MEDIA RELATIONS AS A COMMUNICATION CHANNEL OF PKU MUHAMMADIYAH HOSPITAL OF SURAKARTA

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

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APPROVAL OF SUPERVISOR

Approved to be examined before the Board of Examiners,
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Final Project Report

MEDIA RELATIONS AS A COMMUNICATION CHANNEL OF PKU
MUHAMMADIYAH HOSPITAL OF SURAKARTA

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MOTTO

You may fall so many times, but always stand up!

Where there is a will, there is a way.

Do your best and Allah will take care of the rest.

Surely, with difficulty is ease.

(Qs Al-Inshirah 5-6)
DEDICATION

I present my final project report to:

- My God, Allah SWT
- My beloved parents, Mr. Sutomo and Mrs. Ngadiyah
- My brother Wawan and my sister Annisa
- My big family
- PKU Muhammadiyah Hospital of Surakarta
- All my friends in English Dilpoma Program 2010, especially Class C
- All my friends in everywhere
I would like to say my gratitude to Allah SWT for the blessings so that I could do the job training activities well and report them in this final project report entitled “Media Relations as a Communication Channel of PKU Muhammadiyah Hospital of Surakarta”. This report was written to fulfill the partial requirement in obtaining degree in English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

This final project report was made based on the job training which I did in the Public Relations division of PKU Muhammadiyah Hospital of Surakarta. This report discusses the forms and the effectiveness of media relations applied by PKU Muhammadiyah Hospital of Surakarta.

I would also like to say thank to everyone who supports and gives spirit to me to finish this report. A great thank is also expressed to Bayu Budiharjo, S.S., M. Hum as my supervisor who gives guidance so I can finish the report.

I realize that this final project report is far from being perfect. Therefore, any criticisms and advices are appreciated. I hope that this report will be useful and have some contributions for all related parties.

Surakarta, July 2013

Wiji Purwati
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Praise to the God, because of His blessings, I can finish this final project report. I realize that this report can be finished due to many people’s support. Therefore, I would like to express my deepest thank to those who have supported me during accomplishing this report.

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    Surakarta, July 2013

    Wiji Purwati
ABSTRACT

Wiji Purwati, 2013. Media Relations as a Communication Channel of PKU Muhammadiyah Hospital of Surakarta. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

This final project report was written based on the job training which I did as a student trainee in Public Relations division of PKU Muhammadiyah Hospital of Surakarta. The objectives are to describe the forms of media relations and to know the effectiveness of media relations used by PKU Muhammadiyah Hospital of Surakarta.

During the job training, I was placed in the Customer Service or Information representative which is a sub division of Public Relations in PKU. I observed the condition, services, facilities of this Islamic hospital and the activities done by PR officer especially related to the media. PR officer did researching, planning, executing and evaluating in conducting the duties.

To maintain the relationship between PKU and media, PR officer does some forms of media relations. There were press conference, press briefing, press release or press news, special event coverage, press interview, and product selling cooperation. PR officer also implements some principles to prevent missteps with media such as giving good service, maintaining hospitals’ image and reputation, supplying good material, preparing facilities, and building personal relationship with media. Media relations applied by PKU is effective because the positive information made by PKU are published on the media which have cooperation with PKU. Therefore this green hospital is known by public.
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