CHAPTER III
JOB TRAINING RESULT

A. Description of 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. Its strategic location makes the hospital able to be reached easily through a variety of transport. At the first time this hospital was established in Kauman Surakarta. It was called Balai Pengobatan Mata Penolong Kesengsaraan Oemat (BPMPKO). Since 1927 to 1956, this hospital did not have permanent place. In 1956, this hospital was housed at Ronggowarsito Street 130, Tumenggungan Solo until today. Over time, the type of services and facilities is growing increasingly. The hospital got an operating license from MOH (Ministry of Health) of Republic of Indonesia on 7th February 1986 and changed its name into PKU Muhammadiyah Surakarta Hospital.

Since 1986, PKU Muhammadiyah Surakarta hospital has been trying to increase their services with many kinds of units and services namely medical support and non-medical support. Medical support consists of polyclinic, pharmacy, laboratory, and radiology, while, non-medical support consists of
mosque, canteen, parking area and many more. PKU Muhammadiyah also has accreditation for five services as follows medical service, administration, management, emergency room, nurses, and medical record. PKU Muhammadiyah Hospital opens 24-hours or a day to give good services and help the society get medical treatment.

1. **Facilities**

   a. **Superior Services:**

      1. Breast Cancer Early Detection Clinic
      2. Hidayah Clinic (Want Children)
      3. Neonatal with ILA (without pain)
      4. Rooming In
      5. Early Initiation of Breastfeeding
      6. Kangaroo Mother Care (KMC)
      7. Laparoskopi Surgical Operation
      8. Fast Hearing Detection

   b. **24-hour full services:**

      1. Emergency room
      2. Radiology Unit
      3. Pharmacy
4. Ambulance

5. Laboratory

c. Hemodialysis Unit

d. Outpatient:

1. Medical Check Up

2. General Polyclinic

3. Teeth Polyclinic

4. Specialist Polyclinic / Sub Specialist:
   

5. Physiotherapy Clinic

6. Clinical Growth (KIA)

7. DOTs TB

e. Intensive care installation:

1. ICU (Intensive Care Unit)
2. ICCU (Intensive Care Cardiology Unit)

3. PICU (Pediatric Intensive Care Unit)

4. NICU (Neonatal Intensive Care Unit)

2. Patient Rooms

Patient room is divided into eight rooms, which are Abu Bakar As Siddeeq, Umar bin Khattab, Firdaus, Musdalifah, Arafah, Multazam, Annisa (midwifery ward), and Mina (special children’s ward). Every room has some classes. There are 201 beds, consisting of:

a. Super VIP

b. VIP

c. Utama

d. Class I

e. Class II

f. Class III

g. HCU

h. PICU/NICU

i. Peristi
3. **Philosophy, Vision, Mission, Objective, Motto, and Slogan**

   a. **Philosophy**

      PKU Muhammadiyah Surakarta Hospital is a charitable effort of Muhammadiyah as manifestation of faith and good deed to Allah SWT as the form of implementation of religious duties.

   b. **Vision**

      PKU Muhammadiyah Surakarta Hospital becomes a full-service world-class Islamic hospital.

   c. **Mission**

      1. Providing high quality promotive, preventive, curative, rehabilitative, as well as comfortable, safe, peaceful, fast, accurate, perfect, and friendly service.

      2. Conducting educational programs, research for developing the medical science and health technology supporting Islamic excellent service.

   d. **Objective**

      1. Realizing the highest comprehensive health status in accordance with the laws and Islamic guidance without considering religion, class, and status.
2. Supporting educational programs, research in the field of medical and health.

e. Motto

Healthy – Prosperous – Islamic

f. Slogan

Sincere – Friendly – Deft

B. Public Relations Division

1. The Board of Organizations in Public Relations Division

Public Relations Division of PKU Muhammadiyah Surakarta Hospital was established in 2002 by the general director. Public Relations Division is under the Deputy Director of Planning, Development, and Marketing. Public Relations division in PKU heads two sub-divisions, which are Information Unit (CS and Telephone Operator) and the Law sub division. The board of organization in Public Relations Division is as follows:
DEPUTY DIRECTOR OF PLANNING, DEVELOPMENT & MARKETING

Manager of Planning & Development EDP
- EDP Unit Manager
- Service Development Unit Manager

Public Relations Managers & Legal Cooperation
- Unit Managers & Customer Service Information
- Legal Unit Manager

Marketing Manager
- Marketing Unit Manager
- Marchandise Unit Manager

Nutrient Manager
- Food Production Unit Manager
- Managers & Food Service Distribution Unit
- Administrative Unit Manager
Public Relations in PKU Muhammadiyah Hospital is under Deputy Director of Planning, Development, and Marketing Division. Deputy Director has four divisions, which are Manager of Planning, Development and EDP, Manager of Public Relations, Cooperation and Legal, Marketing Manager, and Manager of Nutrition. Manager of Planning, Development and EDP has two sub-divisions are EDP Unit Manager and Service Development Unit Manager. Marketing Manager has two sub-divisions are Marketing Unit Manager and Merchandise Unit Manager. Manager of Nutrition has three sub-divisions they are Food Production Unit Manager, Managers & Food Service Distribution Unit, and Administrative Unit Manager. Meanwhile, Manager of Public Relations, Cooperation and Legal heads two sub-divisions, which are Information Unit (CS and Telephone Operator) and the Law sub division.

2. Public Relations Activities

The Head of Public Relations in PKU Muhammadiyah Surakarta Hospital, Mrs. Betty has responsibility and authority in running the Public Relations activities and establish good understanding with internal and external public in order to maintain good image and reputation of this Islamic Hospital. In conducting her jobs Mrs. Betty always does PR activities that are called PENCILS. The activities are:
a. Publication

Publication is done when the hospital holds an event. The event can be publicized on printed media (newspaper and magazine) and social media (social network and website).

b. Event

PKU Muhammadiyah Hospital holds commercial and non-commercial events. The aim is to introduce the hospital to the public. Public Relations division cooperates with Marketing Division and other divisions when holding an event.

c. News

Public Relations division in this hospital has duty of making releases and publishing positive news, for example hospital service, health news, or event.

d. Community Relations

Building good relations with the public is one of the duties of Public Relations division. The community relations involve the media, society, and government, for example making corporation with TVRI Jogja and TA TV in inauguration of new building in PKU Muhammadiyah Hospital.

e. Identity Media
Identity media is related to the image of the hospital. PKU Muhammadiyah Hospital can be known by the public by displaying corporate design such as logos, uniform, and the color of the company. In doing corporate communication, the hospital makes display in a variety of advertising on television, radio or newspapers.

f. Lobbying

Making cooperation and negotiation with various parties of institutions also becomes a duty for Public Relations in PKU Muhammadiyah Hospital. Cooperation handled by the Public Relations division is a non-commercial cooperation, for example organizing a mass circumcision in cooperating with Sebelas Maret University.

g. Social Investment

Social investment is a form of social assistance provided for the public as free treatment. The social investment carried out by PKU Muhammadiyah Hospital is conducting medical check-up in Car Free Day.

All activities performed by PR are aimed at building and maintaining the image and reputation of the hospital. Public Relations in PKU Muhammadiyah Hospital performs its function and its duties well. PKU Muhammadiyah Hospital
is the first Islamic hospital in Central Java which gains quality of service. It is proven by the trust given to the public that they keep coming to the hospital.

C. Activities of The Writer During Job Training

The writer did the job training in Public Relations Division of PKU Muhammadiyah Surakarta Hospital started from 2nd of May, 2014 to 1st of July, 2014 in Information Unit (Customer Service and Telephone Operator). The working hours during the job training in the Public Relations Division were Monday until Saturday from 07.00 a.m to 02.00 p.m for morning shift and 01.30 p.m to 08.30 p.m for evening shift. The writers were positioned in the Information Unit (Customer Service) division as the sub division of Public Relations in PKU Hospital. The writer help by all the staff in this division during job training in the learning process to develop my ability in the field of Public Relations.

In the course of two months in Public Relations Division the writer did many activities and many things related to the Public Relations Division’s duties. The activities that the writer did in Public Relations Division were:

1. Information Unit
   a. Listing patient names
Every day the writers checked the computer then wrote the patients’ names into record book, so the visitors who came to see the patient did not have to wait long time.

b. Delivering newspaper

The daily activity carried out by customer service was delivering the newspaper. The newspapers given to the patient are Solopos, Joglosemar, Republika and Radar. The newspaper must be stamped before delivered to the patients. Delivering of newspapers starts from 07.00 am to 08.30 am.

c. Making communication with tourist

Customer service is the division that gives information about the hospital. Every day many visitors came to hospital. They came from Surakarta and also outside of Surakarta such as Semarang, Surabaya, Makassar and other cities. During the job training in PKU Muhammadiyah Surakarta Hospital, the writer had been communicating with many visitors who have various characters. One of communication process was with tourists from Middle East. There were two tourists asking about the information in this hospital. First tourist asked the writer to call the taxi. While the tourist was waiting for the taxi, writer called
the taxi using office telephone. After a few minute the taxi came and the tourist said thanks.

Different with the first tourists, on that occasion the writer communicate with the second tourists in a long time. While in the first tourists, the writer does not have much chance because being in a hurry. The second tourist asked about patient room. At that moment, the writer did the communication with the second tourist too much. The tourist came to this green hospital for visiting patient. There was an obstacle on communication between the tourist and the staff of this hospital, so the writer tried to speak with the tourist. He mentioned the name and age of the patient while the writer checked to the computer. The result showed the name and age of the patient mentioned before. The writer explained the room to the tourist and also asked the staff to accompany him finding the room. After he had finished visiting his friend, he said thanks to the Customer Service (CS) staff.

d. Making communication with suggestion box

English is not only used to communicate with tourists, but also used to help the employees to translate critics and suggestion. The writer has a duty helping the staffs to translate critics and suggestion from customers. One of the complaints is the visitor who dissatisfy with the
cashier service. He said that the cashier officer is not accurate in calculating the amount of costs completely. At that time, the writer helps the nurse to interpret the contents of the critic and suggestion.

2. Public Relations Division

a. Joining The Event of Public Relations Division

Some activities of Public Relations division conducted inside and outside area of PKU Muhammadiyah Surakarta Hospital were the seminar about diabetes mellitus and Varicose Veins (varises), inaugurating new building, diabetes mellitus gymnastic and mass circumcision (khitanan massal). Details of the activities are as follows:

1. Creating Diabetes Mellitus Seminar

Seminar of Diabetes Mellitus was held by diabetes mellitus health club of PKU Muhammadiyah Surakarta Hospital. The seminar discussed about “Gangguan Saraf Pada Penderita Diabetes Mellitus (DM)”. The speakers of this seminar were Dr. Ani Rusnani F, Sp. S and Mr. M. Nur Said M, AMF. In this seminar the writer helped the staffs to give gifts and take picture.

2. Creating Varises (Varicose Veins) Seminar
The seminar of Varises (Varicose Veins) was held by PKU Muhammadiyah Surakarta Hospital, entitled “Seminar Varises Keluhan dan Penanganannya”. The speakers were Dr. Darmawan Ismail, Sp. BTKV and Dr. Andi Oktama, Sp. OG. This seminar was dedicated to the varises sufferer and nurses.

3. Inaugurating new building

   The inaugurating new building was held on May 27th 2014 by PKU Muhammadiyah Hospital. The writer joined the staffs of Public Relations Division to attend the ceremony. The ceremony was led by Mr. Din Syamsudin as the chief of Muhammadiyah Indonesia. At the moment, the Head of Public Relations Division invited the media to join the event. The duty was to help manage the journalists’ attendance and give press release. The Media that joined in this event were TVRI and TA TV.

4. Holding Diabetes Mellitus Gymnastics

   Diabetes Mellitus Gymnastics is held once a month in the end of week. The writer had duties to manage the attendance of many participants who joined the diabetes mellitus gymnastic, to take a picture, and help the nurses note the blood sugar level.

5. Holding mass circumcision (Khitan Masal)
This event was held on 23th June 2014 for many people at the same time. In this activity, PKU Muhammadiyah Hospital cooperated with Sebelas Maret University. It was held in Medical Center of Sebelas Maret University. The writer help participants fill the form, take pictures, and distribute souvenir.

b. Distributing questionnaires to patients

One of the duties of Public Relations Division in this hospital is distributing questionnaire to the patients or their family. The contents of the questionnaires are about the hospital service. It was important thing because it could help Public Relations Division get information about their satisfaction on service and it would be useful for the company development.

c. Making clipping from newspaper articles

The writer helped the officer collect health articles related to PKU Muhammadiyah Hospital in various daily newspapers. They were arranged into a book and used as documentation file.

d. Making press release

Press release is summary report of activities which have been done by PKU Muhammadiyah Hospital. The writer made press release related to the events or activities, one of the releases was about
seminar of Diabetes Mellitus entitled “Gangguan Saraf Pada Penderita DM”. The release was published on the website of PKU Muhammadiyah Surakarta Hospital.

e. Taking picture

Taking picture is one of the duties in Public Relations Division. PKU Muhammadiyah Hospital often holds many kinds of events and activities related to hospital development. The picture has a function as hospital documentation, and it can become datum for this hospital, for example the picture in patient room to make brochure and promote it. The picture which is taken should be an attractive picture, so the customers or public will be interested in reading the news.

D. Result of Writer’s Job Training

By doing job training in PKU Muhammadiyah Surakarta Hospital, the writer could increase the knowledge about the roles of Public Relations in PKU Muhammadiyah Surakarta Hospital. The writer had obtained and learned much Public Relations skills, knowledge, and experience. They were gained by supporting the duties and activities of the division.
In the Customer Service division, the writer could understand how to serve and give information to the visitors or patients. The writer also did several activities, such as transferring the patients’ data into the computer and note book, giving information to the customers, assisting Public Relations officer to distribute newspapers for patients, and communicating tourists.

As Public Relations officer, the writer could learn many kinds of Public Relations activities, such as helping the employees in making press release, making health news or article clipping and helping the staffs handle some events. The events are diabetes mellitus gymnastics, diabetes mellitus seminar, and new building inauguration.

As telephone operator, the writer could learn how to operate the telephone, such as how to make connection, both internal and external connections. The writer also learned how to speak well with the customers.

Working in Public Relations Division for two-months, gave many advantages to the writer. The skills, knowledge, and experiences obviously improved the writer’s personal competency to face real challenge in the future.
E. The Roles of Public Relations in PKU Muhammadiyah Surakarta Hospital

Public Relations Division as one of the departments from PKU Muhammadiyah Surakarta Hospital has important roles to organize the information, public relation, and communication. Referring to the roles of Public Relations mentioned in the previous chapter, Public Relations Division of PKU Muhammadiyah Surakarta Hospital has not played all of the roles. It can be seen from the following description, combined with the existing situation based on the observation during the job training.

Public Relations practitioner has the roles to solve problems in this hospital, such as complain from the customers. Here are the roles of Public Relations Division of PKU Muhammadiyah Surakarta Hospital based on the roles by Cutlip, are as follows:

1. Communication Facilitator

The role of Public Relations Division as a communication facilitator means that the division has function to build reciprocal communication between PKU Muhammadiyah Hospital and its public. As a communication facilitator, Public Relations Division can help the PKU Muhammadiyah Hospital listen to what the public want and hope. It can also explain PKU Muhammadiyah Hospital’s aims, policy, and
hope to the public. The Public Relations role as a communication facilitator has an aim to realize the point of view between the hospital and the public. One of the strategies used by Public Relations Division to make communication with public is distributing questionnaire.

Distributing questionnaire is the activity of Public Relations Division. The questionnaire is distributed once week to the patient or their family. Questionnaire is one of the method that used by Public Relations Division takes to create communication between the hospital and customers. The aim is to measure the customer's satisfaction and dissatisfaction related to the services of PKU Muhammadiyah Hospital. The questions of the questionnaires which should be answered by the patients or the their family are about nurses’ room services, clinic care, doctors’ room services from inpatient, security guard services, parking valet, and inpatient’s room facilities.

2. Communication Technician

The role of Public Relations Division as a communication technician means that the division gives communication service and provides technical communication service to the public. The activities of communication service can be performed by distributing newsletters, writing news releases and feature stories, developing website contents,
and dealing with media contacts. These are the activities of Public Relations included in its roles as communication technician:

a. Making press release

   The release is made by Public Relations Division to give all information to the public about PKU Muhammadiyah Hospital. The release is usually uploaded on the website and sent to the printed media, such as Solopos, Republika, and Joglosemar. The release is made when there are some events about PKU Muhammadiyah Hospital or when there is important information which is shared to the public.

b. Making documentation

   In every event, Public Relation Officers (PRO) of PKU Muhammadiyah Hospital Surakarta creates documentation like kaleidoscopes. The kaleidoscope consists of photos of all events which were ever conducted. Once created, kaleidoscope submitted to the General Manager.

c. Improving website

   One of the communication tools used by the Public Relations Division of PKU Muhammadiyah Hospital is website. On the website, PRO uploads all information about PKU
Muhammadiyah Surakarta Hospital such as doctor schedule, news release, and hot news in PKU Muhammadiyah Hospital.

d. Making cooperation with the media

Public Relations Division uses the media to promote PKU Muhammadiyah Hospital. The media are TVRI Jogja, TA TV Solo, and Mentari FM Radio.

3. Expert prescriber and Problem Solving Facilitator

Public Relations Division takes the roles as an expert prescriber and problem solving facilitator. It means that the division as an adviser should be able to find the solution for every problem. The role as an adviser can only be seen when the head of General Manager sends a recommendation to the head of subdivision. Discussion is one of the activities used by PKU Muhammadiyah Hospital in communicating with the staffs of Public Relations division. The discussion talks about the internal and external problem. Internal problems faced by Public Relations happen among manager, security, staff, and etc. Meanwhile external problems happen among between Public Relations and press, customers, government, and community.
F. The Problems Related to The Roles of Public Relations in PKU Muhammadiyah Surakarta Hospital

The activities of Public Relations are generally designed to build the positive image of an institution and its good relation with various parties. The same activities are also done by Public Relations in PKU Muhammadiyah Hospital. The problems are based on the Public Relations roles; which are expert prescriber, communication facilitator, problem solving facilitator, and communication technician. Based on the explanation of problem faced by PR division, these are the solution related to the roles of PR division in PKU are as follows:

1. Communication Facilitator

The problem related to the roles as communication facilitator faced by Public Relations Division comes from the patients. They complain through questionnaire. There are patients who do not want to fill the questionnaire. They have many reasons, such as they are considering that filling questionnaire is not important. Beside, think that filling questionnaire is disturbing.

2. Communication Technician

a. Making brochure and pamphlet
The brochure and pamphlet are made by Public Relations Division to give some information about PKU Muhammadiyah Hospital. The brochure and pamphlet are usually printed in big amount. The contents are medical check-up, room facilities for mother and kids, doctor schedule, and many more. The writer founds that all of the contents of the brochure and pamphlet was out of date, so the information is not valid anymore.

b. Improving website

In improving website, the Public Relations Division of PKU Muhammadiyah Hospital Surakarta has some problems. On website, the PRO uploaded all information about PKU Muhammadiyah Hospital such as doctor schedule, news release, hot news, and many more. The problem is PRO did not update about the information on the website, so the visitors felt bored. They asked the PRO to update the news. Whereas the news only consists of out of date, so it makes the customer getting the old news.
3. Expert Prescriber and Problem Solving Facilitator

The problem that is faced by expert prescriber and problem solving facilitator come from internal and external public. The problem faced by Public Relations is as follows:

a. Internal of PRO

The problem that faced in internal of PRO comes from staffs in customer service and telephone operator. The problem is about the arrangement for shift rolling. The purpose shift rolling is intended that all officers can get the same experience and duty; between morning shift and evening shift. The Unit Manager of Customer Service and Information has shift rolling concerning to the staffs in customer service and telephone operator area. There are many staffs refuse the schedule due to personal reason.

They complain with many reasons. They feel comfortable with the previous schedule but it is not for the new one. The reasons are they must handle their child at home every morning, and they have any part time job. All of the reasons show that’s why the shift rolling meets many problems. As the Manager of Public Relations who is responsible in solving the problem Mrs. Betty Andriani takes a role to lead and handle the discussion.
b. External of PRO

The problem faced by external of PRO is from the customers. They complain about the length of time to wait in queue when they take a queue number. Every day many patients come to the hospital asking everything related to the service. People who come to the hospital feel comfortable and uncomfortable with the service. Complaint is one of dissatisfactions faced by the officer in hospital therefore they should be ready to face any complaint. They should also answer the question well. The length of time to wait in queue happens in first floor Ali bin Abi Thalib. This floor consists of two machines, one machine for polyclinic in first floor and one machine for polyclinic in the second floor. At that moment, the visitor wants to go to internist polyclinic but there is not any information board. While in the machine there is not any information too. There are visitors asked to the security, but some securities do not understand about the information in polyclinic. It makes visitor choose wrong clinic.
G. The Solutions Related to The Roles of Public Relations in PKU

Muhammadiyah Surakarta Hospital

Public Relations Division as one of the departments from PKU Muhammadiyah Surakarta Hospital has important roles to organize the information, public relation, and communication. Based on the explanation of problem faced by Public Relations Division, these are the solution related to the roles of Public Relations Division in PKU Muhammadiyah Hospital are as follows:

1. Communication Facilitator

   The solution for problems related to questionnaire is that Public Relations staff should be able to communicate to the patient well and politely. The staff gives the explanation to the patients what the purpose of questionnaire is. If they understand, the staffs can distribute the questionnaire. In addition, if there is a problem when they fill the questionnaire, the staff must be ready to help the patients.

   Some other things which can be done are, distributing the questionnaire when the patients waiting to move to the rooms, instead of when the patients already in his rooms. Besides, the questions should be clear and the questionnaire should contain simple instruction in order to make the patients understand easily.
2. Communication Technician

a. Making brochure and pamphlet

The solution for PRO in solving problems related to their role as communication technician is updating the contents of the brochure and pamphlet. PRO should also put interesting news in order to make customer interested.

Some other things which can be done by PRO are checking the brochure and pamphlet in every sub division frequently especially in Information Unit, because Information Unit is the division that provides brochure and pamphlet completely.

b. Improving website

The solutions for PRO are that they always check the website regularly, update the hot news, put fresh news, and put health articles. The other important thing is always answering questions from customers actively.

In addition, some other suggestions for PRO are always checking the news and inform up-to-date news. The news should be related to PKU Muhammadiyah Hospital information or event. If there is question or complaint from customer, PRO should give good response and answer it quickly. Also, PRO should be creative
in decorating the timeline with many interesting picture about the hospital’s activity.

3. Expert Prescriber and Problem Solving Facilitator

a Internal Problem

The solution by PR Manager is that she provides the opportunity for all employees without any compulsion to choose the day and the shift. Every staff must obey the adjustment made by institution or organization. Also, PR Manager is supervising and controlling all activities which are ongoing in Information Unit.

Another suggestion to PR Manager and the employees is continuously maintaining the same vision, maintaining the integrity between employees and manager as well as complying with all applicable regulations. All of the staffs get their authority as the staff of this hospital. The staff should do obey to the rules of this company.

b External Problems

The solutions of this problem are the two machines are given clear instructions about the polyclinic. While, one machine is placed on first floor Ali bin Abi Thalib and one machine is put on the second floor Ustman bin Affan. Thus, there is no more long
queue and confusing information for the patient. It should be added a big board displaying doctor schedule in front of the machine. The big board shows the day and the time of full timer doctors. The security have comprehensive knowledge to all information. Briefing should be conducted activity.

Besides, the duty is to give information for the patient or customer must have wide knowledge, because the shift of security is not rolling every day so the ability of one security to another is different. One security can handle the queue machine in two days. It makes every security understand about the information which given to the customer.