

**ENHANCING PUBLIC SUPPORT BY MAXIMIZING THE
PUBLIC RELATIONS STRATEGIES OF ORTHOPEDIC
PROF. DR. R. SOEHARSO HOSPITAL SURAKARTA**



FINAL PROJECT REPORT

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

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**ENGLISH DIPLOMA PROGRAM
FACULTY OF LETTERS AND FINE ARTS
SEBELAS MARET UNIVERSITY
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2014**

APPROVAL OF CONSULTANT

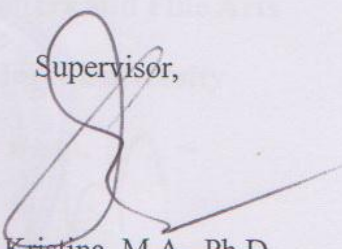
Report Title : **ENHANCING PUBLIC SUPPORT BY IMPLEMENTING THE
PUBLIC RELATIONS STRATEGIES OF ORTHOPEDIC PROF.
DR. R. SOEHARSO HOSPITAL SURAKARTA**

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Report Title : ENHANCING PUBLIC SUPPORT BY IMPLEMENTING
THE PUBLIC RELATIONS STRATEGIES OF PROF. DR.
R. SOEHARSO ORTHOPEDIC HOSPITAL SURAKARTA

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Dedication

I would like to dedicate this final project report to

Allah SWT and Muhammad SAW

My father and mother

My brother, friends, and lecturers

My lovely University, UNS

MOTTO

Good communication comes from people to people, but great communication comes from people to Allah

-The Writer

ACKNOWLEDGEMENT

Firstly, I would like to thank to Allah SWT and Prophet Muhammad SAW, for blessing and guiding me during the final project report writing. I also express my gratitude to all people as follows:

1. The Dean of Letters and Fine Art Faculty of Sebelas Maret University, **Drs. Riyadi Santosa, M.Ed, Ph.D**
2. **Mr. Yusuf Kurniawan, SS, MA** as the Head of English Diploma program, for the approval of this final project report.
3. **Mrs. Diah Kristina, MA. Ph.D** as the consultant and supervisor who guided, and supported me, gave me advice and suggestions, explained to me for the betterment of my writing and also motivated me to finish this final project report.
4. **All the lectures** of English Diploma program who have given the best things in my life.
5. My beloved father, Suwarsono and my beloved mother Yani. Thank you for your tender care and pray for me, also for your support, and motivation to finish this final project report.
6. My brother Adi Lazuardi, thank you so much for your support to me.
7. All of my friends in English Diploma Program, **Wahyu, Raras, Ijus, Prafitri, Rizki, Pandam, Rani, Novi Ari, Sugeng, Novita kiki, Indah, and all my classmates of the class C** thanks for the supporting so that I can finish this final project report.
8. **All of my friends of English Diploma Program of 2011.** Thank you very much for everything for the last three years

9. All the staffs and friends at Prof. DR. R. Soeharso Orthopedic Hospital Surakarta, thanks for the information and support for my final project report.

Finally, I realize that this final project is not perfect enough, however I hope that this final project will be useful for all readers.

PREFACE

I would like to thank to Allah SWT, for giving me the ability, opportunity and creativity in composing this final project report. I would also like to give my greatest thank to everyone who always takes part in my project.

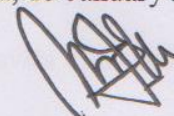
This final project report is entitled “Enhancing Public Support by Implementing the Public Relations Strategies of Prof. Dr. R. Soeharso Orthopedic Hospital Surakarta”. The title was taken based on my job training that I have accomplished at Prof. Dr. R. Soeharso Orthopedic Hospital Surakarta.

This final project report is written by me to fulfill the requirements in obtaining the degree of English Diploma III Program. I did the job training at Prof. DR. R. Soeharso Orthopedic Hospital Surakarta and participated at the Public Relations division.

This final project report describes the strategies of Public Relations at Prof. DR. R. Soeharso Orthopedic Hospital Surakarta in enhancing public support towards the management functions of the hospital.

I completely realize that my final project report is far from being perfect. However, it will be a precious thing if my final project report can provide an additional information and knowledge for the readers.

Surakarta, 15 January 2015



Shela Marcelina

ABSTRACT

SHELA MARCELINA, 2014. ENHANCING PUBLIC SUPPORT BY IMPLEMENTING THE PUBLIC RELATIONS STRATEGIES OF ORTHOPEDIC PROF. DR. R. SOEHARSO HOSPITAL SURAKARTA. English Diploma Program Faculty of Letter and Fine Arts, Sebelas Maret University.

This final project report is written based on the job training done at Prof Dr. R Soeharso Orthopedic Hospital Surakarta starting from 10th of March, 2014 until 10th of April, 2014 at the Public Relations division. The writer focused the final project on Public Relations marketing. The purpose of this final project report is to describe the Public Relations strategies at Prof. Dr. R. Soeharso Orthopedic hospital.

During the job training, the writer did some activities as Public Relations Officer (PRO). The writer has many responsibilities, they are: giving service at the front desk, sending *Short Message Service* (SMS) to employees, making Press Releases, making analysis report, answering customers complaints through SMS Centre, and making documentation.

For a succesful marketing activities, Public Relations division of Prof. Dr. R. Soeharso Orthopedic Hospital has many strategies in order to create the effective steps to reach the goal, such as developing and enhancing public support for the improvement of the hospital. There are some marketing activities done by Public relations management of the hospital, they are: making Health Talkshow, making some Corporate Social Responsibility Activity such as Senam Sentul (Joints and Bones Gymnastics) and Bakti Sosial (Social Care Service to Kelud Mountain victims), making free medical check-up at Car Free Day.

For enhancing Public Relations activities at Prof. Dr. R. Soeharso Orthopedic Hospital, the writer proposes some strategies, they are: to prolong the duration of Radio talk show, to diverse the program of Corporate Social Responsibility or CSR, to provide various service and event at Car Free Day venue. From the discussion of this final project report, we could find out that Public Relations officer has an important role for enhancing the public support in various strategies.

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