

ANALYSIS OF PUBLIC RELATIONS COMMUNICATION STRATEGY OF KENDARI CITY REGIONAL GENERAL HOSPITAL

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ABSTRACT

Hospital public relations have a strategic role as a facilitator who bridges hospital services with community expectations. Kendari City Hospital, as a Type B referral hospital with wide coverage in the Kendari City area, provides facilities and services that support the basic needs of the community and provide sincere and courteous services for the comfort of patients. This study aims to find out the communication strategy carried out by the Public Relations of Kendari City Hospital in achieving Zero Complaint through descriptive research with a qualitative approach. The results of the study show that the Public Relations of Kendari City Hospital implements three communication strategies, namely communication media, communication messages, and communication goals, which have been effective, but the role of communicators has not been optimally implemented. For this reason, training or seminars on service excellence for front office staff as the front line of patient service are needed, as well as improving human resources with a background in public relations education to improve the quality of information services at Kendari City Hospital in accordance with the motto "Serving Sincerely and Courteously."

INTRODUCTION

Hospital public relations can be said to have a strategic role as a facilitator who must be able to bridge the hospital's service capabilities with the expectations of the community. Kendari City Hospital is a referral hospital whose scope is quite broad, especially in the Kendari City area and its surroundings which are already type B with facilities, public services, and health services in hospitals that support the basic needs of the community in serving sincerely and politely for the comfort of patients. Problems in public services often occur in hospitals, triggering the anger of patients who feel that they are not being provided with good services, such as being friendly when communicating when queuing for services. In addition, there are complaints from patients who are anxious to wait for drugs that are difficult to get and operating rooms that do not get certainty quickly (1,2). This is undeniable because the patients who arrive are very crowded to carry out treatment at the hospital even on Monday to Thursday because the registration time imposed by the hospital is quite long compared to other days (3,4). It can be said that the available health

services have not been able to meet the expectations of the public so that they form public opinion and give rise to complaints or complaints that are usually submitted directly to health workers, information officers and complaints of the Kendari City Hospital. In addition, communication strategies are an effort by hospital public relations in providing the best service for internal and external parties (5). The ability of public relations as a communicator can influence behavior in a society, both internally and externally, which is the goal of a hospital public relations in building a positive image and customer satisfaction. Based on the background description above, the formulation of the problem in this study is as follows: What is the Public Relations Communication Strategy of the Kendari City Regional General Hospital Towards Zero Complain? The purpose of this study is to find out the communication strategy of the Public Relations of the Kendari City Regional General Hospital towards zero complaints.

METHODOLOGY

This type of research is descriptive. This type of descriptive research aims to define a state or phenomenon as it is. The research methodology used in this study is qualitative. Qualitative research is research that is used to describe and analyze phenomena, events, social activities, attitudes, beliefs, and perceptions of people individually and in groups. The subjects of this study are the parties used as samples in the research. In this study, the subject of the study was the Public Relations of the Kendari City Regional General Hospital as many as 5 people. The subject in this study is located on Jl. ZA. Sugianto No. 39 Kendari. The object of this research is the Public Relations Communication Strategy of the Kendari City Regional General Hospital Towards Zero Complain. The data sources in this study are divided into two, namely, primary data and secondary data. The data collection techniques in this study are, documentation, observation, and interviews. The interviews conducted in this study are in-depth interviews. Interviews are used as a data collection technique by conducting in-depth interviews to find problems that must be researched (6). The interview in this study was aimed at the Head of the Legal and Public Relations Subdivision, Public Relations Staff at the Information and Complaint Service of the Kendari City Regional General Hospital. The data analysis technique used in this study is qualitative analysis used by the researcher as stated by Miles and Huberman (6,8,9), namely data collection, data reduction, data presentation, and conclusion drawn.

RESULTS AND DISCUSSION

In this case, the Public Relations of the Kendari City Regional General Hospital carried out 3 communication strategies, namely: (1) Communication Media, (2) Communication Messages and (3) Communication Goals.

The following is an explanation of 3 communication strategies, namely: (1) Communication Media, (2) Communication Messages and (3) Communication Targets carried out by the Public Relations of the Kendari City Regional General Hospital in eliminating complaints or zero complaints.

Communication Media

Communication media is a tool or means used to convey information to the target of communication. Communication strategy with the use of communication media with the aim of disseminating information, providing education, and campaigning for health service activities carried out by hospitals through online media. The Public Relations efforts of the NTB Provincial General Hospital by managing and publishing in the hospital communication media in order to get positive responses from internal and external parties, especially in the modern era like today, the Public Relations of the Kendari City Regional General Hospital makes great use of the use of media wisely in order to create a good image from the community as well as a means for the community to get information easily anytime and anywhere.

Based on the results of the research, the communication media that are actively used by the Public Relations of the Kendari City Regional General Hospital are social media (Youtube, Instagram, Facebook, Website), print media (banners and brochures), visual media, and audio media with the following description:

Social Media

Social media is one of the media that can provide great benefits for internal and external parties as well as the Public Relations of the Kendari City Regional General Hospital. In today's sophisticated era, social media plays a very important role for the Public Relations of the Kendari City Regional General Hospital in disseminating information to the public. The social media of the Public Relations of the Kendari City Regional General Hospital is as follows:

YouTube social media is a social media used by the Public Relations of the Kendari City Regional General Hospital as a forum to convey hospital services, hospital activities, information about health and hospital performance that are packaged in such an attractive way in the form of videos with short to long durations Instagram social media is an online social media that is very actively managed by the Public Relations of the Kendari City Regional General Hospital, in contrast to the Kendari City Regional General Hospital youtube social media on Instagram social media The Public Relations of the Kendari City Regional General Hospital is active every day posting photos or videos to provide information on services, activities carried out by the hospital and content in the form of health education on Instagram social media (10,11).

Facebook social media is an information and education social media that is the second most active online social media account after the account belonging to the Public Relations of the Kendari City Regional General Hospital. Social media website is an online social media used by the Public Relations of the Kendari City Regional General Hospital to provide complete and detailed public information about the Kendari City Regional General Hospital regarding policies, programs, activities, and services available at the Kendari City Regional General Hospital.

Print

Based on the results of the research, the Public Relations of the Kendari City Regional General Hospital uses print media as its communication strategy in providing information to patients directly. Banner is a print media used by the Public Relations of the Kendari City Regional General Hospital as an information medium in disseminating services in the hospital and service procedures. Banners are placed in strategic places in the hospital such as registration counters that are crowded with visitors waiting in the outpatient registration queue and in the hospital information service section.

Brochure: Another print media used by the Public Relations of the Kendari City Regional General Hospital is brochures. Brochure is a promotional media used to provide information about services at the Kendari City Regional General Hospital. It is not much different from banner print media which is packaged to provide information about health services in hospitals, online registration procedures, to hospital superior services. However, the brochure printing media seems more practical because the size and shape are more minimalist than the banner printing media and the brochure printing media is also placed at the outpatient registration counter, in the information service section and outpatient installations at the Kendari City Regional Hospital.

Media Visual

Public Relations of the Kendari City Regional General Hospital in carrying out its communication strategy by utilizing visual media which means media that can only be seen. Public Relations of the Kendari City Regional General Hospital provides signboards in each service unit such as registration counters with each counter having its duties in serving patients, for example at counter number 6 serving patient online registration services, outpatient installations with various poly destinations according to the patient's medical needs, inpatient installations, and emergency

installations. The facilities and infrastructure in the hospital are also provided with a nameplate by the Public Relations of the Kendari City Regional General Hospital such as visitor toilets, canteens, and the names of doctors who provide health services at each polyclinic that exists at that time so that in this case information through visual media can make it easier for patients and visitors to carry out treatment at the Kendari City Regional General Hospital to the destination polyclinic. In addition, more efficient room directions have also been provided because you can easily read the directions available by following the directions of the existing arrows.

Media Audio

The audio media used by the Public Relations of the Kendari City Regional General Hospital can convey information by sending sound vibrations that can only be heard by patients and visitors within the scope of the Kendari City Regional General Hospital. In addition, there is also the use of audio media carried out by health service officers at the registration counter and in all polyclinic service units, including pharmacy services where drugs are taken. The audio media used is in the form of a microphone that is available in each service unit so that it is easy to call the patient with a microphone sound that is loud enough to be right in the name of the patient's destination. The use of this audio media is quite effective because patients who have been waiting in the service queue for a long time can hear clearly when their name is called by health workers, even at the pharmacy service where the medicine is taken, if the patient does not hear after being called three times by the officer, it will be repeated to call the patient's name again after five minutes later. This effort is very efficient to reduce complaints caused by waiting too long in the queue for treatment.

Communication Messages

Public Relations of the Kendari City Regional General Hospital collaborates with various parties in the hospital who provide health services directly to the community, both leaders, doctors, nurses, and staff of each agency at the Kendari City Regional General Hospital to provide detailed public services to patients so that patients do not feel confused by the available service procedures. It can be said that the Public Relations of the Kendari City Regional General Hospital in distributing communication messages to patients by explaining in detail about the services needed by the patient so that the communication messages carried out are informative and easy to understand by patients. The communication language used is in words that are easy for patients to understand with a polite tone of speech so that this communication strategy can minimize complaints that arise about the lack of information about the available services.

Communication Goals

In carrying out its communication, the Public Relations of the Kendari City Regional General Hospital focuses on communication targets for external parties such as patients and hospital visitors. The external target of the Kendari City Regional General Hospital will be served with a smile that expresses friendliness in the face of the health workers, giving greetings first before starting a conversation with the patient, being polite when communicating so that the patient feels valued and respected by the health workers and providing information that is educational, clear and using language that is easy for the patient to understand.

CONCLUSION

Based on the results of the research found and analyzed by the author, it can be concluded that the three communication strategies carried out by the Public Relations of the Kendari City Regional General Hospital include communication media, communication messages and communication targets. The three communication strategies have been effective and one communication strategy that is not carried out is the role of communicators in communication. Based on the results of the research found and analyzed by the author, the author suggests the following: There is a need for training or seminars on service excellence for the front office staff of the Kendari City Regional General Hospital

as the front line in serving patients in accordance with the motto of the Kendari City Regional General Hospital to serve with sincerity and courtesy. It is hoped that the Public Relations of the Kendari City Regional General Hospital can obtain human resources (HR) who have a background.

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