

ABSTRACT

Nursing activities performed by medical personnel is very close with therapeutic communication, In this day many hospitals or health institutions use therapeutic communication as guidelines to do all nursing activities. The communication strategy used for each hospital institution will certainly be different from each other including therapeutic communication strategy implemented by Hasan Sadikin Hospital in Bandung.

This research aimed to analyzing therapeutic communication strategies that is used by nurses at Hasan Sadikin Hospital in Bandung, especially in treating patients with coronary heart disease who require therapeutic care delivery and good communication. The method used in this research is descriptive qualitative data collection techniques using interview, observation and documentation study. The data source using two key informants, and three supporting informant.

The results of this research showed that nurses at the Hasan Sadikin hospital has been applying a communication strategy that includes planning, management, and goal setting nicely into any nursing activities conducted in four phases therapeutic communication, namely the pre-interaction phase, orientation phase, working phase , and termination phase.

Keywords: *Communication Strategies, Therapeutic Communication, Nursing, Hospitals.*