

**PERAN DAN FUNGSI HUMAS RUMAH SAKIT PKU MUHAMMADIYAH
SURAKARTA DALAM MENCAPAI CITRA POSITIF MELALUI MEDIA
ONLINE (INSTAGRAM)**

**DAMAR PAROGO NUSANTORO
NIM. 2015071005**

ABSTRAK

Penelitian ini bertujuan untuk menjelaskan peran dan fungsi humas RS PKU Muhammadiyah Surakarta dalam mencapai citrapositif melalui media *online* (*Instagram*). Peneliti ini termasuk kedalam penelitian kualitatif. Data dalam penelitian ini menggunakan screen shot postingan instagram humas RS PKU Muhammadiyah Surakarta dan hasil wawancara. Teknik pengambilan sampel yang digunakan adalah teknik *purposive sampling*. Adapun teknik analisis data menggunakan analisis data interaktif.

Hasil penelitian dalam penelitian ini menunjukkan bahwa humas RS PKU Muhammadiyah Surakarta memiliki peran, yaitu: (1) *Communicator*; (2) *Relationship*; (3) *Back Up Management*; dan (4) *Corporate Image*. Adapun fungsi humas yang dijalankan oleh humas RS PKU Muhammadiyah Surakarta, yaitu: (1) Menunjang Kegiatan Manajemen; (2) Membina hubungan harmonis; (3) Menciptakan komunikasi dua arah; (4) Melayani public dan menasehati pimpinan; dan (5) Oprasionalisasi *public relationship*.

Berdasarkan hasil penelitian tersebut dapat disimpulkan bahwa peran dan fungsi humas RS PKU Muhammadiyah Surakarta dalam *instagram* mendukung citra positif institusi.

Kata kunci: Fungsi Humas, Peran Humas , Media Sosial, Instagram, RS PKU Muhammadiyah Surakarta.

**THE PUBLIC RELATION ROLE AND FUNCTION OF PKU
MUHAMMADIYAH SURAKARTA HOSPITAL IN
ACHIEVING POSITIVE IMAGES THROUGH ONLINE
MEDIA (INSTAGRAM)**

DAMAR PAROGO NUSANTORO
NIM. 2015071005

ABSTRACT

This study aims to explain the role and function of public relations of PKU Muhammadiyah Surakarta hospital in achieving image through online media (Instagram). This research belongs to qualitative research. The data is screen shots of Instagram posting from public relations PKU Muhammadiyah Surakarta hospital and the results of the interview. The sampling technique used purposive sampling technique. The data analysis technique used interactive data analysis.

The results of this study indicate that the public relations of PKU Muhammadiyah Surakarta hospital has a role, namely: (1) Communicator; (2) Relationship; (3) Back up management; and (4) Corporate image. The public relations functions carried out by PKU Muhammadiyah Surakarta hospital, namely: (1) Supporting management activities; (2) Fostering harmonious relations; (3) Creating two-way communication; (4) Serving the public and advising leaders; and (5) Operationalization of public relations.

Based on the analysis results, it can be concluded that the role and function of public relations in PKU Muhammadiyah Surakarta hospital at Instagram supports the positive image of the institution.

Keywords: Public Relations Function, Public Relations Role, Social Media, Instagram, PKU Muhammadiyah Surakarta Hospital.



**PUSAT PELAYANAN DAN
PENGEMBANGAN BAHASA**