

## ABSTRACT

***The Role of Public Relations General Hospital Center Dr. Hasan Sadikin Bandung***

***In response to the complaint Clients Through HOTLINE SMS Facilities***

*by :*

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*This research aims to determine the role of Public Relations RSUP Dr. Hasan Sadikin Bandung In Response to the Complaint Clients Through HOTLINE SMS Facility by using objective indicators, activities, messages, media, and role.*

*This research used a qualitative research approach with descriptive methods. The techniques of data collection conducted through interviews, library research, and search data online. The subjects in this research were to two persons. Informants in this research were Drs. Dudi Abdul Rozak, MARS and Dra. Ani Mulyani.*

*The results showed that in response to complaints through HOTLINE SMS facility of Public Relations division, arranged goal with goal setting process and result to be achieved. Activities conducted as routine and incidental expenses incurred almost nothing. The message conveyed in the form of Informative and Persuasive messages. The media used were SMS HOTLINE facilities, printer and telephone and presentation of data done by compiling a report to the relevant section, monthly reports, quarterly reports and annual reports.*

*The conclusions of this research Public Relations RSUP Dr. Hasan Sadikin Bandung in response to the complaint clients through HOTLINE SMS facilities has been able to respond the complaint. Because it was one forms of work done to improve the company image by determining the expected goals, then conduct a structured activity, there was a message conveyed through the media used by the Public Relations RSHS.*

*The researchers suggested for more accelerated in response to the increasing activities undertaken to support the handling of complaints and related parts that could be expected to attend and provide informations.*