



ABSTRAK

STRATEGI PUBLIC RELATIONS RSU QUEEN LATIFA DALAM UPAYA MENINGKATKAN CITRA POSITIF MELALUI PROGRAM POSYANDU LANSIA SEHAT

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Penelitian ini dilakukan dengan tujuan untuk mengetahui strategi yang digunakan oleh Humas RSU Queen Latifa Kulon Progo dalam meningkatkan citra positif melalui program posyandu lansia sehat. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Model analisis yang digunakan yaitu *7C PR Communication* oleh Cutlip Center & Broom *7C* terdiri dari *credibility, context, content, clarity, continuity and consistency, channel*, dan *Capability of the audience*. Teknik pengumpulan data yang digunakan yaitu observasi, wawancara, dan dokumentasi. Hasil penelitian ini menunjukkan bahwa strategi Humas RSU Queen Latifa Kulon Progo mencakup pemilihan pelayanan yang relevan, penggunaan bahasa yang mudah dipahami, serta interaktif dengan masyarakat. Sehingga Program Posyandu Lansia Sehat efektif dalam meningkatkan citra positif perusahaan.

Kata Kunci: Humas, Citra Positif, *7C PR Communication*, RSU Queen Latifa Kulon Progo

ABSTRACT

QUEEN LATIFA HOSPITAL PUBLIC RELATIONS STRATEGY IN AN EFFORT TO IMPROVE POSITIVE IMAGE THROUGH THE HEALTHY ELDERLY POSYANDU PROGRAM

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This study was conducted with the aim of determining the strategy used by the Public Relations of Queen Latifa Hospital, Kulon Progo, in improving its positive image through the Healthy Elderly Posyandu program. This study uses a qualitative research method with a descriptive approach. The analysis model used is 7C PR Communication by Cutlip Center & Broom 7C consists of credibility, context, content, clarity, continuity and consistency, channels, and audience capability. The data collection techniques used are observation, interviews, and documentation. The results of this study indicate that the Public Relations strategy of Queen Latifa Hospital Kulon Progo which includes selecting relevant services, using easy-to-understand language, and being interactive with the community in the Healthy Elderly Posyandu Program is effective in improving the company's positive image.

Keywords: *Public Relations, Positive Image, 7C Public Relations Communication, Ratu Latifa Hospital, Kulon Progo*