CHAPTER II
LITERATURE REVIEW

A. Public Relations

There are many definitions of Public Relations proposed by experts. According to W. Emerson Rock as a Public Relations Director of Colgate University in Abdurrahman, 2001 p. 24-25, ”Public Relations is continued process of keying policies, services and actions to the best interest of those individual and groups whose confidence and goodwill individual or institutional covets, and secondly, it is the interpretations of these policies, services and actions to assure complete understanding and appreciation.”

Seitel in Soemirat (2003:13) states that

“Public Relations is a distinctive management function which help establish and maintain mutual lines of communications, understanding, acceptance, and cooperation between and organizations and its public; involves the management of problems or issues; help managements to keep informed on and responsive to public opinion; emphasizes the responsibility of management to serve the public interest, helps managements keep abreast of and effectively utilize change, serving as an early warning system; serving as an early warning
system to help anticipate trends; and uses research, sound and ethical communication techniques as its principal tool's.

Then, the definition is internationally used as a job description of Public Relations, as determined by International Public Relations Association (IPRA) in Maria (2002:11), Public Relations is a management function of a continuing and planning character, through which public and private organizations and institutions seek to win and retain the understanding, sympathy, and support of those with whom they are or may be concerned by evaluating public opinion about themselves, in order to correlate as far as possible their own policies and procedures, to achieve by planned and widespread information more productive cooperation and more efficient fulfillment of their common interest.

According to Cutlip, Center & Brown in Soemirat, “Public Relations is the distinctive management function which help establish mutual lines of communications, understanding, acceptance and cooperation between organizations and its public.” (2003:14)

Based on the definitions above, it can be concluded that all of the activities done by Public Relations officer are to get better understanding, goodwill, trust acceptance and cooperation from the public to the institutions or organizations.
B. The Roles of Public Relations

The development of Public Relations is related to the roles of Public Relations. The purpose is to maintain good relationship both external and internal public. Cutlip (2005: 32) stated that there are four roles of Public Relations in the organization, i.e.:

a. Expert prescriber

Public Relations officers who take this role will be having image as the authorities in the facing and solving the problem. Public Relations officers in this role have some jobs such as: making identification of problems, improving program, and having full responsibility in this application. The role as an expert prescriber is needed when the company is in crisis situation.

b. Communication facilitator

Public Relations officers who take this role will be as a good listener and information broker. Communication facilitator has a function as connector, translator, and mediator between company and public. They manage the communication between company and public to ensure that the communication channels between them are always open. The main goal of this role is to provide some information that the company and public need,
so they take right decision that makes the company and the public have the same benefit.

c. Problem solving facilitator

    In this role Public Relations officers needs to make cooperation with other manager in order to identify and resolve the problems. The manager in each division takes the important role in identifying the problems situation, because they know about policy, product, procedure, and company steps. So, the Public Relations officers only help the manager in solving the problem. They only give some suggestion in order to solve the problem in good way.

d. Communication technician

    In this role Public Relations officer has some duties such as: writing and editing the company's magazine, writing press release and feature, improving web content, and dealing with the media. Public Relations officer who takes the role is usually not involved the problem identification and problem solving. Public Relations officer is involved to create some communication and to apply program. They have responsibility to explain the company policy to employee, public, and media.
C. The Function of Public Relations

Public Relations in an institution or organization is to establish and maintain the good relationship between institution and other institution. In order to maintain good relationship, Public Relations division holds the function to conduct a reciprocal two-way communication between organization and public.

Based on Canfield in Ruslan, the functions of Public Relations are:

a. Supporting management activities and achieving organization goals.
b. Creating reciprocal two-way communication between organization and its public.
c. Identifying all things related to opinion and responsibility of public to organization.
d. Serving public or customer and advising organization management in order to reach objectives and benefits.

D. The Activities of Public Relations

According to Frank Jefkins, there are many activities that can be done by Public Relations officers, including:

a. Arranging and distributing news releases, photographs, and kinds of articles for mass media.
b. Organizing press conference about organization or company.

c. Becoming an information supplier for mass media.

d. Arranging an interview between press, radio, and television with organization or company.

e. Doing photograph function by creating photograph library.

f. Editing and producing internal magazines and newspaper and also to manage other internal communication tools, such as video record, slide presentation, and audio visual.

g. Editing, producing, and distributing external journals, catalogs, and exhibition for public consumption.

h. Creating information forms, brochures and posters which contain company profile, yearly report, and information about company.

i. Leading and arranging exhibitions events and Public Relations exhibitions, including preparing materials.

j. Creating and keeping company's identify, and its characteristic, like symbol, color composition, typography, uniform etc.

k. Following some important meetings that are hold by Managing Board, Production Department, Marks Department etc.

l. Managing opinion survey and research.

m. Doing broadcasting duties.
n. Organizing an official event and a formal meeting, including ceremonies, number of guests, and mass media.

o. Collecting and organizing all inputs from information sources, newspaper clipping, news radio and television, outside of company. (1995:50-51)

E. Internal and External Public Relations

Public Relations officers need to create good image to get the public’s trust. Public is a group of people that have a relation with the organization. Public Relations division has duties to help the institution or organization reach the aim of good harmonies. According to Frank Jefkins (1995:71), public is a group which communicates to an organization either internal or external. Public can be classified into two groups, internal and external public.

a. Internal Public

Internal public are everyone inside the company or anyone who work in a company. (i.e. managers, employees, security staff, etc).

b. External Public

External public are everyone outside the organizations but has a relationship with it, and can be certain circumstance, a substantial impact on the organization. (Kitchen,1995:93) (i.e. press, customers, government, community, etc).
F. Service

Service is a system or organization that provides a basic public need. Service is something intangible, it means something cannot be touched, seen and smelt. Fandy Tjiptono (1996:6) stated that the word “service” is defined as the activity, and benefit or satisfaction which is offered to sell. A service means activity of working for other people or organization to serve in developing goodwill and good image in an organization.

Meanwhile Kotler (1994:4) explains that service is every action that can be offered by one person to the others. Basically, it is intangible and does not produce any possession. Service is one of important things that should be done well to make people or customers satisfied. An organization or company, which is active the area of service always tries to give good service its customers. Gronroos (1995:14) argues that service is an object of transaction by firms, and institutions that generally offer services or that consider themselves service organizations.

From the explanation above, it can be concluded that service is an activity offered by an organization or institution and has a purpose to give satisfaction for their customers. Besides, service performance gives influence toward the amount of customers.
G. Hospital

In our daily life people are not always healthy in their lives. A hospital is an institution which is engaged in providing a wide variety of services, i.e. 24-hours Intensive Care Unit and nursing care. A hospital is a health institution which primarily provides medical, diagnostic and major surgery facilities. It also provides treatment of sick and injured persons. All of the medical care system is for the patients.

A hospital is a health care institution providing patient treatment with specialized staff and equipment. Hospitals are usually funded by the public sector, by health organisations (for profit or non-profit), health insurance companies, or charities, including direct charitable donations. Historically, hospitals were often founded and funded by religious orders or charitable individuals and leaders. Today, hospitals are largely staffed by professional physicians, surgeons, and nurses, whereas in the past, this work was usually performed by the founding religious orders or by volunteers. (http://en.wikipedia.org/wiki/Hospital, 1/30/2015: 11.10 a.m.)

Hospitals are the most complex medical facilities in the medical care system, employing highly sophisticated equipment and skilled practitioners from almost all specially areas. (Sarafino,1994:278). Azwar (1966) on American Hospital Association, state that hospital is an organization through which the
organized medical professional and medical facilities are permanently held medical care, nursing care, sustainable, diagnosis and treatment of diseases suffered by patients. Harpham and Tanner (1995, p. 197) explains that tertiary health care is the simplest way to describe what the hospital is. It means as institution accessing to comprehensive health care, including curative as well as preventive services.

**II. PKU Muhammadiyah Surakarta Hospital**

PKU Muhammadiyah Surakarta Hospital is an Islamic hospital in Surakarta. The hospital was founded by Muhammadiyah, one of the Islamic organizations in Indonesia as a form of charitable efforts in the field of public health care service. The hospital is located at Jl. Ronggowarsito 130 Surakarta 57131 Central Java.

This green hospital always provides the excellent service to the customers in order that the customers have good perception on the hospital. The first impression while visiting the PKU Muhammadiyah at first is the clean building, staffs the Customers Service and securities who are very friendly and the dept nurses.

PKU Muhammadiyah hospital is the Islamic hospital which is very full of social respect. A good relationship with the government is realized in cooperation
with the Health Department in the form of BPJS (Badan Penyelenggara Jaminan Sosial) service. This hospital had been chosen by government as reconciliation hospital to BPJS patients. PKU Muhammadiyah always gives good service to BPJS patients.

This hospital is located in the middle of Surakarta city so it makes public easy to do medical treatment. Meanwhile, PKU Muhammadiyah hospital has become five star hospitals and it gets accreditation from national KARS (Komisi Akreditasi Rumah Sakit) Corporation. PKU Muhammadiyah Hospital becomes five stars hospitals, while many hospitals in Surakarta even out of Surakarta conduct comparative study as to go five stars hospital.