

ABSTRACT

Basically private hospitals over public interest than government hospitals because of the service is better. Reason accreditation participate are due to the need for the public image of the hospital health care quality. RSUP Dr.Sardjito seize opportunities in this discourse of the government to improve the status of international accreditation. The purpose of the research to determine what programs and strategies that have been done with the PR department of Dr.Sardjito Yogyakarta observation and interview techniques. The results showed that hospital Dr.Sardjito in improving international accreditation has implemented a strategy both internally and externally. Internal public relations strategy include enhancing the quality of human resource programs and internal media management. External strategies such as the CSR program, stakeholder collaboration, cooperation of mass media, internet media, and customer satisfaction surveys, as well as an evaluation of activities as a measure of achievement of a program that has been implemented. The results of the implementation of the program for 2 years showed a positive response from the community with the active participation of the community in the program is implemented and a positive perception in the minds of the public against Dr.Sardjito hospital.