

Religiosity Builds a Positive Image of Public Relations (Case Study at Nirmala Suri Hospital Public Relations)

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ABSTRACT

This article discusses the religiosity of employees that affects the positive image of Nirmala Suri Sukoharjo Hospital public relations. Religious activities such as those carried out by the spiritual team of Nirmala Suri Hospital such as routine studies every Friday, dhuha prayers, morning dhikr every day, and during the month of Ramadan perform tadarus. In addition, the spiritual team of Nirmala Suri Hospital also held Quran reading and writing for employees who were not fluent until the prayer school for employees whose prayers were not correct, this resulted in a positive image in the eyes of the community with good service to patients. This study also discusses how Nirmala Suri's hospital public relations build an internal image related to patients, patients' families, and employees. In the external sphere, public relations visit village officials, and community leaders and hold health counseling to free examinations. This research uses a type of descriptive research with a qualitative approach. Descriptive research aims to provide an overview of a society, a certain group of people, and also an overview of the relationship of one or more symptoms that are occurring. In addition to this research using data sources, primary data is data that is directly obtained from the first data source at the research location or research object. This study also explains how public relations in handling crises is by exploring what the problem is, then digging deeper into what the problem is, and then asking for time to conduct an internal search because it involves the head of the relevant unit, especially the service manager, to be able to explain to customers who have problems.

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INTRODUCTION

According to Islamic religious humanism, Islam is a religion that rahmatan lil alamin, which means that it aims to instill universal love between fellow humans and the universe, as well as oppose violence between individuals [1]. Religiosity is defined as an individual's degree of adherence to certain religious values, beliefs, and rituals performed and practiced. Religiosity is an important part of culture, religiosity greatly influences the decision-making process of individuals [2]. Health care should be seen as a group process in which health professionals work collaboratively and coordinate to meet health needs and provide holistic care to patients, their families, social groups, and communities [3]. In healthcare organizations, continuity of care is critical [4]. To meet the specific needs of patients, healthcare systems and organizations originally built in response to acute needs have faced difficulties in integrating care [5].

The practice of public relations is a deliberate and ongoing effort to create and maintain understanding and goodwill between an organization and its society. PR practices help organizations manage their reputation by identifying public views about the organization and taking action to shape those public views with strategies that maintain a positive perception of organizational goals [6]. When searching for the main ideas that define public relations (PR), one quickly comes across the term "boundaries", which includes, "Those who work with the public reach boundaries – they interact with people outside their group or organization [7].

The company uses social responsibility management to integrate its internal resources, set social responsibility goals, fulfill economic, legal, moral, and other responsibilities, and supervise and evaluate

implementation processes and results. The ultimate goal of this management is to achieve a favorable situation for the economy, society, and the environment [8]. Sustainable development strategies must consider corporate social responsibility (CSR), particularly the relationship between companies and the human ecological environment [9]. Public relations no longer functions as a "funnel" but as a "liaison of ideas, policies". As a result, public relations has the ability to encourage the organization or institution they represent to change through counseling provided by public relations itself. PR must change technology when using social networks to meet public demands for social media content [10].

Communication strategy is very important for public relations to determine what strategy will be carried out. According to Szpekman, in his study There are six aspects to communication strategy, namely (1) skills and knowledge; (2) size, (3) prizes; (4) process structure; (5) leadership, and (6) communication [11]. If any of these elements do not work, it can affect the company's efforts to achieve its goals. Dalam menjalankan program kerjanya humas biasanya menghadapi krisis yang mengganggu citra perusahaan. Di era digital arus informasi berjalan dengan sangat cepat jika ada hal negatif tersebar melalui sosial media atau berdampak buruk pada perusahaan. as shown by You and Wu in his study as the audience expands and the speed of information, social media's dissemination, influence, and authority continue to increase, creating a majority opinion that then dominates public opinion. As a result, negative media reports can spread quickly and attract widespread attention, which quickly creates negative public opinion about exposed companies and damages their reputation [12].

To improve an image, usually public relations convey messages to fix a crisis that occurs, such as giving clarifications, explaining what the solution is as well as possible. According to previous study in recent decades, there has been a shift towards viewing public relations as a socio-cultural practice [13]. It recognizes that practitioners are influential social agents who generate and convey cultural values through messages conveyed to society. After running the work program, public relations will evaluate what is lacking and what must be improved so that in the future it can form a better image. According to other study, evaluation provides evidence of results and assists in the determination of the campaign [14]. Therefore, the theory and practice of evaluation must be in line. Image is very important in all public relations and is a concern for employees because it is what clients or customers see. According to Soemirat & Ardianto [15], building and removing the bad image of the company is carried out by the public relations department. Own image is the point of view of others in assessing the actions of a person, committee, or company.

METHODOLOGY

This research uses a type of descriptive research with a qualitative approach. According to previous study Descriptive research aims to provide an overview of a society, a certain group of people and also an overview of the relationship of one or more symptoms that are occurring. In addition to this research using data sources, primary data is data that is directly obtained from the first data source at the research location or research object [16].

Through interviews, all of this data is raw data which will then be processed for certain purposes according to their needs. Then Secondary data sources Secondary data sources in this study are derived from the Public Relations of Nirmala Suri Hospital such as an overview of the research site, data, websites, documentation and annual reports [17].

Table 1. Research Method

Aspect	Description
Type of Research	Descriptive Research
Approach	Qualitative
Purpose of	To provide an overview of a society, a specific group of people,

Research	and the relationship of one or more symptoms that are occurring.
Data Sources	Primary Data: Data directly obtained from the first data source at the research location or object through interviews. Secondary Data: Derived from the Public Relations of Nirmala Suri Hospital, including an overview of the research site, data, websites, and reports.
Data Collection Method	Interviews for primary data and documentation, websites, and reports for secondary data.
Data Processing	Raw data obtained through interviews will be processed for analysis based on the research needs.

RESULTS AND DISCUSSION

The Religiosity of Nirmala Suri Hospital Employees Forms a Positive Image For Public Relations, Local Residents and Patients

The owner of Nirmala Suri Hospital Doctor Harun is known as an Islamic figure in Sukoharjo who is religious, generous, has a close relationship with ulama, he also has a Tahfizul Quran Islamic boarding school and likes to share. In addition, Islamic values are taught, one of which is shodaqoh, for example, if Nirmala Suri Hospital has profits, they channel it to finance the memorization of the Quran, it makes the people who check at Nirmala Suri Hospital contribute to memorizing the Quran [18]–[20].

In addition, from this, Nirmala Suri's public relations built the image of a public hospital but had an Islamic breath that wanted public relations to highlight starting from accessories and then employee uniforms, especially those who used hijab and dressed in shari'i. PR wants to build that brand image. Religious activities are also carried out to strengthen employee religiosity carried out by the spiritual team of Nirmala Suri Hospital such as routine studies every Friday, dhuha prayers, morning dhikr every day.

During Ramadan, they perform tadarus during break hours and last year they recited the Quran twice, besides that there is a Quran reading and writing program for employees who want to learn to read and write the Quran is not smooth, they are guided by cottage students who are fostered by Nirmala Suri Hospital even to prayer schools for those whose prayers are not correct. The aspect of religiosity is one example to form a positive image of public relations to Nirmala Suri Hospital as a whole because after all, when we chase the afterlife, the world will follow

Public Relations Ways in Building Corporate Image

The way PR builds an internal image is to connect with patients, patients' families and employees. Every time Rumah Sakir Public Relations Nirmala Suri tries to provide counselling, greet patients who are waiting and there are even patients who have been waiting long enough, public relations greet and ask what can be helped, then give public relations phone numbers if needed. The hope is that there is an image of public relations at Nirmala Suri Hospital being responsive and easy to contact then with fellow employees, the task of public relations is to build good relationships between employees so that they can synergize so that there is no jealousy between employees [21]–[23].

While external public relations visit village officials, community leaders, puskesmas by providing counselling or what they need what can be helped including free examinations, health counselling such as prolanis, posyandu, public relations want to build the image of Nirmala Suri Hospital always there for the

community. When public relations build an external image such as conducting health counselling, they choose areas where there are not many visits to Nirmala Suri Hospital so that it is hoped that people will know Nirmala Suri Hospital and if they need their preferred health services, they can go to Nirmala Suri Hospital by sending a letter, what are their needs, then the hospital will prepare a team to visit the area [24]–[27].

In building the image of public relations also experience obstacles as with other hospitals which moreover the capital of other hospitals is stronger which is located not far from Nirmala Suri Hospital as public relations their task is to try to convince the community their services, the facilities of Nirmala Suri Hospital are not much different from other hospitals besides that public relations also help patients or people who stutter technology when public relations convey information, therefore public relations must explain again so that the message conveyed through social media results are less than optimal, therefore public relations to deal with the problem of people who stutter technology is to meet directly to the community to convey the latest things from Nirmala Suri Hospital [28]–[30].

When building a public relations image using social media such as Instagram, Facebook also utilizes mass media in Surakarta such as newspapers, radio, and online news. They build networks in mass media to disseminate information such as events, promos and the latest information public relations convey to the mass media. Sometimes also invite outsiders as resource persons such as healthy talk so that public relations can also be helped for the promotion of doctors and activities of Nirmala Suri Hospital. In building an image, not only public relations but also all employees of Nirmala Suri Hospital are hospital public relations. Public relations is only a coordinator. Hospital employees also provide information about the hospital through social media statuses where the content comes from public relations so that the public knows about it.

Public Relations Communication Strategy in Building Image and Maintaining Corporate Image

The communication strategy is directly and indirectly. To directly such as visiting the community, conducting visits, health counselling, greeting patients and even handling patients who have problems and public relations complete it thoroughly even to come to his home [31]–[33]. For those who are indirect, public relations also follow up on the one-star rating on google reviews and then follow up until satisfied and comfortable so that they are willing to change the rating from one star to five stars.

In building the image of public relations has supporting factors such as the contribution to help public relations in building the image of the big name of doctor Harun because Nirmala Suri Hospital is known as Doctor Harun Hospital around Sukoharjo besides that public relations is also supported by twenty specialists and forty-three doctors consisting of competent doctors, specialists, seniors, experienced and supported by sophisticated medical equipment.

In dealing with a crisis public relations labels green, yellow and red. Green is mild response, medium yellow and severe red which is related to life faster reaction within 24 hours must be resolved [34]–[36]. In dealing with a crisis, public relations has a motto of solving problems without knowing the problem because sometimes problems come suddenly so that public relations must explore what the problem is, immediately dig into what the problem is, then ask for time, then conduct an internal search because it involves the head of the relevant unit, especially the service manager, to be able to explain to customers who have problems.

The message conveyed by public relations to the external is the advantages of Nirmala Suri hospital, then the specificity compared to the competitor that will be conveyed, for example, the cardiologist is good. The image for the public relations of Nirmala Suri Hospital is very important, people will not visit Nirmala Suri Hospital because the image is not good, especially the hospital customers are difficult people and are sad, so

the image must be built from small things. Examples start from the vehicle parking lot, then meet with security guards, then at the registration point and queue at the treatment.

Evaluation of Communication Strategy

Each month, on the 5th, Nirmala Suri Hospital conducts a unit meeting to evaluate the performance of its public relations work program. This meeting serves as a platform to discuss the achievements of the previous month, providing a clear picture of the progress made in terms of public relations activities. During these meetings, the team evaluates the percentage of goals met, identifying any obstacles that may have hindered the desired outcomes.

This evaluation also focuses on pinpointing areas for improvement, and the team develops a follow-up plan to address challenges and enhance performance. The follow-up plan outlines the steps to be taken in the upcoming month, with the aim of overcoming identified obstacles and improving the effectiveness of the public relations program [37]–[39]. By setting clear action points and establishing measurable goals, the hospital hopes to continually improve the public relations outcomes and maintain a positive image, ensuring that each month's achievements exceed those of the previous one. This ongoing evaluation process ensures that the communication strategy remains adaptive and results-driven, ultimately enhancing the hospital's engagement with the public [40].

Public Relations Communication Patterns in Building Image

Starting from public relations then directly to the community and asking residents whether they have been to Nirmala Suri hospital then asking for input that is not pleasing to what and then can find out what aspirations the community wants and what kind of treatment they want. Aspirations are conveyed to management to be socialized in the service section so that they can be implemented according to the expectations of the community from the results of visits that have been carried out by public relations if illustrated with the following graph:



Figure 1. Communication Pattern of Public Relations of Nirmala Suri Hospital

CONCLUSION

Based on the results of research and discussion, it can be concluded that employee religiosity affects the public relations image of Nirmala Suri Hospital. Religious activities such as those carried out by the spiritual team of Nirmala Suri Hospital such as routine studies every Friday, dhuha prayers, morning dhikr every day. During the month of Ramadan doing tadarus Public Relations of Nirmala Suri Hospital, read and write the Quran which has not been smooth until the prayer school for those whose prayers have not really produced results, namely a positive image in the eyes of the community. Then how public relations build image, public relations communication strategy in building and maintaining image is The way public relations build image internally is related to patients, patients' families and employees. Every time the Public Relations of Nirmala Suri Hospital tries to provide counseling, greet patients who are waiting and there are even patients who have been waiting long enough, the public relations greet and ask what can be

helped. On external public relations visiting village officials, community leaders, puskesmas by providing counseling or what they need what can be helped including free examinations, health counseling such as prolanis, posyandu, public relations want to build the image of Nirmala Suri Hospital is always there for the community. While the communication strategy is directly and indirectly. To directly such as visiting the community, conducting visits, health counseling, greeting patients and even handling patients who have problems and public relations complete it thoroughly even to come to his home. For those who are indirect, public relations also follow up on the one-star rating on google reviews and then follow up until satisfied and comfortable so that they are willing to change the rating from one star to five stars. In carrying out its work program, public relations also conducts evaluations such as every month on the 5th of Nirmala Suri Hospital conducting unit meetings discussing, making monthly reports such as the achievements of the previous month's public relations work program, what percentage of achievement, what obstacles. Meanwhile, the pattern of Public Relations Communication in building an image is: Starting from public relations then directly to the community and then asking residents whether they have been to the Nirmala Suri hospital then asking for input that is not pleasing to what and then being able to find out what aspirations the community wants and what kind of treatment they want. Aspirations are conveyed to management to be socialized in the service department so that they can be implemented according to the expectations of the community from the results of visits that have been carried out by public relations.

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Author Contribution

In addition to serving as the paper's primary author, each author also served in the capacities of chairman, member, funder, article translator, and final editor. The final paper was read and approved by all authors.

Conflicts of Interest

All authors declare no conflict of interest.

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