

ABSTRACT

The increasing public demand for hospitals to always improve service quality quickly, friendly, and professionally, indirectly makes hospital frontliners have an increasingly significant role as public relations. This study aims to determine the role of public relations at Oetomo Hospital frontliners in improving service excellence. The research method used in this study is a qualitative method with an interpretative approach through data collection of interviews, observation and documentation. This research implies the PR role model used by Dozier & Broom in Rochmaniah with three sub-analyses including expert prescriber, communication facilitator, and problem solving facilitator and excellence theory with two way symmetrical and two way asymmetrical sub-analyses. The results of this study show that the role of PR in the frontliner of Oetomo Hospital tries to understand the needs of patients, seeks to interact using communication competence and continues to apply conflict management in providing services to patients. Furthermore, frontliners' efforts in building reciprocal relationships and mutual understanding are to build relationships with patients and families without eliminating established procedures.

Keywords: *Frontliner, Oetomo Hospital, Role of Public Relations, Service Excellence, Two Way Communication*