

ABSTRAK

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Strategi Komunikasi *Public Relations* Dalam Rangka Meningkatkan Citra Positif Organisasi (Studi Kasus Pada *Public Relations* Rumah Sakit “X” Di Jakarta)

Rumah sakit “X” adalah salah satu rumah sakit pemerintah dan merupakan lembaga non-profit yang memberikan pelayanan secara efisien dan efektif kepada seluruh lapisan masyarakat. Untuk mengkomunikasikan hal ini maka diperlukan suatu strategi agar pesan tersebut dapat diterima dengan baik dalam rangka meningkatkan citra rumah sakit, sehingga diperlukan suatu pendekatan hubungan baik yang terjalin harmonis dengan pihak internal maupun eksternal yang merupakan salah satu tugas dan fungsi dari *public relations*. Penelitian ini bertujuan untuk menganalisis strategi komunikasi *public relations* dalam rangka meningkatkan citra positif rumah sakit “X” di mata publik, dan bertujuan untuk mengkaji fungsi dan tugas *public relations* dalam rangka membangun opini publik internal, serta menganalisis hubungan antara strategi *public relations* dengan opini publik internal dalam rangka meningkatkan citra positif rumah sakit “X” di mata publik. Penelitian ini menggunakan metode kualitatif melalui wawancara focus group discussion, serta di dukung oleh data kuantitatif melalui kuesioner. Hasil penelitian menunjukkan bahwa strategi *public relations* rumah sakit “X” adalah melakukan serangkaian kegiatan internal melalui *special event*, *corporate gathering*, forum rapat, media intranet, membuat majalah internal Cardio, serta kegiatan eksternal melalui *sponsorship*, *media gathering*, *company visit*, *corporate website*, pameran dan seminar. Jenis strategi yang diterapkan yaitu melalui strategi *edukatif-informatif* dengan memberikan informasi kepada publik sesuai dengan fakta yang ada. Komunikasi yang dilakukan merupakan bentuk komunikasi dua arah yang menganut prinsip keterbukaan, menanamkan pengertian untuk membentuk opini positif publik dalam rangka meningkatkan citra rumah sakit “X”. PR rumah sakit “X” telah melakukan fungsi dan tugasnya dengan baik dalam meningkatkan citra positif rumah sakit di mata publik. Hubungan antara strategi PR dengan opini publik terlihat bahwa strategi PR berfungsi sebagai *relationship* dan informator bagi publik internal dalam membangun citra positif. Hal ini berarti PR rumah sakit “X” telah mampu memberikan kredibilitas yang baik untuk meningkatkan citra positif di mata publik internal melalui informasi yang dikomunikasikan dengan baik sehingga citra positif rumah sakit “X” semakin meningkat.

Kata kunci: strategi, komunikasi, *public relations*, citra, dan rumah sakit

ABSTRACT

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The Public Relation Communication Strategy to Enhance the Organizational Positive Image (Case Study on Public Relation of Hospital “X” in Jakarta)

Hospital X is a government-owned hospital, which is a non-profit institution in order to provide effective and efficient service to all members of community. This means that the management practices have to focus on professionalism in its human resources aspect. Therefore, the Hospital through its Public Relation Division is obliged to enhance its role about the image of government-owned hospital in front of public. In order to communicate these things to public, certain strategies are needed to deliver the message properly. As enhancing the image of Hospital, harmonious relationship approach is needed to establish a good relationship with internal and external parties. These kinds of approach become the importance of Public Relation Division to enhance the positive image of Hospital. This research is conducted by using qualitative method through FGD activity, and strengthened by quantitative method by using questionnaires. This research results that the Public Relation’s strategies to enhance the image of Hospital in front of public are applied by a set of internal activities, such as special events, institutional gatherings, meeting discussion forum, intranet-media management, internal bulletin “cardio”, as well as a set of external activities, such as sponsorship, media gathering, company visit, corporate website appearance, exhibitions, and seminars. The strategies conducted by Hospital “X” is educative-informative strategy, which is shown by the activities of Hospital “X” Public Relation in delivering news and information to public according to the existing facts. The communication conducted by Hospital “X” Public Relation is a form of two-way communication holding the principle of openness as well as providing an understanding to form public opinion to enhance the image of Hospital “X” in front of internal and external public. In public opinion, these sets of activity are considered positive, either for internal or external parties. This is because respondents state that Public Relation Division of Hospital “X” has conducted its task and function well in order to enhance the hospital image in front of internal public. The Public Relation strategies function as partner and information provider to internal public in enhancing Hospital image. This means that by using good communication and information conducted by PR to internal public has enhanced the good image of Hospital, therefore contributing higher credibility to the Hospital.

Keywords: strategy, communication, public relations, image, and hospital