

**SOSIALISASI PROGRAM LAYANAN KESEHATAN RUMAH SAKIT
RUMAH SEHAT TERPADU DOMPET DHUFA BAGI KAUM DHUFA
(RST DD BOGOR)**

DINDA APRILIA

ABSTRAK

Latar belakang, penelitian ini membahas tentang pentingnya kesehatan bagi masyarakat miskin/kaum dhuafa yang kurangnya mendapatkan perhatian oleh karena itu *Public Relations* Rumah Sakit Rumah Sehat Terpadu Dompot Dhuafa (RST DD) membuat program layanan kesehatan bagi kaum dhuafa secara gratis. Dengan cara sosialisasi *Public Relations* rumah sakit RST DD memberikan informasi tentang layanan kesehatan bagi kaum dhuafa di desa Jampang, Bogor. **Tujuan Penelitian** untuk mengetahui sosialisasi program yang dilakukan oleh *Public Relations* dari Rumah Sakit Terpadu Dompot Dhuafa melalui program layanan kesehatan bagi kaum dhuafa. **Teori** yang digunakan definisi *Public Relations*, tujuan *Public Relations*, tugas *Public Relations*, tahapan program *Public Relations*, sosialisasi. **Metode Penelitian** yang digunakan adalah kualitatif deskriptif. Pengumpulan data dilakukan dengan cara wawancara, observasi dan dokumentasi kepada pihak-pihak yang dapat memberikan informasi dengan baik dan lengkap. **Hasil penelitian** *Public Relations* melakukan sosialisasi dengan secara langsung dan tidak langsung dan beberapa tahapan yaitu RACE *Research, Actions, Communications, Evaluating*. **Kesimpulan** sosialisasi yang dilakukan oleh *Public Relations* rumah sakit RST DD berjalan dengan baik, tetapi kenyataan masih banyak orang belum mengetahui tentang adanya layanan kesehatan yang diberikan secara gratis oleh rumah sakit RST DD untuk kaum dhuafa. **Saran**, dalam melakukan sosialisasi *Public Relations* rumah sakit RST DD sudah melakukannya dengan baik tetapi tetapi perlu ditingkatkan lagi evaluasi terkait permasalahan yang ada.

Kata Kunci : Sosialisasi, Layanan Kesehatan, Rumah Sakit

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Abstract

Background research, this research discuss about the importance of health for poor people House of disadvantaged the lack of attention is therefore the Hospital Public Relations, Integrated Healthy Home Dompot Dhuafa making the health care program for the poor for free. By means of socialization of hospital Public Relations RST DD provides information about health care services for the disadvantaged through the website. Hospital Public Relations (RST DD) doing socialization through the website in order to be easily reachable and accessible to all communities and the existence of the Ministry health is expected to in order to maintain the image that is already owned by the hospital RST DD. **Research Objective** to find out how the socialization of health care for the disadvantaged through the website in maintaining the image of Hospital RST DD. **The Theory** of the definition of Public Relations, the goal of Public Relations, Public Relations, the phases program Public Relations PR, socialization. **The research method** used is descriptive qualitative. Data collection is carried out by means of interviews, observation and documentation to the parties that can provide Well informed and complete. **The results of the research** the socialization by public relations socialization with in direct and indirect and several phases namely RACE of the race research, actions, communications, evaluating. **Conclusion** the socialization by public relations hospital RST DD through website goes well, but the fact there are so many people did not know about the service health is free of charge by the hospital RST DD to the poor. And still maintain the image of who been possessed by the hospital RST DD. **Suggestions**, in socialization public relations hospital RST DD already did well but but needs to be improved again evaluation related the problems.

Keyword : Socialization, Health Service, Hospital