IMPROVING SERVICE QUALITY AS A PUBLIC RELATIONS STRATEGY TO CREATE GOOD PUBLIC IMAGE OF BRAYAT MINULYA SURAKARTA HOSPITAL

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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Title : Improving Service Quality as a Public Relations Strategy to Create Good
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PREFACE

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

This report describes about the strategy of public relations of Brayat Minulya Hospital to create good public image through improving service quality.

Finally, the writer invites and appreciates responses, realizes that this final project report still have some drawbacks. Hopefully, the final project is able to give benefit to the readers.
MOTTO

Do the best, God give the best (The Writer)

Nothing impossible in this live (The Writer)

Ask and it will be given to you; seek and you will find; knock and the door will be opened to you (Matthew 7:7)
DEDICATION

I would like to dedicate this final project for

Jesus Christ

Mother Marry

My Beloved Parents

My Beloved Brother and Sister

My Beloved Best Friend

My Beloved Boyfriend
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ABSTRACT


Every hospital needs strategies to improve their good public image. Brayat Minulya Surakarta Hospital as one of the hospital in Surakarta must compete with other hospitals in Surakarta to get public attentions. Making strategies is one of the public relations duties. The objectives of this report is to find out the strategies of Public Relations division of Brayat Minulya Surakarta Hospital in order to improve the good image and to know the public image of Brayat Minulya Surakarta Hospital to measure the success of the strategies of Public Relations division of Brayat Minulya Surakarta Hospital in order to improve the good image.

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 Brayat Minulya Surakarta Hospital, interviewing the public relations officers and the patients. Library study was conducted by searching the written sources relevant to the problem.

The results from the analysis show that there are four strategies that were conducted by public relations in Brayat Minulya Surakarta Hospital to create good public image through improving service quality. The strategies are spiritual broadcast and pray service, approach the visitor and calling the patient, handling complaints, holding cheaper health service in car free day. From the data analysis and interviewing the patient, Public relations of Brayat Minulya Surakarta Hospital was successful in making strategy to create good public image through improving service quality. It makes Brayat Minulya Surakarta Hospital have good public image.
ABSTRAK


Tugas akhir ini disusun melalui beberapa metode, yaitu mengumpulkan, menganalisa dan menyimpulkan data. Data dari tugas akhir ini didapat dari observasi dan wawancara dengan staff public relation Brayat Minulya dan para pasien. Studi pustaka dilakukan dengan mencari artikel yang berhubungan dengan masalah yang sedang diteliti.

Kesimpulan dari analisis menunjukan bahwa ada empat strategi yang dilakukan oleh public relation rumah sakit Brayat Minulya Surakarta dalam meningkatkan citra positif di mata masyarakat. Strategimya yaitu, siaran radio rohani dan pelayanan doa, beramah-tamah dengan pengunjung dan menelpon pengunjung, menghadel komplain, mengadakan cek kesehatan murah di car free day. Dari data analisis dan wawancara dengan pasien, public relation Brayat Minulya Surakarta telah berhasil dalam membuat strategi untuk menciptakan citra positif melalui peningkatan kualitas pelayanan, sehingga membuat Rumah Sakit Brayat Minulya Surakarta mempunyai citra yang baik di masyarakat.
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