

## **ABSTRAK**

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**Strategi *Marketing Public Relations* Rumah Sakit Happy Land Medical Centre dalam Mempromosikan Produk Layanan Kesehatan dan Fasilitas Modern**

**Tahun Skripsi : 2010 Xi + 183 Halaman**

**Daftar Pustaka: 20 buku + 2 Sumber Internet**

Seiring dengan semakin kompetitifnya persaingan dunia usaha rumah sakit di Yogyakarta, sebuah aspek pemasaran merupakan hal yang lazim dilakukan. Hal ini dikarenakan rumah sakit selain bersifat sosial dan kemanusiaan, disisi lain ingin mencapai profit. RS. Happy Land merupakan salah satu rumah sakit terkemuka di Yogyakarta yang melakukan pemasaran dengan menggabungkan unsur strategi korporat, pemasaran, dan kehumasan dalam mengimplementasikan *Marketing public relations*. Program *marketing public relations* RS. Happy Land dilaksanakan oleh Divisi *Marketing* yang cukup berhasil dalam meraih *target market* pemakaian produk layanan kesehatan RS. Happy Land dan menunjang citra produk serta citra korporat di mata konsumen.

Penelitian ini dilakukan dengan tujuan mendeskripsikan Strategi *Marketing Public Relations* RS. Happy Land Medical Centre dalam Mempromosikan Produk Layanan Kesehatan dan Fasilitas Modern. Metode penelitian yang digunakan yaitu kualitatif deskriptif. Penelitian deskriptif bertujuan untuk memaparkan situasi/ peristiwa, tidak mencari atau menjelaskan/ menyelaraskan hubungan, tidak menguji hipotesis atau membuat prediksi. Teknik analisis pengumpulan data dari penelitian ini diperoleh melalui wawancara, studi pustaka/ dokumentasi. Strategi *Marketing public relations* RS. Happy Land dimulai dengan aspek perencanaan, setelah itu diimplementasikan menggunakan strategi trilogi MPR yang meliputi *pull strategy*, *push strategy*, dan *pass strategy*. Setelah semua tahapan dilalui maka MPR akan dievaluasi efektifitasnya.

**Kata Kunci : Strategi MPR, Mempromosikan produk Layanan Kesehatan, Fasilitas Modern**

## **ABSTRACT**

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***Strategy of Marketing Public Relations of Happy Land Medical Centre Hospital in Promoting its Product health service and Modern Facilities***

***Thesis Year : 2010 Xi + 183 page***

***List Book : 20 books + 2 internet source***

*As the changing time competition between local hospital in Yogyakarta, now days causing effect on increasing its services as marketing tool, this growing competition, demands each hospital to at least using some aspect of marketing. the fact that, hospital not only focusing its purpose to proud public service and humanity but also profit oriented. Happy Land Hospital one of the sample of famous hospital in Yogyakarta, doing marketing by combining the value of corporate, marketing, and public relations in implementing marketing public relations. Program of marketing public relations of Happy Land Hospital is executing by its marketing division, which successfully achieve target market of product health service Happy Land hospital and support image product with image corporate in public trust.*

*This research is done with the purpose to describe the strategy of marketing public relations of Happy Land Medical Centre Hospital in promoting its product health service and modern facilities. The method of research is descriptive qualitative. The object of research is to describe the situations or fact, not to explain the connecting and not to answer hypothesis, and make the prediction. The data will be gathered from interview and library research / documentation. Strategy of marketing public relations of Happy Land Medical Centre Hospital is starting with planning aspect, and will be implemented further by trilogy of MPR strategy which are pull strategy, puss, and pass strategy. After all stage last, then MPR as for evaluations.*

***Key word : Strategy MPR, Promoting product health service, modern facilities.***