



Universitas Mercu Buana  
Fakultas Ilmu Komunikasi  
Bidang Studi Public Relations  
Adrian Risqullah Hendri Putra  
44218110114

Strategi Manajemen Relasi Team Marketing Rumah Sakit Jakarta Dalam Membangun Kepercayaan Dan Reputasi Pasien Pada Masa Pandemi Covid-19  
Bibliografi : 5 Bab 65 Hal + 23 lampiran + 15 Buku + 6 Jurnal + 5 Internet

### **ABSTRAK**

Keberadaan rumah sakit penting bagi masyarakat karena kesehatan merupakan kebutuhan utama dalam kehidupan sehari-hari. Telah diketahui saat ini kita sedang dihadapkan dengan wabah virus Covid-19. Sebagian masyarakat saat menjadi ragu datang kerumah sakit karena takut tertular virus, apalagi rumah sakit tersebut merupakan tempat penanganan pasien Covid-19.

Penelitian ini bertujuan untuk mengetahui bagaimana Strategi Manajemen Relasi Rumah Sakit Jakarta dalam membangun kepercayaan dan reputasi pasien pada masa pandemi Covid-19. Penelitian ini menggunakan metode deskriptif kualitatif dengan paradigma konstruktivisme, sedangkan pengumpulan data melalui wawancara secara langsung.

Hasil dari penelitian ini adalah, strategi manajemen relasi yang dilakukan oleh Rumah Sakit Jakarta untuk meningkatkan kepercayaan dan reputasi dengan mensosialisasikan informasi kesehatan, Campaign #rumahsakitjakartaaman, penerapan protokol kesehatan, edukasi yang disajikan di media digital baik Sosial Media maupun Website, sehingga membuka akses yang mudah dan cepat serta meningkatkan peluang kenaikan pengunjung Rumah Sakit Jakarta berdasarkan data yang diperoleh setiap bulan.

**Kata Kunci :** Manajemen Relasi, Public Relations, Reputasi, Kepercayaan, Covid-19



Mercu Buana University  
Faculty of Communication Science  
Public Relations Field of Study  
Adrian Risquallah Hendri Putra  
44218110114

Relationship Management Strategy for the Jakarta Hospital Marketing Team in Building Patient Trust and Reputation During the Covid-19 Pandemic.

Bibliography: 5 Chapters 65 pages + 23 attachments + 15 books + 6 journals + 5 internet

### **ABSTRACT**

The existence of hospitals is important for the community because health is the main need in everyday life. It is known that we are currently faced with the COVID-19 virus outbreak. Some people are hesitant to come to the hospital for fear of contracting the virus, especially when the hospital is a place that handles COVID-19 patients.

This study aims to determine how the Jakarta Hospital Relationship Management Strategy helped build reputation and patient trust during the COVID-19 pandemic. This research uses a qualitative descriptive method with a constructivism paradigm, while collecting data through direct interviews.

The results of this study are the relationship management strategy carried out by the Jakarta Hospital to increase trust and reputation by disseminating health information, the #rumahsakitjakartaaman Campaign, implementing health protocols, and presenting education on digital media, both social media and websites, thereby opening up easy access quickly as well as increasing the chances of an increase in visitors to the Jakarta Hospital based on data obtained every month.

**Keywords :** Relationship Management, Public Relations, Reputation, Trust, COVID-19