ABSTRACT

THE ROLE OF PUBLIC RELATIONS GENERAL HOSPITAL CENTRE Dr. Hasan Sadikin BANDUNG IN GIVING INFORMATION TO THE PUBLIC INTERNAL THROUGH NEWSLETTER

By:
Eko Sumaryanto
43308016

This Final Paper Is Under The Guidance:
Inggar Prayoga, S. I. Kom

This study aims to find out "How The Role of Public Relations RSUP Dr. Hasan Sadikin Bandung In Giving Information to the Public Internal Through Newsletter ". So researchers wanted to see activities the Public Relations RSUP Dr. Hasan Sadikin Bandung through newsletters, researchers are trying to analyze, explain and describe the activities, Messaging, Media and Role Of Public Relations in providing public information to internal RSUP Dr. Hasan Sadikin Bandung.

The method used is descriptive research with a qualitative approach, where researchers only describes a characteristic of the object under study. Data collection techniques, conducted by researchers is by interview, observation, documentation, study libraries, and Internet searching. Research subjects in this study amounted to two people. Informants in this study are Dra. Ani Mulyani and Fitri Laila Hadiyani, S. Sos.

The results of the research has been done that activities Public Relations RSUP Dr. Hasan Sadikin Bandung should have the goals of the purpose of this activity is to provide information to the public, internal work plans to go through stages like planning to stage the distribution of the newsletter material, namely the determination of the budget funds for one month with two editions of the budget funds needed in making this newsletter about Rp. 2.2 million, - and the time of publishing activities newsletter within a month that is two weeks, and delivery of the message is informative, persuasive and educative to the content of the messages brief and factual and formal style of language that uses the print media newsletter to have the media properties that are free, liquid and communities strong patron-client, with this form of media in the form of newsletter print media with its fairly wide and large, can create many opportunities in making information and characteristics of this medium that has the name "RSHS Newsletter" (Name Plate), greeting editorial column on the left upper and contain information about health, profiles, activities and news about employees RSUP Dr. Hasan Sadikin Bandung.

The conclusions of the research has been done is that the Public Relations RSUP Dr. Hasan Sadikin Bandung in providing internal information to the public through newsletters in RSUP Dr. Hasan Sadikin Bandung to make a program of events and activities RSUP Dr. Hasan Sadikin Bandung that can run as expected, activities, messages and media that is determined and takes place because of coordination and good teamwork with all parties concerned will focus on the maximum service, want to make the manufacturing activity newsletter in RSUP Dr. Hasan Sadikin Bandung as a medium for receiving and delivering messages to the public and ensure internal communication from superiors to subordinates and vice versa.

From the results of research has been done there are a few suggestions for making activity of this newsletter is certainly able to add activities such as adding references to new information or materials in the manufacture Newsletter, so any information conveyed not only inform about news happening in RSUP Dr. Hasan Sadikin Bandung, but the news that happens outside of health-related or RSUP Dr. Hasan Sadikin Bandung can be delivered to the entire public, especially the internal public RSUP Dr. Hasan Sadikin Bandung.