THE EFFECTIVENESS OF PUBLIC RELATIONS DIVISION PROGRAM OF RSUD Dr. MOEWARDI SURAKARTA TO CREATE GOOD IMAGE THROUGH SOCIAL EVENTS

FINAL PROJECT REPORT

Submitted as a Partial Requirement in Obtaining Degree in the English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University

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MOTTO

I can do all things through Christ which strengtheneth me....

Philippians 4:13
DEDICATION

I would like to dedicate this final project report for

Jesus Christ
My Beloved Parent, Bapak & Ibuk
My Big Family
My best Friends

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PREFACE

The writer would like to say thank to Jesus Christ, who always blesses and guide her. The Final Project was written to fulfil the requirement in obtaining The English Diploma Program in Faculty of Letters and Fine Arts, Sebelas Maret University. The writer also extends her greatest thank to everyone who always helped her in accomplishing this final project.

This report describe about the the effectiveness of program that held by Public Relations Division of RSUD Dr. Moewardi to create good image through social events.

Finnaly, the writer invited and appreciated responses, realizes that this final project report still have some drawbacks. Any suggestion, criticism and corrections are expected to make it better. Hopefully, the final project is able to give benefit to the readers.

Surakarta, June 2012

The Writer
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ABSTRACT

Veronika Hany Prasasti. 2012. **The Effectiveness of Public Relations Division Program of RSUD Moewardi Surakarta to Create Good Image through Social Event.** The English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

Accomplishing how important the function of hospital in giving health service for the society, RSUD Dr. Moewardi Surakarta tries to give their best service to the public. To realize this aim, the role of Public Relations in the hospital is needed. That is why, Public Relations becomes one of the important division in Dr. Moewardi hospital. The objective of this report is to describe and to know the effectiveness of program that is held by Public Relations Division of RSUD Dr. Moewardi, Surakarta to create good image through social events.

The final project report is accomplished through methods, which are collecting, analyzing, and concluding the data. The data in this final project report were obtained by holding observation in Dr moewardi hospital, interviewing the staff and library study was conducted by searching the written sources relevant to the problem.

The results from the analysis show that there are two programs, Endoscopy Seminar and Free Harelip Operation. Free Harelip Operation is effective. The Endoscopy Seminar is not effective. The main problem is the socialization not enough. Some people know about the seminar only from brochure. The suggestion may be given to the company in terms of using of mass media which have strong influence to larger society.
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CHAPTER I
INTRODUCTION

A. Background

Hospital is a building where sick or injured people receive medical treatment, the function of which is to provide for the population to complete health care. The hospital is also a center for the training of health worker and for bio social research. Together with development of science and technology, the public demands of getting better quality in service which are emergency and excellent including health service in the hospital, such as medical check up, skin care, and health treatment.

Service is the official system or organization that provides something, especially something that everyone needs. The activities of service involve two persons or more who have mutual interaction and relations. Person who gives the services and person who needs it are called customer.

Society, visitors, or patients who come to the hospital have several aims and hopes, for example: they come to get check up, if the service of check up is excellent, the customers feel comfort and the need of health is fulfilled. It will create a trust between the customer and the hospital. Satisfying service is means that no complain from customers who need it and can be implied that the quality of service depends on customers or public opinion.

Communication is the ways of sending or receiving information, so that it can be important role in Public Relations. The existance of Public Relations is to

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create good image of an organization to its public. Public Relations Officers should have good competency in communication with internal and external public. Good communication of Public Relations is needed to realize the aim of the organization where Public Relations Officers work.

The plans that is managed by Public Relations Officers have purpose to realize general aim of the organization, including building images through social events. Creating building image is the main task and responsibility of Public Relations Officers to the organization where they work. To make Public Relations Officers work easily, it is better to put Public Relations Officers position closely to top management in the chart of organization. Therefore, if Public Relations Officers have an idea for developing the organization, they can express their idea through the top management.

RSUD Dr. Moewardi is one of the hospitals in Surakarta that has Public Relations Division. Public Relations Division in RSUD Dr. Moewardi has tasks to create good image in public through social events such as seminar endoscopy and free harelip operation. It is beneficial for RSUD Dr. Moewardi in order to realize their commitment and purpose that is giving an excellent service with costumer satisfying oriented. Having the commitment, RSUD Dr. Moewardi declares "the service given by RSUD Dr. Moewardi Surakarta is the quick, exact, comfortable, and easy, with the basic of service concept that is comprehensive, integral, and perfect " as the motto, such as efficient in service, case in service, safety, hospitality, and pleasure in service.
Based on the background above, the writer tries to write about the application of Public Relations Division to create good image in RSUD Dr. Moewardi Surakarta, because according to the definition of Public Relations above, Public Relations has an important role of an organization especially in creating good image through social events.

B. Objective

This final project has purposes as follow:

- To describe and to know the effectiveness of program held by Public Relations Division of RSUD Dr. Moewardi to create good image through social events.

C. Benefit

It is expected that this final project report can give benefits to the followings:

- To the writer

  This final project report is the result of job training done by the writer. The writer gets a lot of experiences and knowledge that are very helpful. The writer knows about the activity of Public Relations in RSUD Dr. Moewardi Surakarta by working directly.

- To RSUD Dr. Moewardi Surakarta

  It is expected that final project report can be valuable for RSUD Dr. Moewardi Surakarta, as a public hospital in order to maintain a good relationship between internal and external public by giving the best service.

- To English Diploma Program
This final project can be a reference for the students about the understanding of Public Relations and the work of Public Relations Officers.

**D. METHODOLOGY**

**1. Type of Analysis**

Based on the objective above, the writer using descriptive qualitative research. According to James P. Key in Research Design in Occupational Education, qualitative research is a generic term for investigative methodologies described as anthropological, field, or participant observer research. Meanwhile, James also describes that descriptive research is used to obtain information concerning the current status of the phenomena to describe what exists with the respect to variables or conditions in a situation.

The writer collected data by interview and observations. Based on the interviews and observations performed, she made the report about how the Public Relations Division of RSUD Dr. Moewardi works to create good image by interpreting the data.

**2. Technique of Collecting Data**

The technique are:

1. Interview
   - The interview involved 4 informants who works in Dr. Moewardi Hospital especially in Public Relations Division by asking some questions about the effectiveness of the program that
held by Public Relations Division of RSUD Dr. Moewardi to create good image through social events.

2. Observation

- Observation was done during the job training by observing and analyzing directly the situation. This observation was done in Public Relations Division of RSUD Dr. Moewardi, Jl. Kolonel Sutarto 132 Surakarta.

3. Library Study

- The library study was conducted by searching the written sources relevant to the problem. In the library study, information the function of Public Relations Dr. Moewardi Hospital to create good image was obtained by reading some books and newspaper that are related to the problem.

3. Type of Data

1. Primary data were gained from the internal informants and observation.

2. Secondary data are data gained from library study.

4. Source of Data

These are the internal public by doing interview and observation. The observation was done during the job training. These informants were selected by the writer based on their acceptance and knowledge about the effectiveness of the program that held by Public Relations Division of RSUD Dr. Moewardi to create good image through social events.
CHAPTER II

LITERATURE REVIEW

A. Definition of Public Relations

Public Relations division is an important part in every institution such as hospital, government. As the development of Public Relations, the definition of Public Relations also getting increased in the last few years. One of the definitions about Public Relations is from The Institute of Public Relations (IPR) in Shirley Harrison book’s,

Public Relations is about reputation the result of what you do, what you say and what other say about you. Public Relation practice is the discipline which looks after reputation with the aim of earning understanding and support, and influencing opinion behaviour. It is the planned and sustained effort to establish and to maintain good will and mutual understanding between an organisation and its publics. (Harrison, 2000: 2)

In accordance with Mark Burgess, who was Managing Partner on Blue Focus Marketing stated his definition of Public Relations, as followed:

Public Relations focuses on building good relations with the company’s various publics by obtaining favorable publicity, building a good corporate image, and handling crisis management issues. Today, a good PR firm must be experts in use of social media. (In Cohen, 2011)

Meanwhile, Scott M. Cutlip (2000: 4) defines that

Public Relation is the distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its public; involves the management of problem or issues; helps the management to keep informed on and responsive to public opinion; defines and emphasizes the
responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication as its principal tools.

The definitions above show very clearly what the main duty of Public Relations Officer is a person who is primarily in change of the company’s reputation by creating mutual lines of communications, understanding, acceptance, and cooperation between and organization and its public.

B. The Roles and Functions of Public Relations

1. The Roles of Public Relations

A public relations officer has to do many duties. She should be able become a communicator, consultant and a good campaign planner.

Cutlip (1999, 37-44) identified the four types of Public Relations Officer roles, which are:

a. As a communication Technician

In this role Public Relations Officer merely provide technical communications service, such as write and edit employee newsletter, write news releases and feature stories, develop Web-site content and deal with media contacts.

b. Expert Prescriber

In this role Public Relations Officer regarded as experts on Public Relation and consequently they are seen as the best qualified to handle Public Relation case and identify solutions to them.
c. Communication Facilitator

Public Relations Officers as a sensitive listeners and serve as liaisons, interpreters, mediators between an organization and its publics. They maintain two-way communication and facilitate exchange by removing barriers in relationship and by keeping channels of communication open.

d. Problem-Solving Facilitator

In this role Public Relations Officer assume the role of problem-solving facilitator, they collaborate with other managers to define and solve problem. Collaboration and consultation begin with the first question and continue until the final program evaluation. As a result, Public Relations thinking is factored into management decision making.

Public Relations has a role to build in good relationship among organizations, its public, and press/mass media.

2. The Functions of Public Relations

Public Relations is not only a line information of organization to its public, but also from the public into the organization, so in two-way communication. Besides it also has a function as a source of information between internal and external public.

According to Cutlip, Center, Broom the function of Public Relations are:

a. Back-up the management activities and obtain the organization’s aims.
b. Maintain good relationship between the organization with internal and external public.

c. Creating two-ways communications by spreading information from the organization to its public and brings the public opinion to the organization.

d. Serve the public, give suggestion and solution to the head officer for public interest. (Ruslan, 1998: 20)

The main function of Public Relation is to organize internal and external information, by giving information with widely explanation to the public about policy, programs, and actions of the organization to get trust from its public.

C. Public of Public Relations

Public relations officers need to create good image to get the public’s trust. Public is a group of people that have a relation with the organization.

According to Frank Jefkins in Public Relations, public is a group or people who have communication with an organization, internal and external (1995: 71). Public can be classified in two groups, internal and external public.

a. Internal Public

Internal Public is everyone inside the organization or anyone who work in an organization. For example: managers, employees, doctor, nurse, security, staff, etc.

b. External Public

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External is everyone outside the organization but has a relationship with it, and can be in certain circumstance, a substantial impact on the organization. (Kitchen, 1995: 93) For example: patients, costume, press, government, community, etc.

Communication is the ways of sending or receiving information, so that it can be important role Public Relations in creating good image for the organization.

Communication can be enacted for Internal Public in the following form:

a. Written form
   The communication uses letters, papers, bulletins, brochure, and etc.

b. Spoken form
   Public Relations holds a meeting, briefing, speech, discussion.

c. Counseling
   Providing some of the trained staff member to give advise especially to help employees to solve their personal problems or discuss the problem together holds this efforts. (Oemi, 1975: 35)

On the other hand, communication can also be conducted for external public in the following forms:

a. Personal contact
   The main thing in this relation is to make good relations between the persons who has relation with the organization.

b. Press release
In making press release, public relations officer should use “what, who, where, why” formula in order to make a good press release to be published.

c. Press relations

Press relations is needed very much between public relations officer and mass media staff, but the relation will not make public relations get special service from the media.

d. Press Conference and Press Briefing

Press conference is only held if there is any special event held by organization. Public relations officer can hold press briefing regularly and can give the latest information about the last activities.

e. Publicity

Publicity is a message purposefully planned, executed, and distributed through selected media to further the particular interest of the client without specific payment to the media.

f. Radio and television

In all of the media that are available today, radio and television can be effective for spreading information and communication source.

g. Film

Film can be in the form of documentation and entertainment.

h. Other communication and information media sources
Beside using the media that are mentioned above, there are still many other ways to spread information and to create good relationship with public, such as a calendar, postcard, telephone, and the other speeches.

( Oemi, 1997)

D. Definition of Corporate Social Responsibility

Corporate Social Responsibility is one of the program Public Relation. According Mallen Baker in mallenbaker.net Corporate Social Responsibility is about how companies manage the business processes to produce an overall positive impact on society. (Baker, 2004)


The definitions above show that Corporate Social Responsibility is the action which is held by the companies or organization to maintain good relationship, create trust between the company and customer, and has positive impact on the environment, customer, employees, communities, and all of the members of the public who may be also considered as stakeholders.
E. Image

According to Frans Jefkins (1995: 19), corporate image is an idea or mentally perceptions form the from the public to an institution company based on their information and the experience about the institution.

Besides, according to *Longman Dictionary of Contemporary English* (2003: 809), image is the opinion people have at person, organization, product, etc, or the way a person and etc seems to be to the public.

F. Social Events

1. Definitions of social events

   The activities conducted by a company for a group who needs helps and the aims is to improve corporate reputation. (Cutlip, Center, Broom 1999: 521)

2. Kinds of social events

   According to Red Velvet in [www.redvelvet.com](http://www.redvelvet.com) kinds of social events are:

   a. Platinum Weddings

      Platinum weddings is the party that held by people who was celebrate a marriage ceremony

   b. Milestone Birthday Celebrations

      Milestone Birthday Celebration is the date in each on which you were born and you celebrate the event with your family and close friends.
c. Family Reunions

Family reunion events have a deep impact on surviving family members. It is a time when past history, bravery and courage in the face of hardship is remembered and the "good times" are celebrated in the form of stories, skits, song and music. It is a time where the recipes of the homeland can be shared and the festive aspects of a culture can be enjoyed.

d. Philanthropic Events

Is a service of an organization to take pride in conceiving, developing, planning, and executing high-profile events that directly maximize fundraising efforts.

e. Non-Profit Galas & Fundraisers

Work with team once, and you will see how are dedicated company to producing and managing seamless, creative and professional events of any size at any location or destination.

f. Festivals

A festival is an event, usually and ordinarily staged by a local community, which centre on and celebrates some unique aspect of that community. Planning a multi-day event requires a team with dedicated commitment to communication, strong ethics, informed decision-making, and clear goals and objectives.
G. Effectiveness

1. Definitions of Effectiveness

According to Project Management accessed on www.visitasks.com, effectiveness is a measure of the ability of a program, project or task to produce a specific desired effect or result that can be qualitatively measured.

Meanwhile Fraser in mallenbaker.net defines that effectiveness is a measure of the match between stated goals and their achievement. It is always possible to achieve ‘easy’, low-standard goals. In other words, quality in higher education cannot only be a question of achievements ‘outputs’ but must also involve judgments about the goals (part of ‘inputs’).

The writer concludes that effectiveness is a doing the right thing in the event so the goal can be reached.

2. Indicator the Effectiveness of The Events

The Strategy that is taken by Moewardi hospitals in improving corporate image is held the social events. According to Julie Sneat in the journal of Advertising Research(2008:374) there are indicator the effectiveness of the events, as follows:

a. Entertaiment

The event that held can give benefit to the participant who participate in the event. Kinds of entertainment is displayed like give a doorprize to the participant who ask the or answer the question and the communication to be effective.
b. Excitement

The participants can feel the happiness, satisfaction, and pleasure to the event that held by Dr. Moewardi Hospital. It can give benefit to the company and the participants can give opinion about an interesting theme of the event, the facilities are complete, the message can deliver during the event.

c. Enterprise

Dr. Moewardi Hospital creates an exciting event to attract participants to know, the company makes an event innovative, creative and attractive to invite the participants to come.

d. Sponsor

Sponsor is the main part of the event. A sponsor has a good influence in measuring the success of an event. Endoscopy seminar gave a positive impact especially for the participants to care about health.

e. Audience

Implementation the success of the event supported by the participant who follow the event and the participant can be directly assessed the event.

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CHAPTER III

DISCUSSION

A. Dr. Moewardi Hospital

1. Brief History of Dr. Moewardi Hospital

Rumah Sakit Umum Daerah (RSUD) Dr. Moewardi Surakarta is a reference hospital for Surakarta, western East Java, and also eastern Central Java. This hospital is also a “Teaching Hospital” for perspective doctor of Medical Faculty of Sebelas Maret University. The history of RSUD Dr. Moewardi Surakarta is very long. Before it is named as RSUD Dr. Moewardi, it has several steps in the process of becoming RSUD Dr. Moewardi Surakarta:

a. In 1950 there are hospitals named:

- “Zieken Zorg” which became Rumah Sakit Bale Kusolo and it was located in Mangkubumen. This hospital was owned by Karl Lodewijk Nourman Jacobus Geroundous (R.V.O 569 and 570)

- “Zending Ziekenhuis” which became Rumah Sakit Surakarta and it was located in Jebres. It was owned by Zending or Christian Foundation that was known as Yayasan Kesehatan Kristen Untuk Umum (YAKKUM) at that time.
- “Panti Rogo” which became Rumah Sakit Kadipolo and it was located in Kadipolo. The one which belonged to The Kasunanan Keraton Surakarta Government. In the beginning of the establishment, the hospital was only for the royal family, later on it opened for public.

b. In 1960 those three hospital became one organization union which was managed by one director and centered in Mangkubumen. Since 1960, those hospital became stated-owned hospital or government hospital, which are were located in Surakarta. Each hospital has different functions:

1. Kadipolo hospital was specialized for internal disease.

2. Mangkubumen hospital was specialized for radiology, skin, and internal organ, teeth, eyes, ears, nose, throat, nerve, surgery, and more.

3. Jebres hospital was specialized for midwifery service, womb disease, children, and family planning.

c. In 1973 Rumah Sakit Jebres Surakarta was named as Rumah Sakit Dr. Moewardi Surakarta.

d. In 1979 Rumah Sakit Kadipolo was given back to Surakarta Palace

e. In 1988 both Rumah Sakit Bale Kusolo and Rumah Sakit Surakarta were named as Rumah Sakit Dr. Moewardi too.
f. In 1993 till now the three hospital have become Rumah Sakit Umum Daerah, located in its new building on Jalan Kolonel Soetarto 132 Kompleks Jebres Surakarta.

Rumah Sakit Umum Daerah (RSUD) Dr. Moewardi Surakarta is owned by the Government of Central Java. It is located in 39,915 m² area. The building is 33,205 m². RSUD Dr Moewardi Surakarta has various kinds of services as contribution to the society as follows:

1. Emergency Room

2. One Day Care Installation

   It provides:
   - 15 specialized clinics
   - Geriatric clinic
   - Medical Check Up (MCU) service

3. Hospitalized Care Installation

   In order to take care of the patient intensively, RSUD Dr. Moewardi Surakarta provides 704 beds for the patient who need to be treated in the hospital as follows:

   - Class III : 346 beds
   - Class II : 116 beds
- Class I : 27 beds
- Special Class : 86 beds
- VVIP : 4 beds
- VIP A : 31 beds
- VIP B : 78 beds

Those facilities are provided with several installation:

- Paviliun Cendana, consist of : VVIP, VIP A, VIP B
- Mawar, consist of Class I, Class II, Class III
- Melati, consist of Class I, Class II, Class III
- Anggrek, consist of Class I, Class II, Class III

4. Intensive Care Installation

5. Central Surgery

6. Health Treatment Service

7. Radiologi

8. Clinical Pathology Laboratory

9. Medical Rehabilitation
10. Nutrient Installation

11. Pharmachy

12. Hemodialysis

13. Laundry

14. Forensic

15. Infertilities clinics

16. Food and beverage service
   a. Breakfast at 07:00-08:00
   b. Brunch Snack at 10:00-11:00
   c. Lunch at 12:00-16:00

2. Public Facilities

There are many public facilities in RSUD Dr. Moewardi, as follows:

a. Public telephone facilities
   - In front of Melati I Installation
   - “Wijija Kusuma” building in front of polyclinic

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b. **Canteen**

- Besides “Nusa Indah” building

c. **Parking Area**

- Basement of Aster building

- In front of Aster building

- In front Nusa Indah building

- East side of Melati Installation building

- Basement of Ibnu Sina mosque

- Basement of Anggrek Installation

d. **Anjungan Tunai Mandiri (ATM)**

- Bank Jateng in Aster building, second floor

- Mandiri, CIMB Niaga, BRI, BNI in front of Aster Building

- **Rules of visitors:**

  a. Visitors are allowed to visit patient at visit hour:

    - Morning at 10:00-12:00

    - Evening at 17:00-19:00
b. Visitors are not allowed to take children 12 years old.

3. **Vision, Mission, Philosophy, and Basic Principals**

RSUD Dr. Moewardi is one of the hospitals in Surakarta that has vision, mission, philosophy, and basic principals to improve the quality of service.

3.1 **Vision**

Become a world class hospital, the leading international standard and become the first choice community.

3.2 **Mission**

- To hold mutually satisfying health services
- To give affordable services for the society
- To give real contribution for education and health observation which are integrated with service, in order to improve the quality of human resources and health technology.

3.3 **Philosophy**

RSUD Dr. Moewardi Surakarta is a hospital which gives highest medical service quality and does the best education function in the hospital, dedicated for the upgrading of public health degree.

3.4 **Basic Principals**
- Integrity - Openness
- Attention - Honesty
- Intimacy - Hard Work
- Sportmanship - Professionalism
- Togetherness

B. The Organization: Structure of Public Relations in RSUD Dr. Moewardi Surakarta

Public Relations Division in the chart of organization RSUD Dr. Moewardi Surakarta is under the planning and medical report division (RPM division). It is the sub division of Legal, Public Relations, Social Marketing, and Library Division. The Public Relations also includes operator telephone and information desks.

HHPP is the part of structural organization in RSUD Dr. Moewardi Surakarta which is administrative and cooperative characteristic. The HHPP officer is under the Chief of HHPP division has responsible to the RPM head officer.
The HHPP division has main duties to prepare, manage, supervise, and evaluate of the legislation regulations and legal, to manage the library, conduct publication, and social marketing. It has also function to spread the hospital information.

In the organization, Public Relations is not independent division in RSUD Dr. Moewardi because its position is inside the HHPP division. Nevertheless the Public Relation Division gives a lot contribution to the hospital, including in decision-making for the hospital management. Public Relation Officer always give contribution such as ideas, suggestion to support the hospital’s purposes.

C. Job Training Activities

The writer did the job training for a month in the field of Public Relations. In Public Relation the writer did some jobs, which were given by the staff. The writer
was placed in three different places under the management of Public Relation. Those place were Operator telephone, information desk. For the last week, the writer was placed in the Public Relations officer. The operation hours of Public Relations Officer RSUD Dr. Moewardi Surakarta are Monday to Saturday from 07:30am to 02:00pm.

During the job training, the writer did some activities as follows:

1. Telephone Operator

   The writer recognized the telephone calls and answer public’s questions related to RSUD Dr. Moewardi. In handling telephone, the writer had to know the extension number of each division. Therefore, she was able to make calls between internal public and the division of RSUD Dr. Moewardi. The activities of telephone operator in order to create good image by receiving the call not more after third ringing, by giving warm greeting to the caller.

2. Information Desks

   In the information center, the writer gave service to the visitors or patient. She also succeeded to do several activities such as giving explanation about the procedure of treatment clearly, announcing the news into the internal publics of RSUD Dr. Moewardi, spreading brochure such as seminar endoscopy and free harelip operation, save and give information about patient in RSUD Dr. Moewardi. The data of every patient who is being treated in RSUD Dr. Moewardi have to be saved in computer’s file. The data contain columns such as name,
address, age, and the room of the patient being treated in RSUD Dr. Moewardi. Therefore the information desk is always up to date everyday in order to give satisfaction for the customers.

3. Public Relations Officer

Compared with Information Desk, the activities of Public Relations Officer RSUD Dr. Moewardi more complex, those activities are:

a. Receive complaints from various sides.

b. Spread the information related to RSUD Dr. Moewardi Surakarta.

c. Make press clipping.

d. Make a list of participants who follow endoscopy seminar and free harelip operation.

The writer helped the Public Relations Officers delivering information letter to all division in RSUD Dr. Moewardi Surakarta.

D. The Event Held by RSUD Dr. Moewardi Surakarta

1. Endoscopy Seminar

In terms to improve the knowledge about health to the society, RSUD Dr. Moewardi held free seminar to lay people entitled, "PERAN ENDOSCOPY"
DALAM MENENTUKAN PENYAKIT DAN PENGOBATANNYA. “Endoscopy is a procedure that enables to examine the esophagus (swallowing tube), stomach, and duodenum, using a thin, flexible tube through which the lining of the esophagus, stomach, and duodenum can be viewed using a TV monitor. The aims of the seminar are to make a closely relationship between the hospital with society and to improve the quality of society through health of technology. The seminar was opened by The Vice Director of Public Service, Yusup Subagio Sutanto, dr. Sp. P (K). There were three keynote speakers, they called T. Yuli Pramana, Sp.SD-KGEH, FINASIM and Dr. Paulus Kusnanto, Sp.PD-KGEH, Dr. Tamtoro Harmono, Sp.PD-KGEH, FINASIM.

The seminar was held on Saturday, February 25th, 2012 at 08:30 at Nusa Indah building, on third floor in Sekar Jagad room. The registration was started on 1st February to 24th February 2012. Based on the observation that done by the writer the participants could get involved in the seminar. They knew about the function of endoscopy by asking some questions to keynote speaker. The event was interesting and could be an educate seminar to the participants. Respond of the participants was good, it can be proved by many participants want to ask the keynote speaker about endoscopy.

Because of the seminar is to lay people, the methods used in the seminar are friendliness and little joke. Therefore, the participants can feel the happiness, satisfaction, and pleasure to the event that held by RSUD Dr. Moewardi. It can give
benefit to the company to create good image. The facilities are complete, the message can deliver during the event. The event that held can give benefit to the participants. There was a door prize to the participants who ask and the communication to be effective. RSUD Dr. Moewardi creates an exciting event to attract participants to know about endoscopy, the company makes an event innovative, creative and attractive to invite the participants to come.

There was no sponsor to the seminar because it is an internal event. The seminar was not effective because the participant who came to the event at least only 74 persons, RSUD Dr. Moewardi provided 300 seats to the seminar and the participant who registered recently 120 persons. Therefore, the accumulate of the participant only 24.67%.

2. Harelip Operation

RSUD Dr. Moewardi held free harelip operation to celebrate the 62nd anniversary. Based on the interview to the Head of Public Relations RSUD Dr. Moewardi, the aim of free harelip operation is to help the society who can not get healthy insurance or Jamkesmas (Jaminan Kesehatan Masyarakat) or PKMS (Pemeliharaan Kesehatan Masyarakat Surakarta). The harelip is repaired at age 10 weeks if the baby weighs 5 kilograms. The cleft palate is repaired between the ages of nine and 12 months, depending on the child.
The registration was started on 19th December 2011 to 12th March 2012 and screening the patient on 12th to 13th March 2012 in the central surgery room at 08:00. Free harelip operation was held on 17th to 18th March 2012 in Cempaka building, the second floor of IBS (Instalasi Bedah Sentral) at 08:00.

Free Harelip operation is a kind of social event because the aim of the event is to help the society who can not get healthy insurance or Jamkesmas (Jaminan Kesehatan Masyarakat) or PKMS (Pemeliharaan Kesehatan Masyarakat Surakarta). It is a part of CSR implementation of RSUD Dr. Moewardi Surakarta. As the social event there was no sponsor here. This event can give positive impact to the hospital because it can create a trust between the hospital and society, therefore the hospital get good image from the society.

Although the information just spread in polyclinics through the brochure and banner which is displayed in front of entrance RSUD Dr. Moewardi, many people were interested in free harelip operation. It can be proven that there were 80 patients who follow the event but there were only 39 patients who could pass the selection. The event was effective to create good image hospital because the social interest was high.

E. Summary of Data Analysis

Endoscopy seminar and free harelip operation, parts of CSR implementation of RSUD Dr. Moewardi Surakarta, are social event programs. Free harelioperation
program is very helpful to society and effective. The program of Endoscopy Seminar is not effective, the problem is the socialization and the bureaucracy becomes one significant effect for the image of the company.

The fact shows that there are many people who do not know that the seminar is important for health. The social program should be widely communicated and used by everyone, not only some groups of people or the patient who come to the hospital. This problem is a real homework for the company to solve.

Socialization is a main problem which should be overcome by the company. This can cause negative effect as well for the company in term of socialization if there is not any information related to the seminar. Information is important to do since it is influential to the image of the company itself. If it is not solved as soon as possible, it is very possible that image of the company will get worse and the basic principals of the RSUD Dr. Moewardi are only words.
CHAPTER IV
CONCLUSION AND SUGGESTION

A. Conclusion

Rumah Sakit Umum Daerah (RSUD) Dr. Moewardi Surakarta is a public hospital that has Public Relations Division. The position of Public Relations Division in RSUD Dr. Moewardi is under the planning and medical report division (Perencanaan Rekam Medik) and it is the sub division of Legal, Public Relations, Social Marketing and Library Division (HHPP / Hukum, Humas, Pemasaran, Perpustakaan).

Free harelip operations is effective because the social interest of the participants is high. It can be proven that there were 80 patients who follow the event but there were only 39 patients who could pass the selection. The information about free harelip operation are spread in polyclinics in the form of brochure and banner displayed in front of entrance RSUD Dr. Moewardi.

But in terms of the success program, there is a lack of socialization or not effective is Endoscopy Seminar because the participant who come to the seminar at least just 74 persons. RSUD Dr. Moewardi provided 300 seats to the seminar and the participant who registered recently 120 persons. Therefore, the accumulation of the participant is only 24.67%. The factors that influence the Endoscopy Seminar not effective is publication of seminar is low. The publication just depends on the brochures that are spread in polyclinics. Endoscopy Seminar
is known by the patient who come to the hospital not lay people who want to know about the seminar.

**B. Suggestion**

After conducting the job training for a month, the writer realizes that there are several problems related to the event that held by RSUD Dr. Moewardi Surakarta. Besides, after drawing the conclusion of the report, the writer would like to give some suggestions, as follows:

1. Optimizing the duties of Information division in order to improve customer's satisfaction.

2. Human Resource in RSUD Dr. Moewardi Surakarta need to be improved especially for all of the employees that directly get in touch with the customers.

3. The information about RSUD Dr. Moewardi Surakarta needs to be spread in the society. The information desk spread the information to the public in order that the public know it. The information dissemination can be done through several media such as newspaper, radio, television.