CHAPTER I
INTRODUCTION

A. Background

In this modern era, competitions happen in business sector between one institution and another. To be superior, many institutions and organizations compete to develop the service provided to the customers. It is supported by the development of science and technology, especially in terms of communication and information area. Good service is one of the things to gain public support. Public support is important for institutions or organizations to increase confidence. When an institution has public support, it will get many benefits. One of them is the increasing number of customers. Public support is needed by institutions in order to engage well, without support of the public an institution will not be able to develop.

Institutions and organizations both commercial and non-commercial need to provide good service, especially for institution engaged in the service area. There are many institutions engaged in the service area such as hospital, bank, hotel, post office, assurance, and many more. One of the institutions is hospital. Hospital provides a wide variety of services, emergency care, diagnosis testing rehabilitation, orthopedic problems, and many more. In addition other aspects that can be used to gain the public support need to be paid attention. It is the
duty of Public Relations in institutions and organizations.

One of the institutions engaged in the service of the hospital is PKU Muhammadiyah Surakarta hospital. PKU Muhammadiyah Surakarta realizes the importance of the support from the public. Therefore, PKU Muhammadiyah Surakarta has a Public Relations division. This division is responsible to handle entire problems related to internal and external publics and to supervise the company program to avoid problems. Public Relations in PKU Muhammadiyah Surakarta play roles as a bridge connecting the hospital and its publics (internal and external) to build harmonious relationship, and as a good mediator to create good communication.

In carrying out the roles, Public Relations division of PKU Muhammadiyah Surakarta hospital faces various challenges. Some of the challenges are from dealing with complaints from customers to the lack of registration officers resulting in a very long queue. Meanwhile, there are customers who complain to the officer at one of informality doctor’s schedule. In Cutlip (2005:32), the problems are included in one of roles of Public Relations officer as an expert prescriber. To handle the complaint and problem, Public Relations in PKU Muhammadiyah Surakarta must carry out that role in getting monitoring and accelerating the development of this hospital.

Based on the cases above, the writer is interested in doing job training in
PKU Muhammadiyah Surakarta hospital starting from May 2nd until July 1st 2014. The final project focuses on the roles of Public Relations in PKU Muhammadiyah Surakarta hospital therefore the final project report is entitled THE ROLES OF PUBLIC RELATIONS IN PKU MUHAMMADIYAH SURAKARTA HOSPITAL.

B. Objectives

The objectives of the final project are:

1. To describe the roles of Public Relations in PKU Muhammadiyah Surakarta Hospital

2. To describe problems and propose the solutions related to the problems faced by Public Relations division in PKU Muhammaditah Surakarta Hospital.
C. Benefits

The writer hopes this final project will be beneficial for:

1. The Writer

This final project report could give the new experience for the writer in terms of Public Relations activity. I know more knowledge about Public Relations roles in PKU Muhammadiyah Surakarta hospital. In addition, I can see the problems occur and to train myself face of the problems.

2. PKU Muhammadiyah Surakarta Hospital

This final project report could give valuable inputs as reference of PKU Muhammadiyah Surakarta hospital can carry out the roles more optimal.

3. The Readers

This final project report gives information to the readers about the Public Relations roles in PKU Muhammadiyah Surakarta hospital. It may also as reference to determine the roles of Public Relations in PKU Muhammadiyah Surakarta and another hospital.