THE EFFECTIVENESS OF PUBLIC RELATIONS ACTIVITIES TO SUPPORT PROF. DR. R. SOEHARSO ORTHOPEDIC HOSPITAL REPUTATION

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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Approved to be examined before the Board of Examiner  
English Diploma Program, Faculty of Letters and Fine Arts  
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DEDICATION

This final project report is dedicated for:

- Jesus Christ
- My Dearest Mom and Dad
- My Beloved brother, Adit
- Luthu Event Organizer
- All of My friends

commit to user

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MOTTO

"Enjoy the little things in life for one day you’ll look back and realize they were the big things”

- Robert Briult -

“God doesn’t require us to succeed. He only requires that you try”

-Mother Theresa- 

“I’m not lucky, I’m BLESSED”

-Me-
PREFACE

First of all the writer would say big thanks for Jesus Christ who always gives grace to her. The writer also thanks to all of the people who given support and motivation until finishing this final project. This report entitled “THE EFFECTIVENESS OF PUBLIC RELATIONS ACTIVITIES TO SUPPORT PROF. DR. R. SOEHARSO ORTHOPEDIC HOSPITAL REPUTATION” was written to fulfill the requirement in obtaining degree in the English diploma program.

The writer did the job training in Prof. DR. R. Soeharso Orthopedic Hospital about 5 weeks. The job training was done in purpose to obtain information and data about public relations activities. The writer also got the experience and learned about the job description of Public Relation Officer empirically.

This final project report identify about public relations activities in keeping good reputation and assess the effectiveness of public relation activities.

Finally, the writer realizes that this final project is not perfect and the writer opened for everyone’s suggestions.

Surakarta, September 2013

The Writer
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At last but not least, I wanna give thanks for all of the people who help me to finish my final project.
ABSTRACT

Meliawi Setyowati. 2013. The Effectiveness of Public Relations Activities to Support Prof. Dr. R. Soeharso Orthopedic Hospital Reputation. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

This final project report is written based on the job training done in Prof. Dr. R. Soeharso Orthopedic hospital for five weeks.

The data of this report were gained by doing interviews and observation in Prof. Dr. R. Soeharso Orthopedic hospital to the internal and external publics during the job training.

The objectives of this report are to identify public relations activities in keeping good reputation and to assess the effectiveness of public relations activities in maintaining the reputation. From those objectives, the writer expects that Prof. Dr. R. Soeharso Orthopedic hospital can manage their job description and improve their work in order to maintain their good reputation.

Based on the writer’s job training, the writer can show public relations activities, such as, interactive dialog, cooperate with media, coffee morning gathering, Sentul gymnastic, and service of value every month.

Prof. Dr. R. Soeharso Orthopedic hospital has a good service especially in handling patient. Some of the people feel satisfied with their work. It is proven by the increase of their patient’s number.

Hopefully, this final project report can be beneficial for the readers especially for all of the readers who are interested in public relations.
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