

ABSTRAK

Penelitian ini bertujuan untuk menganalisis gambaran Implementasi Kebijakan Permenkes No. 81 Tahun 2015 Tentang Pedoman Umum Kehumasan Bidang Kesehatan Di RS Islam Surabaya A. Yani dan hambatan-hambatan Implementasi Kebijakan yang terdapat di Unit Humas di RS Islam Surabaya A. Yani. Penelitian ini merupakan penelitian deskriptif dengan pendekatan kualitatif. Subyek penelitian dalam penelitian ini yaitu Koordinator Seksi Humas dan 2 anggota Staf Humas dan menggunakan teknik Purposive Sampling. Teknik pengumpulan data menggunakan wawancara, observasi, dan dokumentasi. Teknik keabsahan data ditentukan menggunakan teknik triangulasi sumber dan metode penyajian data menggunakan model analisis interaktif. Hasil penelitian menunjukkan bahwa Implementasi Kebijakan Tata Kelola, Kegiatan Kehumasan, dan Manajemen Krisis ini sudah dilaksanakan dengan cukup baik, namun masih ada keluhan mengenai penanganan komplain dari masyarakat di setiap bulannya, sehingga Humas perlu meningkatkan strategi dan metode agar tidak terjadi komplain yang berulang dikemudian hari. Hasil penelitian menunjukkan bahwa Implementasi Kebijakan Permenkes No.81 tentang Pedoman Umum Kehumasan di RS Islam Surabaya A. Yani sudah berjalan dengan baik, jika Humas ingin merevisi dokumen yang ada semua belum mengacu pada Permenkes No. 81 tentang Pedoman Umum Kehumasan.

Kata kunci : Implementasi, Kebijakan, komplain

ABSTRACT

This study aims to analyze an overview of the Implementation of the Permenkes Policy No. 81 of 2015 concerning General Guidelines for Public Relations in the Health Sector at Surabaya Islamic Hospital A. Yani and obstacles to Policy Implementation contained in the Public Relations Unit at Surabaya Islamic Hospital

A. Yani. This research is a descriptive research with a qualitative approach. The research subjects in this study were the Coordinator of the Public Relations Section and 2 members of the Public Relations Staff and used the Purposive Sampling technique. Data collection techniques use interviews, observations, and documentation. Data validity techniques are determined using source triangulation techniques and data presentation methods using interactive analysis models. The results showed that the Implementation of Governance Policies, Public Relations Activities, and Crisis Management has been implemented quite well, but there are still complaints about handling complaints from the public every month, so public relations needs to improve strategies and methods so that there are no repeated complaints in the future. The results showed that the implementation of permenkes policy No. 81 concerning general guidelines for public relations at Surabaya Islamic Hospital A. Yani has gone well, if the Public Relations wants to revise the existing documents, all have not referred to Permenkes No. 81 concerning General Guidelines for Public Relations.

Keywords : Implementation, Policy, complaints