



ABSTRAK

STRATEGI HUMAS DALAM MENINGKATKAN CITRA POSITIF PADA RUMAH SAKIT UMUM DAERAH WONOSARI

Sulistyo Satrio Nugroho
5201711074

Humas memiliki peran penting dalam membangun citra positif rumah sakit, memelihara komunikasi, dan meningkatkan kerjasama publik, yang menguntungkan pemasaran layanan. Adanya permasalahan dalam sebuah pelayanan kesehatan yang kompleks dan beragam, berpengaruh terhadap citra yang telah dicapai dalam sebuah rumah sakit, sehingga menuntut adanya perbaikan dan perkembangan di berbagai aspek. Penelitian ini bertujuan mengetahui strategi humas RSUD Wonosari dalam meningkatkan citra dengan metode kualitatif deskriptif. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi, serta dianalisis dengan triangulasi data yaitu pengumpulan data, reduksi data, penyajian data dan penarikan kesimpulan atau verifikasi. Hasil penelitian menunjukkan humas RSUD Wonosari merancang berbagai strategi peningkatan citra. Strategi operasional meliputi kotak saran, layanan pengaduan, dan email. Pendekatan persuasif dan edukatif diwujudkan melalui temu pelanggan di poliklinik untuk edukasi perawatan gigi dan gizi. Tanggung jawab sosial mencakup pengabdian masyarakat dan penyebaran informasi melalui brosur, media sosial, dan YouTube. Kerjasama dilakukan dengan organisasi kesehatan mental dan fungsi gerak tubuh. Program anti narkoba dengan BNN DIY dan anti gratifikasi menunjukkan aspek koordinatif dan integratif. Strategi-strategi yang telah dilakukan dapat dikatakan sepenuhnya berhasil dalam meningkatkan dan mempertahankan citra positif dan dapat disimpulkan bahwa humas RSUD Wonosari telah berusaha memperbaiki masalah yang terjadi guna meningkatkan citra dan mencapai tujuan bersama.

Kata Kunci: Citra Positif, Humas, Rumah Sakit, Strategi

ABSTRACT

PUBLIC RELATIONS STRATEGY IN IMPROVING POSITIVE IMAGE AT REGIONAL GENERAL HOSPITAL WONOSARI

Sulistyo Satrio Nugroho
5201711074

Public relations plays an important role in building a positive image of the hospital, maintaining communication, and improving public cooperation, which benefits service marketing. The existence of problems in a complex and diverse health service affects the image that has been achieved in a hospital, thus requiring improvements and developments in various aspects. This study aims to determine the public relations strategy of Wonosari Hospital in improving its image using a descriptive qualitative method. Data were collected through observation, interviews, and documentation, and analyzed using data triangulation, namely data collection, data reduction, data presentation, and drawing conclusions or verification. The results showed that Wonosari Hospital's public relations designed various strategies to improve its image. Operational strategies include suggestion boxes, complaint services, and email. A persuasive and educational approach is realized through customer meetings at the polyclinic for dental and nutritional care education. Social responsibility includes community service and dissemination of information through brochures, social media, and YouTube. Cooperation is carried out with mental health organizations and body movement functions. The anti-drug program with the DIY BNN and anti-gratification show coordinative and integrative aspects. The strategies that have been implemented can be said to be completely successful in improving and maintaining a positive image and it can be concluded that the public relations of Wonosari Regional Hospital have tried to fix the problems that occurred in order to improve the image and achieve common goals.

Keywords: *Hospital, Positive Image, Public Relations, Strategy*