



ABSTRAK

STRATEGI KOMUNIKASI PR RSUD DR. H. SOEMARNO SOSROATMODJO TANJUNG SELOR DALAM EVENT MEDIA GATHERING

Rahmatya Putri Lalitha Wisthara
5211711358

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif dan paradigma konstruktivisme. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi. Informan utama dalam penelitian ini adalah Kepala Bidang yang membawahi kegiatan kehumasan RSUD dr. H. Soemarno Sosroatmodjo Tanjung Selor. Analisis data dilakukan dengan menggunakan model evaluasi Public Relations Preparation, Implementation, Impact (PII) yang dikemukakan oleh Cutlip, Center, dan Broom. Hasil penelitian menunjukkan bahwa pada tahap preparation, PR RSUD dr. H. Soemarno Sosroatmodjo telah melakukan perencanaan yang cukup matang melalui pengumpulan informasi dasar, penentuan pesan utama, serta penyusunan materi komunikasi yang disesuaikan dengan kebutuhan media. Pada tahap implementation, strategi komunikasi dijalankan melalui penyampaian berbagai materi komunikasi seperti undangan, rilis pers, press kit, serta pelaksanaan kegiatan media gathering yang bersifat dialogis. Sementara itu, pada tahap impact, kegiatan media gathering memberikan dampak positif terhadap hubungan rumah sakit dengan media lokal, yang ditunjukkan melalui meningkatnya intensitas publikasi, hubungan yang lebih harmonis, serta kepercayaan media terhadap RSUD dr. H. Soemarno Sosroatmodjo Tanjung Selor sebagai sumber informasi kesehatan. Penelitian ini menyimpulkan bahwa strategi komunikasi PR melalui event media gathering berperan penting dalam memperkuat hubungan media (media relations) dan membangun citra positif rumah sakit di mata publik, khususnya di wilayah Kalimantan Utara yang memiliki tantangan geografis dan keterbatasan akses informasi

Kata Kunci: strategi komunikasi, public relations, media gathering, PII

ABSTRACT

PUBLIC RELATIONS COMMUNICATION STRATEGY OF RSUD DR. H. SOEMARNO SOSROATMODJO TANJUNG SELOR IN MEDIA GATHERING EVENT

*Rahmatya Putri Lalitha Wisthara
5211711358*

This study employs a qualitative descriptive method with a constructivist paradigm. Data were collected through in-depth interviews, observation, and documentation. The main informant in this study was the Head of the division responsible for public relations activities at RSUD dr. H. Soemarno Sosroatmodjo Tanjung Selor. Data analysis was conducted using the Public Relations evaluation model Preparation, Implementation, Impact (PII) proposed by Cutlip, Center, and Broom. The findings indicate that during the preparation stage, the Public Relations team conducted comprehensive planning by gathering relevant information, determining key messages, and preparing communication materials tailored to media needs. In the implementation stage, communication strategies were carried out through the distribution of invitations, press releases, press kits, and the execution of interactive media gathering activities. Meanwhile, the impact stage shows that the media gathering events contributed positively to strengthening relationships with local media, as reflected in increased media coverage, more harmonious cooperation, and greater media trust in RSUD dr. H. Soemarno Sosroatmodjo Tanjung Selor as a credible source of health information. This study concludes that Public Relations communication strategies through media gathering events play a significant role in enhancing media relations and building a positive image of public hospitals, particularly in regions with geographical challenges and limited access to information such as North Kalimantan.

Keywords: *communication strategy, public relations, media gathering, PII*