and special set-up.
- Stage (4m x 10m).
- Fruit basket for bride's room.
- Two (2) reception decks, two (2) guest book and pen.
- One (1) romantic dinner voucher.
- Center piece for family style (flower arrangement or fruit basket).
- Two (2) units television in pre-function area.
- One (1) unit LCD 3000 lumens.
- Built in giant screen.
- Complimentary shuttle to / from hotel - Mataram Grand Ballroom.
- Electricity 10.000 watt.
- Parking area for 250 cars.

our special benefits

- 3 days 2 nights stay in suite room, including breakfast for two (2) persons.
- "Pampering Honeymoon Treatment Spa Package" in Taman Sari Royal Heritage Spa for two (2) persons.
- Special rate for adding rooms for family.
- One (1) food testing for ten (10) persons.
- Flower arrangement at bride's room.
- Photos and documentation (120 photo shoots, 1 digital album 20 cm x 30 cm, 20 pages and CD)
- Video Shooting (1 set master DVD, 1 set master edit MDV and 1 exclusive box)

	SIDO ASIH Indonesian	SIDOMUKTI Oriental	SIDOMULYO International
Wedding Room 3days 2nights	Junior Suite	Executive Suite	Junior Suite + 2 Rooms
Room for family (2 days 1 night)	✓	1 Garden View	2 Garden View
Romantic Dinner Voucher	✓	✓	✓
SPA Treatment	2 hours	2,5 hours	3 hours
Electricity 10.000 watt	✓	✓	✓
Free Room Rental	✓	✓	✓
Video Shooting	✓	✓	✓
Photo Documentation	✓	✓	✓
1 Unit LCD 3000 Lumens	✓	✓	✓
Stage 4m x 10m	✓	✓	✓
Food Testing	✓	✓	✓
Reception Table	✓	✓	✓
Giant Screen	✓	✓	✓
Free Venue for Pre Wedding Ceremony	✓*	✓*	✓*
Transit & Make Up Room	✓*	✓*	✓*
Coffee Break for technical meeting	✓*	✓*	✓*

*Terms and condition applied



THE
PENDOPO'S
at
Taman Sari
Pool Area

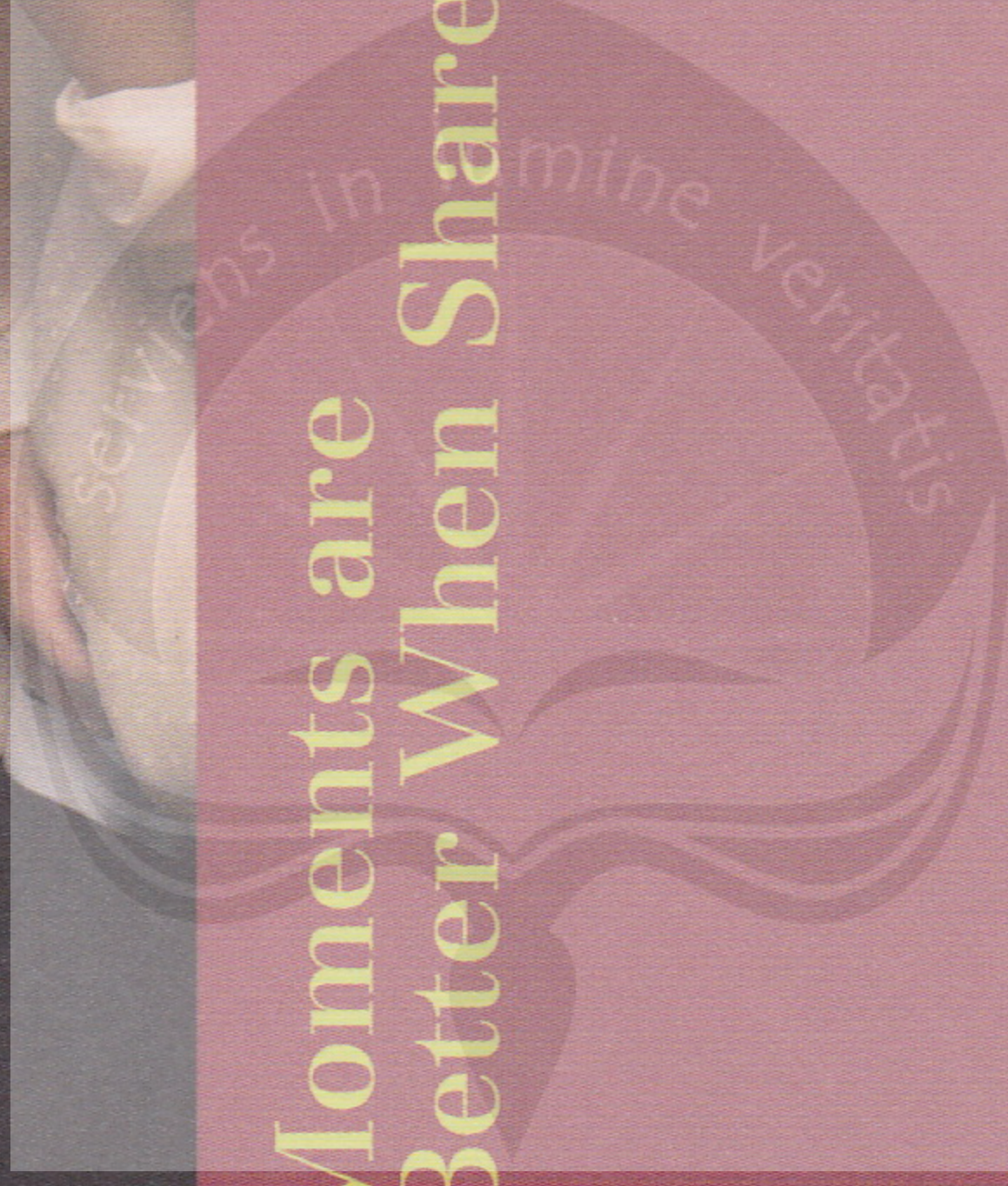
Whether you want
a Chinese, Western, Outdoor
or more traditional wedding
we can help.



BALLROOM



Big Moments are
Better When Shared

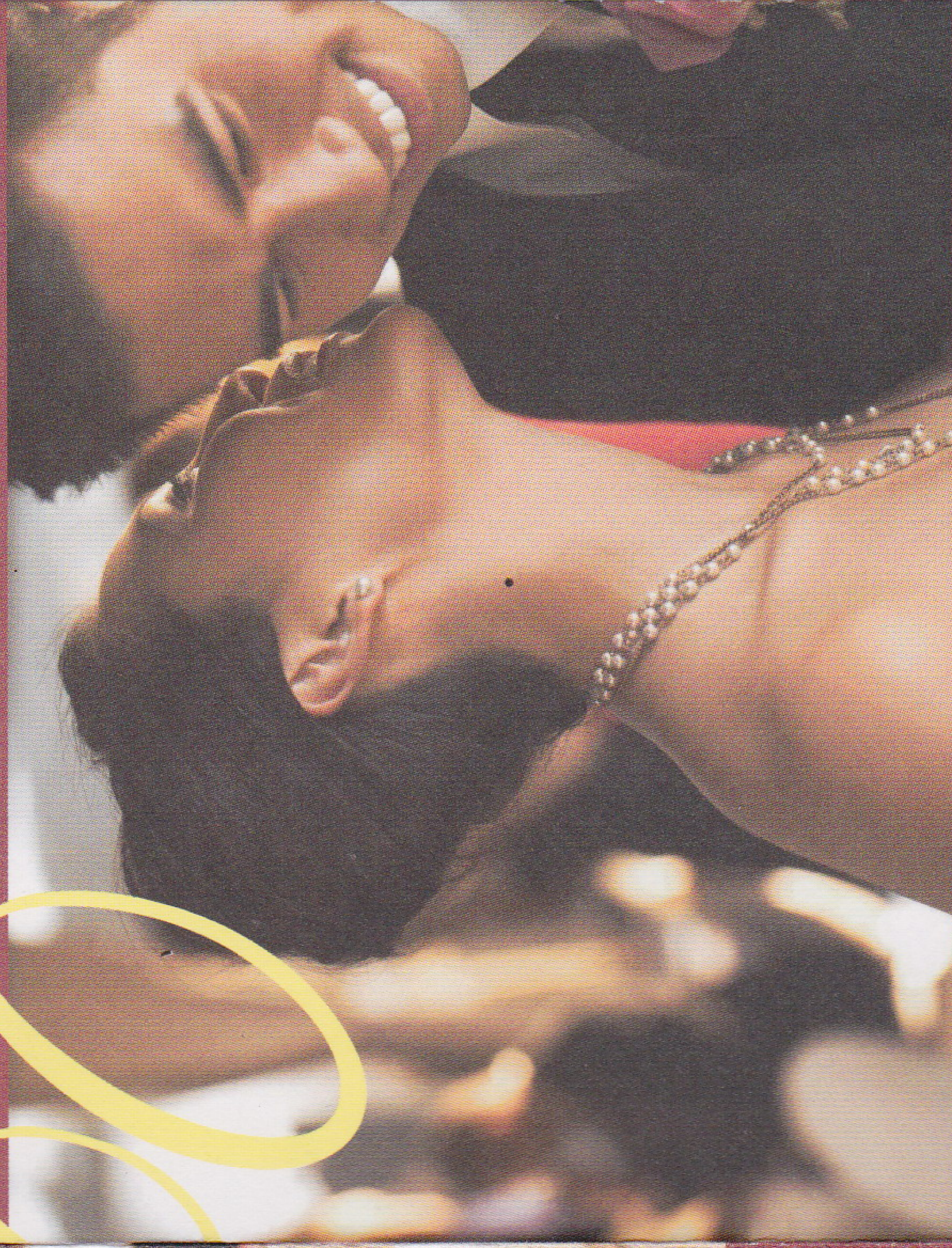


www.sheraton.com/yogyakarta

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Sheraton
Mustika Yogyakarta
RESORT & SPA



1
love
all
you
need
is

www.sheraton.com/yogyakarta

of
you
just for





Sheraton

INVALID

TO

Valid thru 3 Sept ' 2012

FROM

One Night Stay in a Volcano ~~Room~~

view Room

IN THE AMOUNT OF

DATE

Including Buffet Breakfast for two persons

REDEEMABLE AT

AUTHORIZED SIGNATURE

SHERATON MUSTIKA YOGYAKARTA RESORT & SPA

No.

191-BR/III/2012

GENERAL MANAGER

This Certificate is property of and issued by Sheraton Mustika Yogyakarta Resort & Spa.

If this Certificate is lost, stolen, damaged or destroyed, it can only be replaced with proof of purchase satisfactory to Sheraton Mustika Yogyakarta Resort & Spa.

Photocopies of this Gift Certificate will not be permitted or redeemable. This Certificate may not be transferred for value, cash, or applied to any other account, except to the extent required by law.

Certificate holder must indicate his or her intention to pay for a stay using this Certificate at the time a reservation is made and must present the Certificate at check in.

*together with a credit card to pay for any additional charges accrued. All rooms are subject to availability. Not valid during high occupancy, Idul Fitri, Christmas & New Year periods

If the amount of the charges exceeds this Certificate balance, user must pay the difference.

All room fees, costs, purchases or other eligible charges made at the reserved Sheraton Mustika Yogyakarta Resort & Spa will be debited against this Certificate's balance.

This Certificate is only valid for reservations at Sheraton Mustika Yogyakarta Resort & Spa and booked directly through Sheraton Mustika Yogyakarta Resort & Spa.



group will be transferred at a given
 the Sheraton Mustika Yogyakarta
 to the destination of your choice

OME
 at the site you will be welcomed by
 d in Javanese dress or other themes
 party should be considered to allow
 relax while enjoying the temples at

style dinner setting will be served by
 stika Yogyakarta Resort & Spa just
 ple, which will have been reserved
 up alone to enjoy.

he theme dinner menus:
 e Cuisine (The Sultan Famous
 de - Featuring Javanese Dishes
 Dinner - Colonial Javanese Style
 rner - Buffet Style
 ne Pairing - Western Style Menu

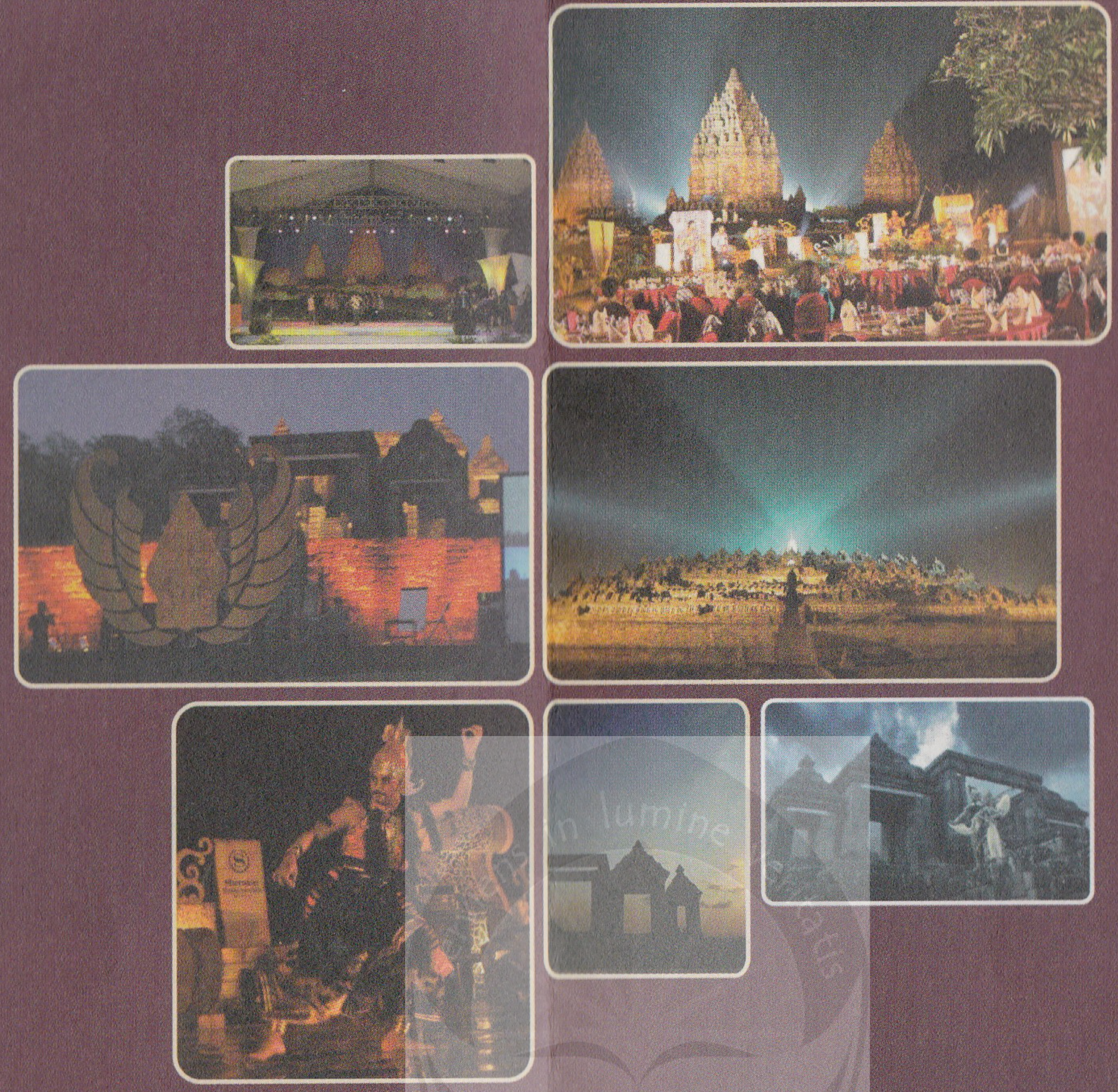
NT
 meal, a traditional/ cultural
 e should be performed, such as:
 a Balet Show - Batik Show
 Rampak - Bambangan Cakil
 d of Roro Jonggrang

other cultural shows.
 n or contemporary art
 s could be considered to cheer up
 - DJ Music
 nce - Magician
 nger - Jazz Music
 - Interactive Laser
 o may be applied for any above selection

PROGRAM

PACKAGE INCLUSIONS

FACILITY	Approx Area [m2]	Approx. Dimension [Length x Width] [m]	Suggested Space Capacity [No of Persons]	
Lapangan Aksobya	2.450	35 x 70	813	BOROBUDUR
Taman Lumbini	4.500	90 x 50	1.125	
Taman Guna Dharma	10.800	120 x 90	2.700	
Taman Asoka	15.000	125 x 120	3.750	
Bukit Dagi	100.800	360 x 280		
Arena Anak	4.800	80 x 60	1.200	
Area Museum Samudraraksa	3.300	60 x 65	825	PRAMBANAN
Lapangan Siva	15.800	120 x 130	3.900	
Lapangan Brahma	13.200	120 x 110	3.300	
Lapangan Wisnu	6.300	90 x 70	1.575	
Lapangan Nandi	8.100	90 x 90	2.025	
Lapangan Garuda	11.000	110 x 100	2.750	
Bumi Perkemahan Rama Shinta 1	23.400	360 x 65	500 tenda	RATU BOKO
Bumi Perkemahan Rama Shinta 2	11.250	250 x 45	300 tenda	
Plaza Andrawina	800	40 x 20		
Bumi Perkemahan Atas	15.000			
Bumi Perkemahan Bawah	10.000			



SAMPLE OF SUCCESSFUL EVENTS

SPACE & CAPACITY



Prepare to impress your guests by "a once in a
 lifetime wonderful experience" of the magical
 evening in a luxurious dinner setting at one of
 the World Heritage Sites:
 • Borobudur Temple
 • Prambanan Temple
 • Ratu Boko Palace

Sheraton Mustika Yogyakarta Resort & Spa
 exclusively aligned with The Temple Po
 Management to provide the best experience a
 inspire your guests by Our UNESCO Wor
 Heritage Sites' rich culture, stunning views, a
 open spaces for all styles of functions.

Sheraton Mustika Yogyakarta Resort & S
 Jl. Laksda Adisucipto Km. 8.7 Yogyakarta 55282, Indone
 P +62. 274. 488
 F +62. 274. 484
 sales@sheratonyogya.c
 sheraton.com/yogya

PROGRAM

TRANSFER

- You and your group will be transferred at a given time from the Sheraton Mustika Yogyakarta Resort & Spa to the destination of your choice

SPECIAL WELCOME

- Upon arrival at the site you will be welcomed by locals dressed in Javanese dress or other themes
- Pre-cocktail party should be considered to allow your guests relax while enjoying the temples at night

DINNER

- A luxurious style dinner setting will be served by Sheraton Mustika Yogyakarta Resort & Spa just near the temple, which will have been reserved for your group alone to enjoy.
- Selections of the theme dinner menus:
 - The Palace Cuisine (The Sultan Famous
 - Food Parade - Featuring Javanese Dishes
 - Rishtafel Dinner - Colonial Javanese Style
 - Candi Corner - Buffet Style
 - Food & Wine Pairing - Western Style Menu

ENTERTAINMENT

- During the meal, a traditional/ cultural performance should be performed, such as:
 - Ramayana Ballet Show
 - Batik Show
 - Hanoman Rampak
 - The Legend of Roro Jonggrang
 - Abayagiri
 - and many other cultural shows.
 - Other modern or contemporary art performances could be considered to cheer up
 - Live band
 - DJ Music
 - Modern Dance
 - Magician
 - Electone Singer
 - Jazz Music
 - Acoustics
 - Interactive Laser
- * Additional charge may be applied for any above selection

PROGRAM

PACKAGE INCLUSIONS



FACILITY	Approx Area [m ²]	Approx. Dimension [Length x Width] [m]	Suggested Space Capacity [No of Persons]	
Lapangan Aksobya	2.450	35 x 70	813	BOROBUDUR
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Lapangan Garuda	11.000	110 x 100	2.750	
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Plaza Andrawina	800	40 x 20		
Bumi Perkemahan Atas	15.000			RATU BOKO
Bumi Perkemahan Bawah	10.000			

SAMPLE OF SUCCESSFUL EVENTS

SPACE & CAPACITY



Prepare to Imp
lifetime wonde
evening in a lu
the World Herit
• Borobudur
• Prambanan
• Ratu Boko P
Sheraton Must
exclusively a
Management
inspire your
Heritage Site
open spaces to

UNIQUENESS :

- One of the most prestigious historical site. Magnificent Buddhist monument constructed between 750 and 850 AD
- A wonderful creation with beautifully architected with a blend of true culture.
- The stone carvings stories surround temple will remind of life is beautiful.
- Stands majestically on a hilltop overlooking lush green fields and distant hills
- The form structure of Borobudur symbolize the lotus.
- Located in an elevated area between two twin volcanoes, Sundoro-Sumbing and Merbabu-



LOCATION :

- Merapi, and two rivers, the Progo and the Elo. Still used for pilgrimage; once a year Buddhists in Indonesia celebrate Vesak at the monument
- Approximately 45 km (45 - 60 minutes) from Sheraton Yogyakarta Resort & Spa to northwest of Yogyakarta

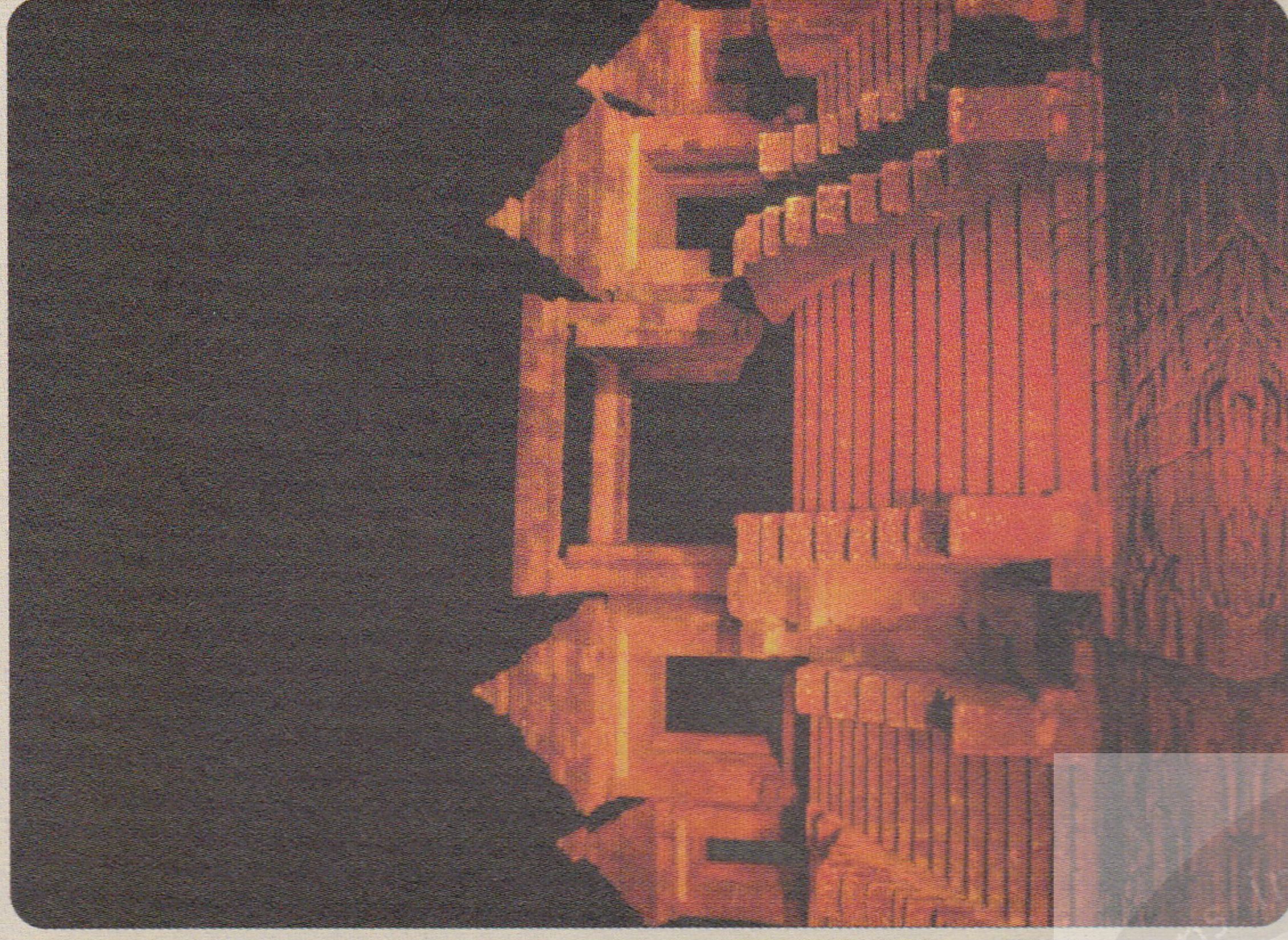
BOROBUDUR

UNIQUENESS :

- The site was a palace complex which belong to the kings of Sailendra (Mataram Kingdom) built the Prambanan Temple.
- The only Hindu and Buddhist mixed-architectural Archeological site
- From this palace we can see the beauty of Prambanan and Sewu temple from the hill Mount Merapi as the background.
- It is considered as the best place to enjoy view of Yogyakarta and Prambanan temple with light.

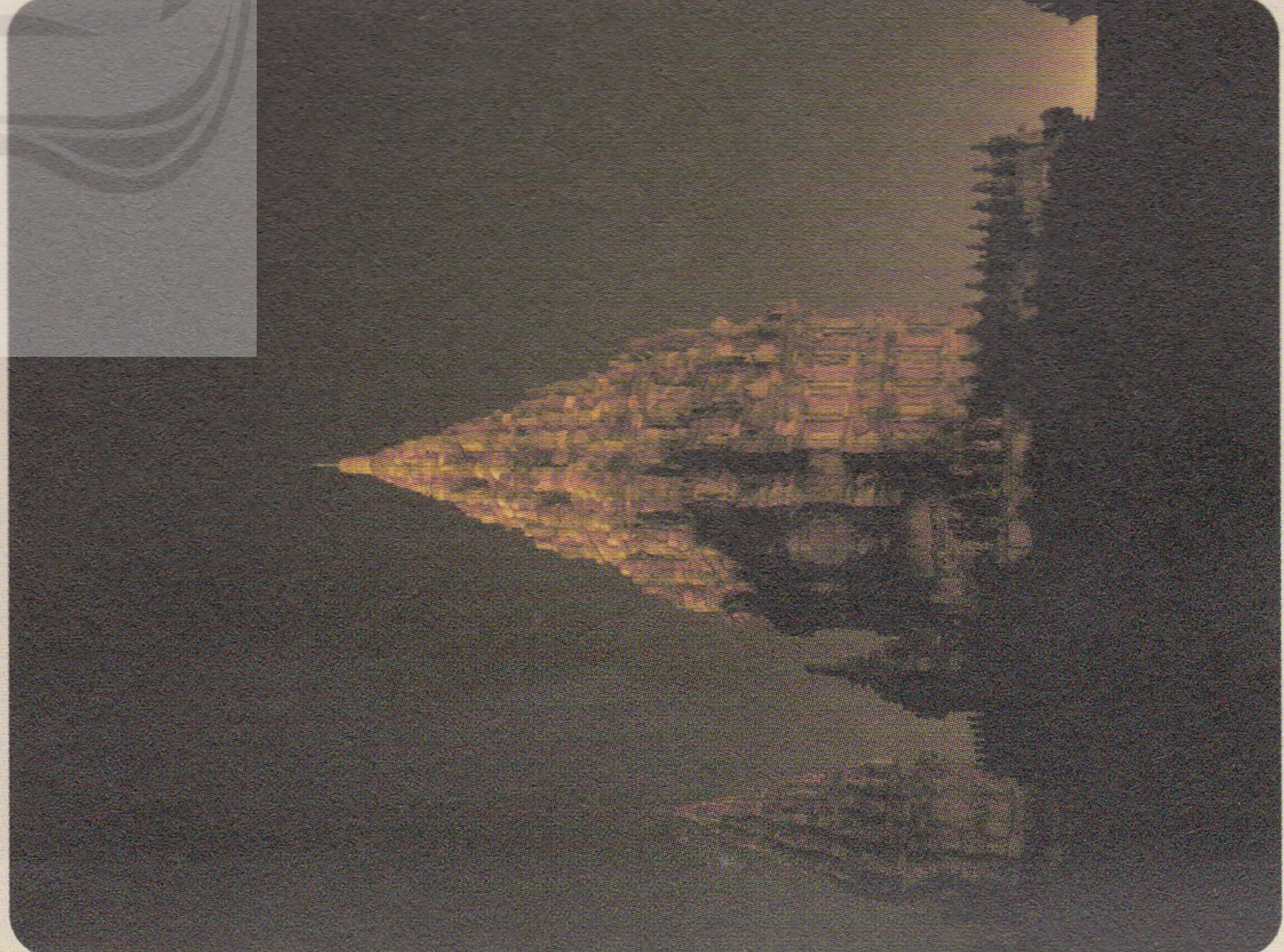
LOCATION :

- It's about 11 km (12-15 minutes) from Yogyakarta Resort & Spa.



UNIQUENESS :

- Charming architecture decorated with patterned Hindu save thousand mysteries
- Prambanan reputed as the biggest and most beautiful Hindu Temple in Indonesia.
- The great place for historical tours, and the beauty of Prambanan silhouette at night will bring your imagination to feel the classical past.
- The majesty Prambanan mixed form in harmony with the natural surroundings, will make you relax and add new inspiration.



LOCATION :

- Approximately 5 km (9-12 minutes) from Sheraton Yogyakarta Resort & Spa.

PRAMBANAN

Example Events	Recommended Venue		
	Borobudur	Prambanan	Ratu Boko
Cocktail Party	★	★ ★	★ ★ ★
Corporate Celebration/ Anniversary	★ ★	★ ★ ★	★
Dinner Parties	★	★ ★ ★	★ ★
Product Launch	★ ★	★ ★ ★	★
Client and Staff Appreciation Party	★ ★ ★	★ ★	★
Charity Night	★ ★ ★	★ ★	★
Holiday/ Theme Party	★ ★	★ ★ ★	★
Press Release Party	★ ★	★ ★ ★	★
Reunions	★	★ ★	★ ★ ★
Retirement Parties	★	★ ★	★ ★ ★
Anniversary Parties	★ ★ ★	★ ★	★
Gala Musical Show	★ ★ ★	★ ★	★
Summer BBQ	★	★ ★	★ ★ ★
Birthday Parties	★	★ ★	★ ★ ★
Graduation Parties	★	★ ★	★ ★ ★
Engagement Parties	★	★ ★	★ ★ ★
Bachelor/Bachelorette Parties	★	★ ★	★ ★ ★
Food and Wine Pairings	★ ★	★ ★ ★	★

*** HIGHLY RECOMMENDED

** RECOMMENDED

* SUITABLE

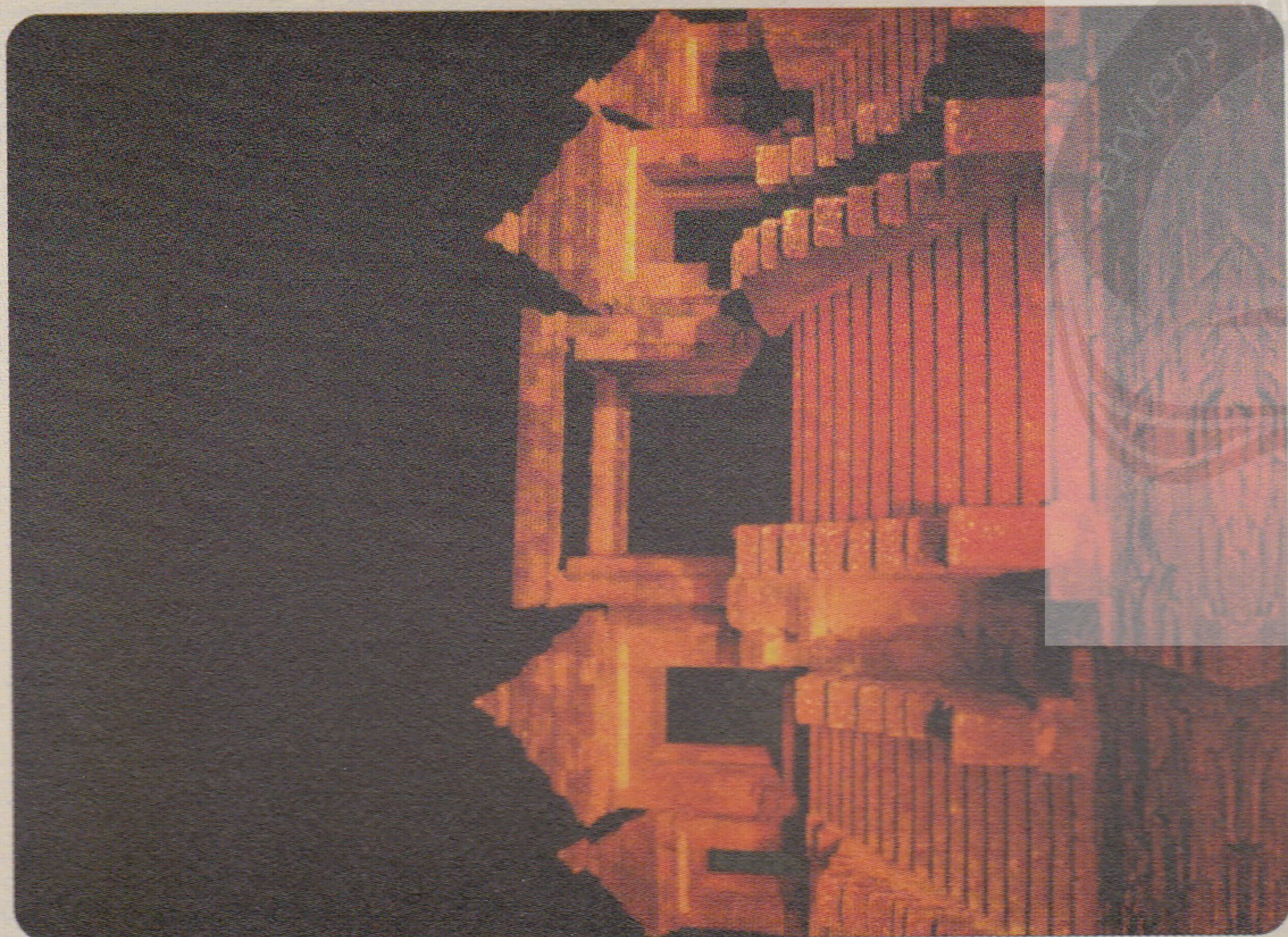
RATU BOKO PALACE

UNIQUENESS :

- The site was a palace complex which belonged to the kings of Sailendra (Mataram Kingdom) that also built the Prambanan Temple.
- The only Hindu and Buddhist mixed-architectural Archeological site
- From this palace we can see the beauty of Prambanan and Sewu temple from the hilltop with Mount Merapi as the background.
- It is considered as the best place to enjoy night views of Yogyakarta and Prambanan temple with night light.

LOCATION :

- It's about 11 km (12-15 minutes) from Sheraton Yogyakarta Resort & Spa.

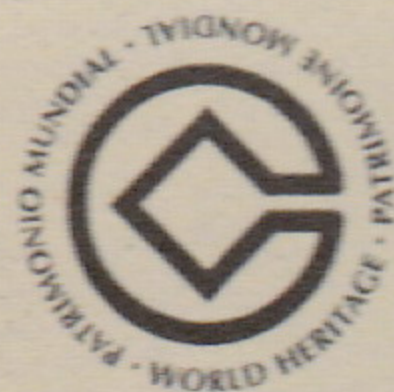


BOROBUDUR

- Merapi, and two rivers, the Progo and the Elo. Still used for pilgrimage; once a year Buddhists in Indonesia celebrate Vesak at the monument

LOCATION :

- Approximately 45 km (45 - 60 minutes) from Sheraton Yogyakarta Resort & Spa to northwest of Yogyakarta



RECOMMENDED PROGRAM

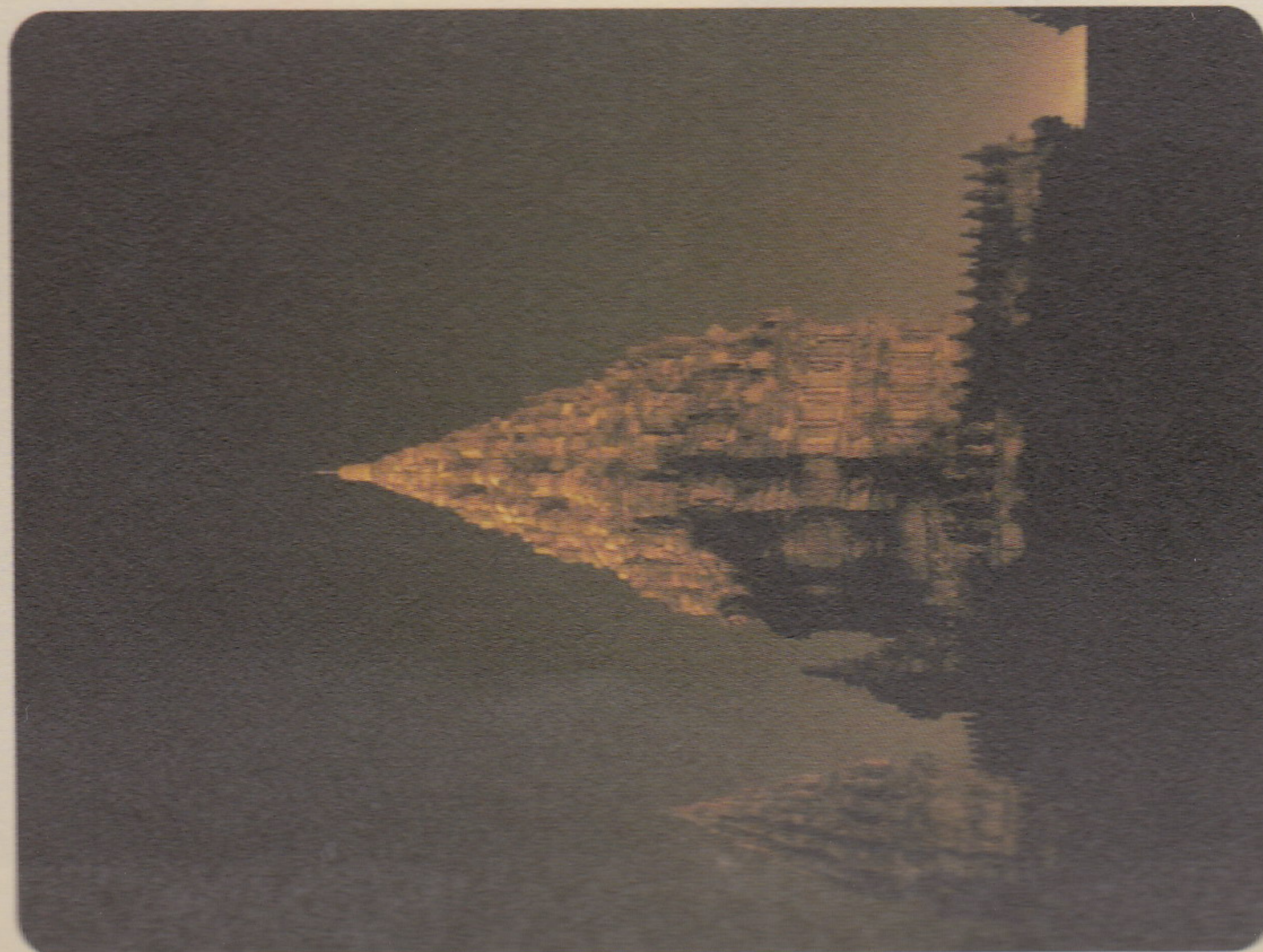
Example Events	Recommended Venue		
	Borobudur	Prambanan	Ratu Boko
Cocktail Party	★	★ ★	★ ★ ★
Corporate Celebration/ Anniversary	★ ★	★ ★ ★	★
Dinner Parties	★	★ ★ ★	★ ★ ★
Product Launch	★ ★	★ ★ ★	★
Client and Staff Appreciation Party	★ ★ ★	★ ★	★
Charity Night	★ ★ ★	★ ★	★
Holiday/ Theme Party	★ ★	★ ★ ★	★
Press Release Party	★ ★	★ ★ ★	★
Reunions	★	★ ★	★ ★ ★
Retirement Parties	★	★ ★	★ ★ ★
Anniversary Parties	★ ★ ★	★ ★	★
Gala Musical Show	★ ★ ★	★ ★	★
Summer BBQ	★	★ ★	★ ★ ★
Birthday Parties	★	★ ★	★ ★ ★
Graduation Parties	★	★ ★	★ ★ ★
Engagement Parties	★	★ ★	★ ★ ★
Bachelor/Bachelorette Parties	★	★ ★	★ ★ ★
Food and Wine Pairings	★ ★	★ ★ ★	★

*** HIGHLY RECOMMENDED

** RECOMMENDED

* SUITABLE

PRAMBANAN



forgiven forgotten





Selamat Hari Raya Idul Fitri
Mohon Maaf Lahir & Batin

Sheraton Mustika Yogyakarta Resort & Spa



welcome TO

Sheraton Mustika Yogyakarta Resort & Spa, experience an inviting taste of something new. Yogyakarta is the place to visit where you may find the tradition, nature and modern lifestyle blend into the daily life of its citizen.



Snapshot

SHERATON MUSTIKA YOGYAKARTA RESORT & SPA
OFFERS ACCESS TO THE BEST OF IT ALL.

- 246** guestrooms including Lagoon and Suites each with the Sweet Sleeper™ Bed and a large private balcony with panoramic views of the Volcano and spectacular pools or beautiful gardens.
- Nearby the area's most famous attractions: Borobudur Temple, Prambanan Temple, Golf Course, Convention Center, entertainment and shopping centre
- Androwino Bistro;
- Suko Wine Lounge;
- Club Lounge; Pool Bar;
- Cigar Lounge; in-room dining.
- Renowned Taman Sari Royal Heritage Spa, the large and most complete spa facilities in town.
- Health Club offers **4** outdoor swimming pools and **1** indoor swimming pool; sauna; whirlpool; fitness center; tennis court; complimentary drop-off services to Malioboro and complimentary airport transfer.
- 7** meeting rooms and an elegant Mataram Grand Ballroom with flexible breakout rooms that could accommodate functions for up to **2,500** guests; business center; free high-speed internet access and audiovisual equipment.



WE INVITE YOU TO BE PART OF OUR STARWOOD PREFERRED GUEST® PROGRAM.



You can earn Starpoints® for all of your eligible stays at over 890 hotels and resorts in 95 countries.

Stay with a participating Sheraton or any of our eight other distinctive brands and then redeem for Free Night Awards with no blackout dates. With more award-winning hotels than any other loyalty program, exceptional member benefits, and outstanding customer service, there's simply no reason not to join our free program today. Find out more by visiting SPG.com.



SHERATON

Mustika Yogyakarta Resort & Spa

YOGYAKARTA, FAMOUS FOR ITS OUTSTANDING HISTORICAL, A CULTURAL HERITAGE AND AS WELL AS ITS NATURAL BEAUTY. IT HAS NUMEROUS THOUSAND-YEAR-OLD TEMPLE INHERITANCES OF THE GREAT ANCIENT KINGDOM, SUCH AS THE BIGGEST BUDDHIST TEMPLE OF BOROBUDUR, PRAMBANAN TEMPLE AND AS WELL AS THE SULTANATE OF YOGYAKARTA.

Royal Javanese Tradition

Experience a feeling of welcome unlike any other at the newly-renovated Sheraton Mustika Yogyakarta Resort & Spa. Situated on five hectares of luxurious tropical gardens where the beautiful Merapi Volcano standards as a magnificent backdrop.

As the culture capital of Java, Yogyakarta offers the opportunity to study and experience local languages (Bahasa Indonesia and Javanese), batik paintings, traditional dances and performance arts, local culinary or traditional medicine and elixirs made of tropical herbs and spices (jamu).

Fascinating Journey

Travelers who seek adventure can enjoy white river rafting at the Elo River or experience the tropical jungle trekking on Mount Merapi or try biking through the serenity of the Javanese village and paddy fields on the outskirts of this peaceful town.

The hotel has a vibrant

Javanese feel and is ideally positioned providing easy access to some of Yogyakarta's tourist highlights. Visit the Prambanan Temple only 15 minutes drives from the hotel, the Borobudur Temple, the largest Buddhist Stupa, the Sultan Palace, Batik Handicraft and Museums, Silver and Leather workshops, entertainment and shopping centre.

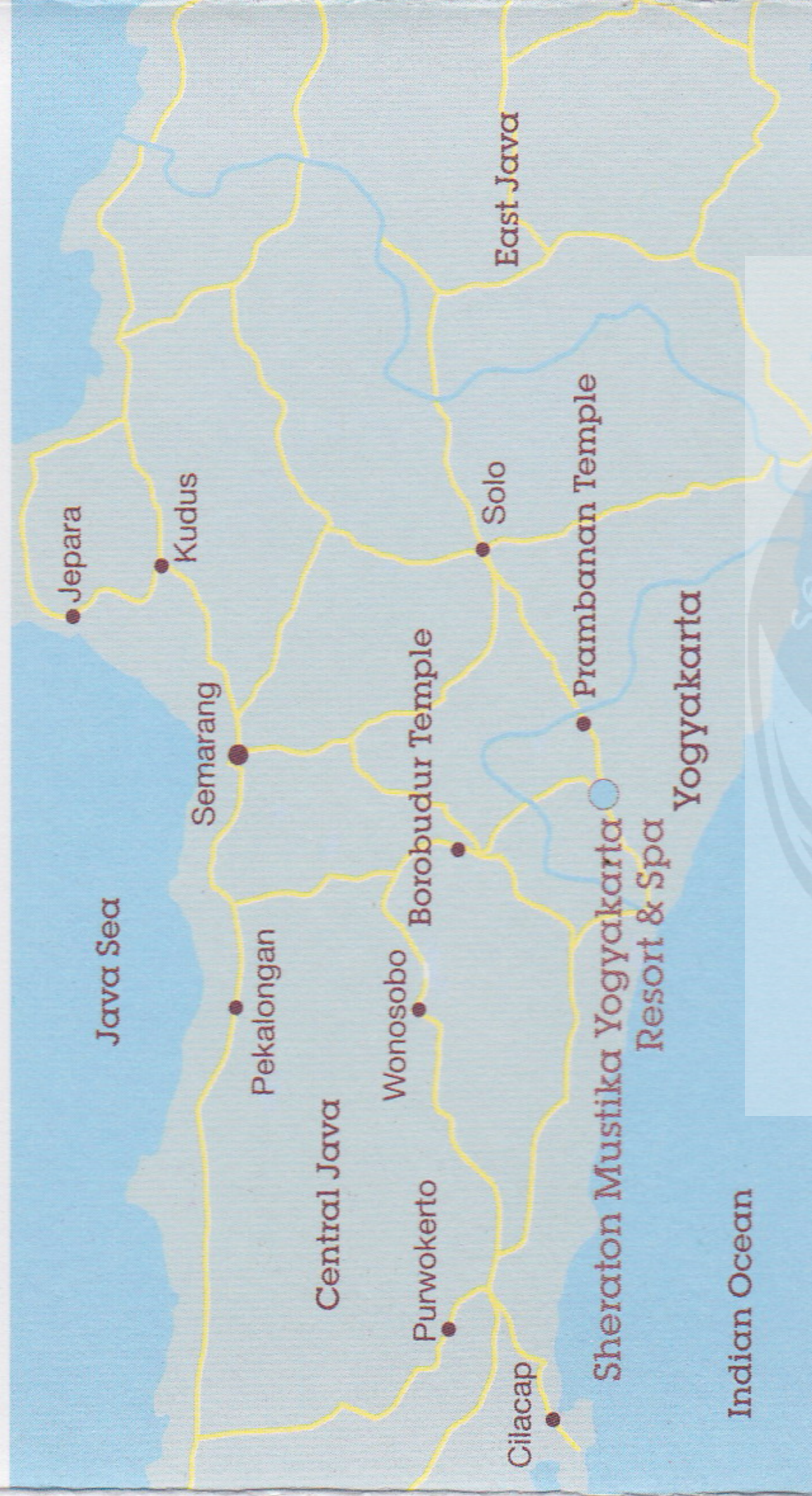
In addition to an array of first class services and amenities, the resort feature a selection of fine restaurant, coffee shop and lounge, indoor and outdoor swimming pools and a state-of-the-art fitness center.

A Heaven for Spa Lovers

Or if you just wish to find solace, escape to the tranquility of the Taman Sari Royal Heritage Spa and indulge yourself in the heavenly touch of a wide variety of spa treatments, all founded on Javanese Royal traditions.



Sheraton



SHERATON MUSTIKA YOGYAKARTA RESORT & SPA
Jl. Laksda Adisucipto KM 8,7
Yogyakarta 55282, Indonesia

t — 62 274 488588 f — 62 274 484589

From Adisucipto Airport

Just 2 km from Adisucipto Airport or approximately 5 to 10 minutes drives to the hotel

From Bali

The direct flight from Ngurah Rai International Airport to Yogyakarta will take 60 minutes

From Jakarta

Take 50 minutes direct flight from Soekarno Hatta Airport to Adisucipto Airport

From Kuala Lumpur

Take 2 hours direct flight from Kuala Lumpur International Airport to Adisucipto Airport.

From Surabaya

The direct flight will take 45 minutes from Juanda Airport in Surabaya to Adisucipto Airport in Yogyakarta
Alternatively the drive from Surabaya to Yogyakarta will take about 6 hours or approximately 400 kilometers.

From Singapore

Take 2 hours direct flight from Changi International Airport to Adisucipto Airport and 5 minutes drives to reach the hotel.

sheraton.com/yogyakarta



Sheraton



Sheraton Mustika Yogyakarta Resort & Spa
YOGYAKARTA, INDONESIA



TO
Welcome

Sheraton Mustika
Yogyakarta
Resort & Spa.
Experience an
inviting taste of
something new.
Yogyakarta is the
place to visit where
you may find the
tradition, nature, and
modern lifestyle blend
them into the daily
life of it's citizen.

GUESTROOMS AND SUITES

Enjoy stylish decor 246 guestrooms, lagoon, and
suites each with the Sweet Sleeper™ Bed and
a large private balcony with panoramic views
of the volcano and spectacular pools or a beautiful
garden. An ultimate comfortable stay can be
experienced in the spacious rooms, decorated
in elegant traditional Javanese modern style with
complimentary high-speed internet access in all
guest rooms.

ROOM TYPES	SIZE (sq.m)	NO OF ROOMS
GARDEN VIEW	42	110
VOLCANO VIEW	42	73
CLUB ROOM	42	30
LAGOON ACCESS	42	16
LAGOON SUITE	84	2
JUNIOR SUITE	84	10
EXECUTIVE SUITE	126	2
PRESIDENT SUITE	168	2
ROYAL SUITE	210	1

GUEST SERVICES

The beauty of our tropical surroundings inspires our
indoor and outdoor function space. Our 1,650
square meters of flexible indoors space including
our elegant ballroom and 5 meeting rooms.
outside to meet under the warming sun or shimmering
stars. Our beautiful pool side offers picture-perfect
backdrops for romantic dinner or sunset cocktail
parties. With our professional convention services
team will assist you with all aspect of a successful
and memorable event.

GATHER OVER A MEAL

In addition to an array of first class services and
amenities, the resort features a selection of
4 restaurants and lounges including: Androwino
Bistro; Suko Wine Lounge, Club Lounge,

A HEAVEN FOR SPA LOVERS

If you wish to find solace,escape to the tranquility of
the Taman Sari Royal Heritage Spa and indulge
yourself in the heavenly touch of wide variety of spa
treatments, all founded on Javanese Royal tradition.

ROYAL JAVANESE TRADITIONS

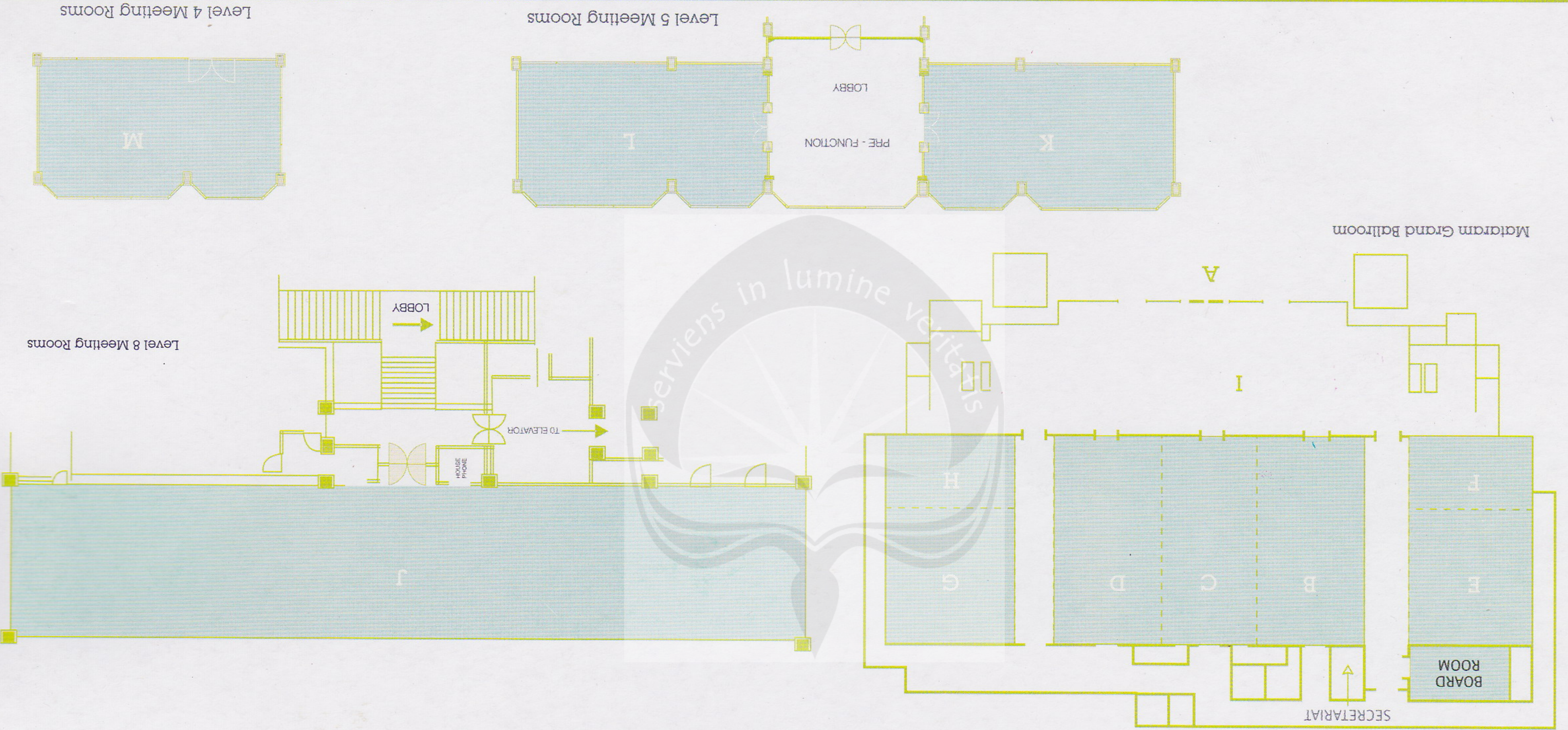
As the culture capital of Java, Yogyakarta offers the
opportunity to study and experience the local
languages (Bahasa Indonesia & Javanese), batik
paintings, traditional dances and art performances,
local culinary or traditional medicine and elixirs made
of tropical herbs and spices (jamu).



SHERATON MUSTIKA YOGYAKARTA
RESORT & SPA
Jl. Laksda Adisucipto Km 8.7
Yogyakarta 55282, Indonesia
T — 62 274 48688
F — 62 274 48489
sheraton.com/yogyakarta

MEETING CAPACITY CHART

KEY	ROOM	AREA (M)	BANQUET	CLASS	THEATER	RECEPTION	U-SHAPE
A	Mataran Grand Ballroom	60 x 20 x 5.8	700	700	1800	2500	450
B	Mataran I	11 x 20 x 5.8	80	100	200	250	55
C	Mataran II	8 x 20 x 5.8	70	75	150	160	45
D	Mataran III	11 x 20 x 5.8	100	100	200	250	55
E	West I	11 x 13 x 4.2	50	60	120	70	25
F	West II	11 x 7 x 4.2	30	30	50	30	15
G	East I	11 x 13 x 4.2	50	60	120	70	25
H	East II	11 x 7 x 4.2	30	30	50	30	15
I	Pre-function	10 x 45 x 4.8	200	-	-	500	NA
J	Mustika	40.25 x 7.9 x 3.3	100	125	170	325	80
K	Senopati	8 x 10 x 2.47	45	30	60	75	20
L	Adipati	8 x 10 x 2.47	45	30	60	75	20
M	Pathi	8 x 10 x 2.36	45	30	60	75	20





**CHIT CHAT
(SALES AND MARKETING)**

Made from Eavesdroppers, Chit Chat represents the ambient sound in a room full of people.



**BANTER
(IN-ROOM)**

Banter mimics the lively chatter of brief interactions—cocktail parties and elevator conversations.



**CONNECTING
(RECEPTION DESK AND LOBBY)**

The visual representation of connecting icon and cadence and rhythm of a conversation, patterns include echoes of a conversation, lively chatter of brief interactions—cocktail parties and elevator conversations.

Please refer to page 31 for suggested color duets.

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MAGAZINE PATTERN



Any of the three Sheraton patterns may be used in conjunction with Magazine Style headlines.

Patterns are always in accent colors.

Banter pattern is always used with the transparency unless on an ivory background, then it is used at 100%.

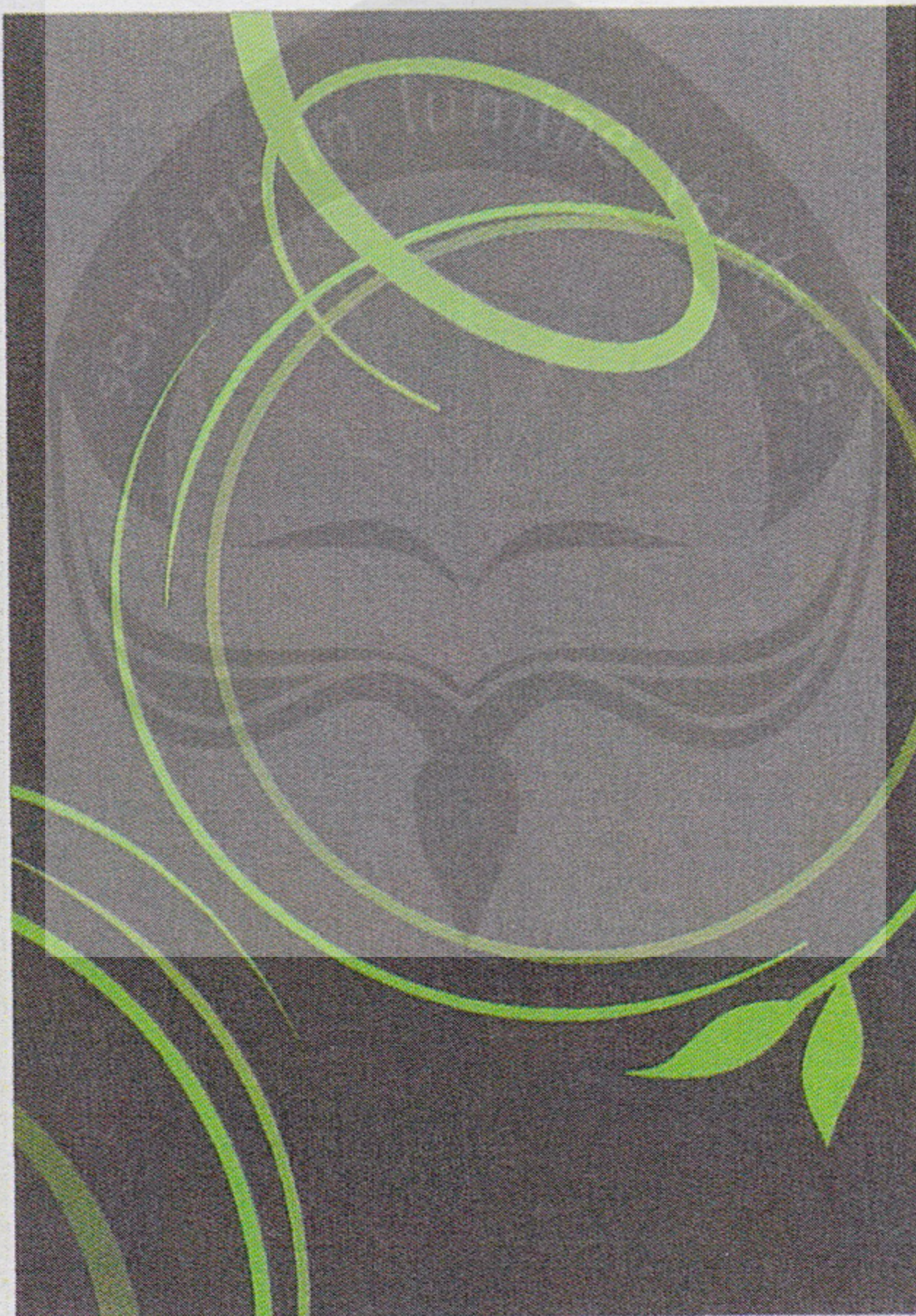
Rambling and Chit Chat are always used at 100%, never with transparency.

Patterns



RAMBLING
(FRONT DESK AND LOBBY)

The visual representation of the rhythm, cadence and volume of a conversation, the patterns include echoes of the Connecting Icon and Eavesdroppers.



BANTER
(IN-ROOM)

Banter mimics the lively chatter of brief interactions—cocktail parties and elevator conversations.



CHIT CHAT
(SALES AND MARKETING)

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Please refer to page 31 for suggested color duets.