

Gambaran pelaksanaan media relations untuk meningkatkan brand awareness Rumah Sakit Pertamina Jaya tahun 2012 = The overview of media relations implementation to increase brand awareness Pertamina Jaya Hospital in 2012

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Abstrak

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Penelitian ini memiliki fokus kepada kegiatan kerjasama dengan media yang dilakukan di Unit Manajemen Bisnis RS Pertamina Jaya dan memiliki tujuan untuk meningkatkan kesadaran masyarakat akan rumah sakit karena media memiliki jangkauan yang sangat luas. Hubungan dengan media merupakan salah satu program yang dilakukan oleh seorang humas. Tujuan dari penelitian ini adalah untuk mengetahui pelaksanaan dari kerjasama dengan media yang sudah dilakukan untuk meningkatkan kesadaran merek akan RS Pertamina Jaya Tahun 2012. Penelitian ini merupakan penelitian kualitatif deskriptif dengan perolehan data yang didapat dari hasil wawancara mendalam, observasi dan telaah dokumen. Dari penelitian didapatkan hasil bahwa pelaksanaan kerjasama dengan media belum dapat dilakukan secara maksimal sehingga upaya peningkatan kesadaran akan rumah sakit lebih banyak dilakukan melalui promosi baik dengan perusahaan atau melalui media promosi. Media memiliki peran penting untuk meningkatkan kesadaran akan suatu merek organisasi dari masyarakat sehingga kegiatan yang berkaitan dengan media harus dibuat perencanaan dengan baik agar dapat mencapai tujuan organisasi.

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ABSTRAK

This research has focused on the activities undertaken in cooperation with the media at Business Management Unit Pertamina Jaya Hospital and has a goal to increase public awareness of the hospital because the media has a very wide range. This research Media relations is one of the programs carried out by a public relations. The purpose of this study was to knowabout the implementation of cooperation with the media that has been done to increase the brand awareness of the Pertamina Hospital Jaya in 2012. This study is a qualitative descriptive with the acquisition of data obtained from in-depth interviews, observation and document review. Of the study showed that implementation of the cooperation with the media have not been able to do the maximum so that efforts to increase awareness of the hospital is mostly done through the promotion of either the company or through a media promotion. The media has an important role to raise awareness of a brand of community organizations so that the activities related to media planning should be made well in order to achieve organizational goals., This research has focused on the activities undertaken in cooperation with the media

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