

## **ABSTRACT**

*Queen Latifa Hospital begins Medical Clinic and Maternity Home (BPRB) developed General Hospital, using PR role to improve its image. This study aims to determine the role of Public Relations Queen Latifa Hospital in enhancing the image BPRB became General Hospital for all communities as well as any factors supporting and inhibiting factors in the implementation of the work program PR. The method used is qualitative descriptive. The author uses the theory of Compliance Gaining and Theory of Human Elton Mayo. The research found that the role of Public Relations Queen Latifa Hospital in enhancing the image BPRB became General Hospital for all the community has been quite good. Role as a facilitator communication and communication technicians are good enough, but the role of expert prescriber and facilitators problem-solving process has not been implemented to the maximum. Their teamwork and a strong sense of family is supportive, while the lack of medical staff in the implementation of the external public relations program and funding issues are often late production is the limiting factor on the work program of Public Relations. It could be argued, Unit Public Relations & Marketing and Management has not fully understand the duties and functions of PR. With the training or bring public relations consultant needs to be done to increase knowledge and understanding. Public Relations & Marketing Unit and Queen Latifa Hospital Management also needs to address the factors supporting and inhibiting factors for the sake of effectiveness, efficiency and quality of Public Relations & Marketing Unit. Because not only is the marketing and sales of course, enhance the positive image automatically can also increase the number of consumers.*

*Keywords: The Role of Public Relations, Image, RSU Queen Latifa*