

ABSTRACT

This research was conducted at the Bandung Adventist Hospital with the aim of finding out the Strategy of the Public Relations Officer (PRO) of the Bandung Adventist Hospital (RS) in improving the quality of information services for the public. Adventist Hospital, as one of the hospitals that has been established for a long time in the city of Bandung, is often labeled as old-fashioned. However, one form of answer to this is that Adventist Hospital proves that they have provided quality information services digitally as well as using conventional methods. The results of this study show that the strategy carried out by Adventist Hospital PROs in improving the quality of information services is to maximize their role as PROs and elaborate on strategies for delivering information. This research was reviewed using PRO theory by Rosadi (2007) and used a qualitative approach with descriptive methods. Data collection in this research used interview and observation methods. Based on the analysis carried out by researchers in this study, it can be concluded that the Public Relations Officer (PRO) Strategy of Bandung Adventist Hospital in Improving the Quality of Information Services is carried out by maximizing the PRO's role as a communicator, relationship builder, backup management, and good image maker.

Keywords : Public Relations Officer, PRO, Information Service