

The Role of Public Relations in Maintaining the Existence of the General Hospital Sayang Bunda Makassar

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The Role of Public Relations in Maintaining the Existence of the General Hospital Sayang Bunda Makassar

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Abstract Background : The problem found at the Sayang Bunda Makassar General Hospital was a decrease in patients after the end of COVID-19 in 2023, there were visit data of 147 patients in January – July. Objective : The purpose of this study is to determine the role of Public Relations in increasing the existence of the hospital. Method : This type of research used qualitative research methods. Methods collected documentation data and in-depth interviews to Result : The research results obtained at the general hospital unfortunately have not been fulfilled in terms of social activities which were only held in 2020, as for the results of observations of social activities and published on social media, this provides satisfaction that the service at the general hospital unfortunately has not collaborated with BPJS insurance, as for communication through media, it has not been fulfilled so that the internet is widely used, social media such as Instagram, as well as the educational dimension when carrying out activities. such as handling mass circumcisions or providing direct health services. Suggestion : The hospital needs to improve marketing management by digitalizing marketing, promoting health through electronic media as well as re-organizing social activities, improving facilities and infrastructure as well as access to payment via card (JKN-KIS) at Sayang Bunda General Hospital.

Keywords: Public, Health, Problem, Hospital.

INTRODUCTION

The challenge of Public Relations is the declining public trust, in the era of the Industrial Revolution 4.0, Public Relations has a difficult impact so that hospitals should transform and ensure service quality in increasing patient trust. Public trust in hospitals is currently decreasing, many people have the perception that hospitals are more concerned with commercial factors than social functions and service quality (Alamsya, 2020).

According to Alamsya, to convey the company's message well and be accepted by the public, Public Relations is required to be able to convey a good image so as to produce good results in the development of the company. Building and maintaining a company image is a complex and complicated task, there needs to be a special strategy or tactic to build and maintain this image.

³³ Public Relations has an important role in imaging the hospital, some of its roles are: as a communication facilitator, as a problem handling facilitator, as a marketing tool, fostering media relations, and as a communication technician. In marketing Public Relations can use communication strategies through advertising ²⁷ promotion, personal selling, public relations, direct marketing, and sales promotion.

Frank Jefkins (2017) assumes that Public Relations is a planned form ¹² of communication, both inward and outward, between one organization and all audiences in order to achieve specific goals based on the principle of mutual understanding. Public Relations is analogous to a company savior from a bad ¹⁹ image in the eyes of the audience or society.

To face the era of globalization and the era of disruption, according to Jefkins (2017) hospitals can serve their patients well and prioritize safety and quality based on integrity and also prepare high competitiveness through leadership that triggers change and professional management, change management, improving quality management, developing human resources, facilities and technology, and increasing customer satisfaction.

This is in line with Tika's research (2022), that public relations or what is often called public relations is an activity that is carried out in two directions reciprocally between the organization and its public or audience, both internal and external, in

shaping the functions and objectives of an organization to improve the development of cooperation and common interests based on the principles of mutual understanding and mutual trust.

Public Relations is also a bridge between the agency and a public relations person must be able to run a good image for the agency. Public Relations is a bridge for leaders and their publics in building relationships internally and externally. The public has the right to know what activities, policy designs, work programs are carried out by the agency and the expectations desired by the public (Rika, 2020).

Sayang Bunda General Hospital Makassar is one of the best private hospitals in Makassar City which has been accredited by the Hospital Accreditation Commission (KARS), designated as a private general hospital with a Class D Classification, and competent and professional human resources, providing the best and affordable services and easy access with complete facilities and poly clinics by the best specialists ranging from 4 Dimensional Ultrasound Technology, TMS, EMG, Slitlamp, and others (Ministry of Health, 2019).

Based on preliminary observations made at Sayang Bunda General Hospital

Makassar, it was obtained that the visit data for 2021-2022 for inpatients amounted to 59 people and 1,086 outpatients in 2021 and there were visit data in 2022 for inpatients of 29 people and outpatients of 623 people at Sayang Bunda General Hospital Makassar.

This is a decrease in patients after the end of COVID19 in 2023 there is data on visits of 147 patients in January - July. and from the results of interviews at Sayang Bunda General Hospital Makassar that there was a transition of the Mother and Child hospital to a General Hospital in 2020. Based on the above background, the researcher is interested in conducting research that aims to find out, the Role of Public Relations in Maintaining the Existence of Sayang Bunda General Hospital Makassar. The specific objective in this study is to find out how the Role of Public Relations in Maintaining the Existence of Sayang Bunda General Hospital Makassar.

MATERIALS AND METHODS

This research uses qualitative research methods with observation and in-depth interviews, located at Sayang Bunda General Hospital Makassar. The informants in this study consisted of key informants from the deputy director as well as human resources and public relations and ordinary informants from staff or employees of Sayang Bunda General Hospital Makassar, who had the information needed by researchers who were in charge of maintaining the existence of the hospital.

Data collection consists of two, namely primary data and secondary data, with the main instrument in this study, namely the researcher himself who acts as a

key instrument assisted by data collection tools or researchers themselves using interview guidelines and observation sheets. The tools used to support research are cellphones to record sound, digital cameras and writing utensils.

RESEARCH RESULTS

1. CSR(Corporate Social Responsibility)

Corporate Social Responsibility (CSR) is a form of social responsibility of an organization to the environment around the organization, while researchers conduct observations and interviews.

Based on the results of the research that has been carried out, researchers have

observed that this year there have not been any social activities like those held in 2020 but this hospital has documented activities on social media such as mass circumcision activities for elementary school children and there is documentary evidence of services during COVID ¹³ in the form of general examinations and the provision of Free Vaccines. ²⁶ Based on the results of interviews with the three informants, it is explained that previously there were general examination and mass circumcision activities in 2020 and now there are no more social activities in the following year and are more focused on other service programs. In addition to circumcision activities, social examinations have also been ²⁹ carried out in the form of COVID-19 examinations. This is confirmed by the

following statement from the key informant :

“Eemm ... During 2023 there have been no CSR activities such as mass circumcision or social services that I got directly, but if you reflect on the previous year at Sayang Bunda Hospital, the most frequent mass circumcision was in 2020 before COVID.”
(NA, 25 years old, June 27 2023).

The statement from Mrs. NA as the key informant has the same statement in the CSR (Corporate Social Responsibility) variable explaining that social activities were carried out 3 years ago and have never been ³⁴ carried out again in the following year to carry out the role of Public Relations in Maintaining the Existence of Sayang Bunda General Hospital Makassar, the key informant explained that social activities have been carried out in the form of mass circumcision which was carried out in 2020 for the target of school children.

2. Provide Satisfactory Service.

A satisfied community or patient is a very valuable asset because if the community or patient is satisfied they will continue to use the service of their choice, as for the results of research that has been observed that this hospital has service tools and health workers have provided maximum service and this hospital is facilitated by inpatient rooms, laboratory rooms and radiology rooms equipped with sophisticated tools. Scan access to provide suggestions and constructive criticism to the hospital. This is confirmed by the following statement from the key informant :

“For a class of type D public hospitals, in my opinion, the Sayang Bunda Hospital has provided satisfactory services in terms of patient waiting time in outpatient care and in the emergency room, it is very fast from the standard time which is said to be 30 minutes waiting limit.” (NA, 25 years old, June 27, 2023)

The statements of key informants and ordinary people in the variable Provide

satisfactory service that the services at the Sayang Bunda General Hospital have provided the best service in accordance with Standard Operating Procedures according to hospital regulations and the hospital also provides services to provide suggestions and criticism to provide input to the community to improve hospital services.

3. Building Relationships with External Parties.

Building relationships with external parties is a form of cooperation with organizations or health communities, Establishing relationships or cooperation with organizations / health communities is needed by a hospital to improve its image and make visits to agencies, Visits to certain agencies, is also a form of building relationships with the outside public.

Based on the results of the research that has been observed, there are patients who make payments through BNI Life insurance cards that work with the hospital for access to service payments and the hospital also works with fire emergency organizations so that training is carried out related to the use of light fire fighting for health workers to understand emergency conditions.

The statements of all ordinary informants have the same opinion regarding relationships with outside parties to cooperate with private insurance parties have worked together in accordance with the applicable MOU and the Sayang Bunda General Hospital also has 52 private insurance registered and has a good relationship, currently also still in the process of working with the BPJS, this has a positive impact with outside parties it can maintain the existence of the hospital because without a relationship with other hospitals the service will be less than optimal in providing so that there are shortcomings of each hospital so that it needs to be improved with other hospital facilities, The statements of key informants are as follows :

"...Increasing this existence is more cooperation not only limited to insurance but how many possible eeee organizations more social activities more cooperate with NGOs collaborate not only limited to insurance. Usually collaborate with organizations "(NA, 25 years old, 27 June 2023)

Based on the results of interviews conducted with key informants in the variable Building relationships with outside parties that more improve in the part of organizations such as NGOs and this will be maximized if collaboration is carried out in social activities or health services and has worked a lot with the insurance field. Based on the results of interviews conducted with key informants in the variable Building relationships with outside parties that the role of working with various insurance and other hospitals is very strong

because this will be maximized. Service
and one way to maintain the existence of the hospital.

4. Communication through Media

Communication is one form of public relations must be able to choose effective communication media so that predetermined goals can be achieved, the goal that must be achieved by public relations for new companies is to introduce the company to the wider community.

Based on observations made by researchers, marketing and health promotion are carried out through electronic media such as Instagram social media which updates service activities, mass circumcisions and health-related education.

The statements of all ordinary informants have the same opinion that the media used by social media such as Instagram with Instagram and have not been broadcast on TV and suggest more to other communication media so that the general hospital sayang bunda is easily recognized by the public The results of interviews with key informants are as follows :

"The impact of promotions that we have done in 2023 for the media is through social media so we post video posts and pamphlets to the public, especially followers on Instagram of Sayang Bunda Hospital." (NA, 25 years old, June 27, 2023)

Based on the results of interviews conducted with key informants in the communication variable through the media, the media used is the internet via social media such as Instagram and the distribution of pamphlets around the area of the Sayang Bunda General Hospital.

Variable communication through the media that the impact of this health promotion is very large as it was done this year which can reach the community either online consultation or visit the hospital to question the services that have been described on the internet social media.

5. Education Dimension

Educational activities or health talk shows are usually carried out by several hospitals, this aims to make the public also know about the existence of the hospital. Besides being useful for increasing public trust, health education or talk shows can also be used as a means of introducing themselves to the public outside the organization. This educational activity is quite effective, usually after this talk show activity takes place many of the seminar participants choose to change their place of treatment.

Based on the observations made by researchers, education carried out on social media and providing education directly to patients before taking action.

Based on statements obtained from ordinary informants, education has been carried out in the form of services and there is no special program for education but more social service counseling to the community such as the benefits of circumcision and how to care for it. The statements from key informants are as follows :

".... For educational activities, counseling activities in 2023 have not been held, but if education is usually carried out online, you can check more on the Instagram of the hospital Sayang Bunda Makassar, for future suggestions, you can see and see education online and then the doctor gives education and patients can ask directly to the doctor so there is two-way communication so from the patient and the doctor" (NA, 25 years old, June 27, 2023)

Based on the results of interviews conducted with key informants in the Educational Activities variable, that in 2020 online counseling activities were held in the form of posts on social media, as for the suggestions for the Educational Activities variable that it needs to be improved in the digital era in the form of online education and improve digital marketing so that the hospital's existence is well maintained.

DISCUSSION

1. CSR (Corporate Social Responsibility).

At the Sayang Bunda General Hospital, it was found that CSR (Corporate Social Responsibility) had not been fulfilled because it had only been held in 2020. Even from the results of observations that social activities have been held and publicized on social media. This can support the success of social activities if it is scheduled this year for social activities.

This is in line with Law No. 40 of 2007 concerning Limited Liability Companies in article 1 point 3, which states that Social and Environmental Responsibility is the company's commitment to participate in sustainable economic development in order to improve the quality of life and the environment that is beneficial, both for the company itself, the local community, and society in general.

This research is in line with the results of research obtained from Rahmatang (2022) showing that the Tengku Sulung Regional General Hospital (RSUD) implements a form of trust through socialization to the community. Delivery of information to the community with good and clear interaction and communication.

Information services provided by the hospital are right on target. Regional General Hospital (RSUD) Tengku Sulung provides and implements socialization, especially about free treatment, as a communicator.

2. Provide satisfactory service.

In providing service satisfaction, the Sayang Bunda General Hospital has met the standard operating procedures and is equipped with bar code access to the suggestion box. This can be supported by the success of the observation that the service tools and health workers have provided maximum service. Sayang Bunda General Hospital has competent health workers and there are sophisticated medical devices.

This is in line with Law Number 36 of 2014 concerning health. In this Law what is meant by every person who devotes himself to the field of health and has the knowledge and / or skills of education in the field of health which for certain types requires the authority to carry out health efforts. There is a standard operating procedure document for each action and flow of hospital registration services that have been set by the Sayang Bunda General

Hospital. This is also in accordance with the Minimum Service Standards (SPM) as a document that must be owned by the Hospital, as a guide in ensuring the implementation of health services in accordance with the Decree of the Minister of Health of the Republic of Indonesia No.129 / Menkes / SK / 11 / 2008 and the Regulation of the Minister of Finance of the Republic of Indonesia. No. 129 / PMK.05 / 2020 concerning BLU Management Guidelines. And Regulation of the Minister of Health Number 43 of 2016 concerning Minimum Service Standards in the Health Sector. There is access to giving suggestions through the Bar code Scan which is easily accessible on each side of the hospital to improve services and maintain the existence of the hospital on the assessment of satisfaction and criticism from the community.

3. Relationships with external parties.

Building relationships with external parties has not been fully met because it has not collaborated with JKN KIS insurance and only has more than 25 cooperating private insurers.

This is in line with the results of observations with the existence of cooperation with fire emergency organizations so that training is carried out related to the use of light fire fighting for health workers to understand emergency conditions. Sayang Bunda General Hospital has collaborated with organizations such as PMI (Indonesian Red Cross) for the provisi-

on of blood.

This is in line with Permenkes No. 56 of 2014 concerning Hospital Classification and Licensing. As for the results of interviews conducted with key informants and ordinary in variables Building relationships with outside parties that have collaborated with various private health insurance and hospitals around the hospital to provide maximum service and related BPJS insurance has not entered this hospital so that it needs to be improved in relations with outside parties and services can be maximized.

This is in line with Tika's research (2022), that public relations or what is often called public relations is an activity that is carried out in two directions reciprocally between the organization and its public or audience, both internal and external, in shaping the functions and objectives of an organization to improve the development of cooperation and common interests based on the principles of mutual understanding and mutual trust.

4. Communication through media.

Communication through media that is less fulfilled so that it has not been widely exposed that is used in the form of social media internet such as Instagram, this is confirmed by the results of observations made by researchers that there are uploads of service and health activities and education.

This is in line with Sinta's research (2019), that ³by improving services in hospitals through good health communica-

tion, ³health services will provide comfort to patients or people in need. This is important to do to build a hospital reputation. According to Tahir (2019), ³health communication is a process of delivering health information to encourage changes in individual and group behavior in order to improve health status. Furthermore, one of the main issues in health communication is influencing individuals and communities.

Sayang Bunda General Hospital has conducted health promotion in the form of education and promotion of health services available at the hospital.

¹⁷This is in line with the ⁷Minister of Health Regulation No. 74/2015 on Health Promotion and Disease Prevention, which states that health promotion is a process to empower the community through informing, influencing, and assisting the community to play an active role. The hospital will also increase promotion through electronic media and install health pamphlets. ¹⁷This is in line with Minister of Health Regulation ¹¹Number 44 of 2018 concerning the Implementation of Hospital Health Promotion ²¹(PKRS) which reads that health promotion efforts are actually patients, healthy individuals and families (households) as components of the community.

5. Dimensions of Education.

The Sayang Bunda General Hospital conducts education when conducting social activities such as handling mass circumcisions or providing direct health services. This educational activity is in line with the results of observations that there is evidence of activities in the form of documentation of activities health services.

This is in line with ¹¹Permenkes Number 44 of 2018 concerning the Implementation of Hospital Health Promotion (PKRS) article 6 which reads health promotion Organizing hospital health promotion activities. Planning program development needs in the form of activities, facilities, equipment, and materials for the implementation of extension services. The community is very enthusiastic when social activities are held and health workers have played a role according to their duties and responsibilities and have their respective roles in maintaining the existence of the general hospital sayang bunda. So that it is necessary to plan good educational programs and social activities to maintain the existence of the general hospital sayang bunda Makassar.

This is in line with ⁶Yuyun's research (2022) that education aims to determine the role of supplementary nurses in optimizing the provision of education to increase patient and family knowledge about health so as to improve quality of life.

CONCLUSIONS AND SUGGESTIONS

¹Based on the results of the research and discussion, the researcher can draw a conclusion that at the Sayang Bunda General Hospital that CSR (Corporate Social Responsibility) has not been fulfilled because it has only been held in 2020. In providing service satisfaction, the general hospital of

Sayang Bunda has been fulfilled according to standard operating procedures and is equipped with bar code access for the suggestion box. Building relationships with outside parties has not been fully fulfilled because it has not collaborated with JKN KIS insurance and only has more than 25 private insurance partners. Communication through media that is less fulfilled so that it has not been widely exposed that is used in the form of social media internet such as Instagram. Sayang Bunda General Hospital conducts education when conducting social activities such as handling mass circumcisions or providing direct health services, the hospital needs to improve marketing management digitally in marketing, health promotion through electronic media and to hold social activities again, improve facilities and infrastructure and access to payment through cards (JKN-KIS).

As for suggestions in the CSR (Corporate Social Responsibility) variable, the

hospital needs to improve digital marketing management to hold back social activities to increase the existence of the general hospital sayang bunda. In providing hospital service satisfaction, it is necessary to make improvements in service delivery such as facilities and infrastructure as well as access to payment in the healthy Indonesia card (JKN-KIS) so that the poor can feel the completeness of the medical equipment of the Sayang Bunda General Hospital, cooperation with outside parties is also needed to be further enhanced such as cooperation with the BPJS to increase public interest in facilitating access to payments and expediting health

services and other organizations so that they can collaborate in social activities. Furthermore, Media Communication needs to be suggested again to broadcast through electronic media through radio or TV stations so that marketing and promotion related to hospitals are more at the level and ¹⁹ carry out social activities to be able to support the existence of the Sayang Bunda General Hospital. It is also expected to create a special program for the educational dimension not only for visiting patients but can be felt by the wider community.

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