

# Prosiding Sciendo

*by* Didik Hariyanto

---

**Submission date:** 25-May-2022 11:04AM (UTC+0700)

**Submission ID:** 1843700623

**File name:** Prosiding\_Sciendo\_OK.pdf (2.26M)

**Word count:** 1421

**Character count:** 27452

PubEazy Conference

# PROCEEDING

## Virtual Conference on Social Science in Law, Political Issue, and Economic Development

**Editors:**

Robbi Rahim

Dwi Fajar Saputra

Andista Candra Yusro

M Tanzil Multazam

Publication:



15<sup>th</sup> October 2020

DE GRUYTER  sciendo  
 Scopus



PT. KRESNA ACITYA  
NUSANTARA MEDIATAMA

 RELAWAN  
JURNAL INDONESIA

 UMSIDA  
DARI SINI PENCERAHAN BERSEMI

## Conference



[Andista Candra Yusro](#), [Mochammad Tanzil Multazam](#) and [Robbi Rahim](#)

## The 1st Virtual Conference on Social Science in Law, Political Issue and Economic Development

 **Open Access**

Sciendo, 2021

DOI: <https://doi.org/10.2478/9788366675377>

 Download

 Cite

 Share

Overview

**Authors**

Table of Contents

 Editors: [Andista Candra Yusro](#), [Mochammad Tanzil Multazam](#), [Robbi Rahim](#)

## Details



Format: Conference

First Published: 07 Sep 2021

Languages: English

Pages: 438

Copyright: ©

[Andista Candra Yusro](#), [Mochammad Tanzil Multazam](#) and [Robbi Rahim](#)

 This work is licensed under the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.

## Format

**PDF**

ISBN: 978-83-66675-37-7

First Published: 22 Apr 2021

**E-PUB**

First Published: 22 Apr 2021

**PAPERBACK**

First Published: 31 Dec 2021

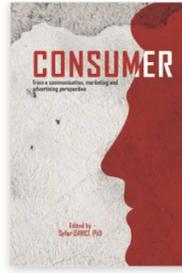
## Conference Subjects

Business and Economics,  
Business Management,  
other, Law, Social Sciences

## People Also Read



Engineering Management in Production and Services



Multi Anal

## Plan your remote conference with Sciendo

[Find out more](#)



Sciendo is a De Gruyter company

[Publish with us](#)

[Latest News](#)

[About Sciendo](#)

[Contacts](#)

[Terms](#)

[Privacy](#)

[Publishing and Ethical Policies](#)

### Contact

De Gruyter Poland Sp. z o.o.

Bogumila Zuga 32a

01-811 Warsaw, Poland

[info@sciendo.com](mailto:info@sciendo.com)

[+48 22 701 50 15](tel:+48227015015)

### Our partners:



## Conference



[Andista Candra Yusro](#), [Mochammad Tanzil Multazam](#) and [Robbi Rahim](#)

## The 1st Virtual Conference on Social Science in Law, Political Issue and Economic Development

[Open Access](#)

Sciendo, 2021

DOI: <https://doi.org/10.2478/9788366675377>

 Download

 Cite

 Share

## Details



Format: Conference

First Published: 07 Sep 2021

Languages: English

Pages: 438

Copyright: ©

[Andista Candra Yusro](#), [Mochammad Tanzil Multazam](#) and [Robbi Rahim](#)

 This work is licensed under the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.

## Format

## PDF

ISBN: 978-83-66675-37-7

First Published: 22 Apr 2021

## E-PUB

First Published: 22 Apr 2021

## PAPERBACK

First Published: 31 Dec 2021

## Conference Subjects

Business and Economics, Business Management, other, Law, Social Sciences

Overview

Authors

Table of Contents

[Frontmatter](#)

[Table of Contents](#)

[Brand Trust and Their Effects on the Decision to Choose School](#)

[The Impact of the Halal Label on Purchasing for Non Alcoholic Drinks: Learning from the “Fayrosuz” Brand in Indonesia](#)

[The Urgency of Involving the Indonesian Confucian Religion High Council in the Marriage Registration Process as a Development of an Orderly Model of Population Administration](#)

[Response of Python Bivittatus Snake Keepers to the Regulation System for Life Protection](#)

[Globalization is not a Threat for Islam](#)

[Balancing the Domination of Money Politics in Regional Head Elections](#)

[Structural Transformation in Madura](#)

[The Study of Christianism Academic Field for](#)

- ⑥ [The Study of Cheating among Academic Fields for Medan University Students](#)
  
- ⑥ [Analysis of Regional Financial Independence and Efficiency Associated with Economic Growth in Pasangkayu Regency in The Period of 2013-2018](#)
  
- ⑥ [The Consequent of Marriage Order Towards the Legal Status of Children in West Kalimantan](#)
  
- ⑥ [Evaluation of Implementation of Nine-Year Compulsory Education for Coastal Society in Bangka, Indonesia](#)
  
- ⑥ [Educative Communication Techniques Between Parents and Children in the Koran](#)
  
- ⑥ [Strengthening the Capacity of Government Apparatus in Sepa Batu Village, Tinambung District, Polewali Mandar Regency](#)
  
- ⑥ [PDAM Legal Studies as Public Utilities Providers](#)
  
- ⑥ [Financial Information and Firm Value in Developing Markets: Are Investors Rational During Pandemic?](#)
  
- ⑥ [Cognitive-Behavioural Counseling with Modelling and Self-Management Techniques as Predictor Self Affiliation](#)
  
- ⑥ [Protection of Copyright Law on Chintamani Weaving Motifs in Melawi Regency](#)
  
- ⑥ [The Concept of Triple Helix Mohammad Natsir as a Character Education Strategy in the Era of Merdeka Belajar-Kampus Merdeka](#)
  
- ⑥ [The Reconstruction of Business Dispute Resolution in Electronic Transactions \(ECommerce\) Based on the Value of Justice on Indonesia](#)
  
- ⑥ [Self-Disclosure of Counseling and Counseling Students Reviewed from Academic Year and Gender](#)
  
- ⑥ [Building Green, Clean, and Antique Hospital Brand Image of Sidoarjo Regional Hospital with Public Relations Concept](#)
  
- ⑥ [Discipline, Punishment, and the Question of Child Friendly School Policy](#)
  
- ⑥ [Determination of Poverty and Environmental Conflict in Rural in the Order of Regional Autonomy](#)

⑥ [Analysis of Benefits, Discipline and Leadership Style in](#)

 [Improving Employee Performance of the Ministry of Religion in Pekanbaru, Indonesia](#)

 [Network Policy in Cultural Heritage Development in Kuantan Singingi Regency](#)

 [Effect of Management of Market Levies Management on Trader Satisfaction](#)

 [Good Governance in Maintaining Peace and Order at Pangkalan Kerinci District, Pelalawan Regency](#)

 [Managerial Millennial Gojek Driver Performance Study in Medan City](#)

 [Community Aspirations in the Deliberation Forum of Gorontalo Regency Development Planning, Indonesia](#)

 [Epidemiological characteristics of the first cluster of COVID-19 in Magetan District – East Java, 2020](#)

 [The Role of Professional Ethics in the Prevention of Corruption Crimes in Indonesia](#)

 [Redistribution of Abandoned Land as an Alternative to Compliance Community Land](#)

 [Involving the Role of Psychologists in Providing Just Teacher Protection](#)

 [Implementation of Customary Civil Procedure Laws in the Nagari Adat Court \(KAN\)](#)

 [Islamic Personal Political Branding: Taking the Muslim Community Votes on Local Government Election](#)

 [The Impact of Product Innovation on Marketing Performance in Cosmetic Companies: A Study on Oriflame Indonesia](#)

 [Legal Protection of Patients Who are Harmed by Their Right to Health Care Policy](#)

 [Consumer Study in Tebing Tinggi Business Clinic Member in Industrial Era 4.0](#)

 [Clash of Regulations in Autonomous Province: Aceh–Indonesia Case Study](#)

 [Hereditary of Waqf Asset by Kyai as Nazhir in Bangkalan, Madura](#)

 [Dalihan Na Tolu Philosophy in Batak Toha Women](#)

[Social Relation at Pangururan City Samosir Regency](#)

[Resolution of Land Disputes Through a Traditional Justice Institution in Nangroe Aceh Darussalam Province](#)

[The Role of Cognitive Conflict as a Moderating Variable Influence of Organizational Commitment and Attitudes on Implementation of Good Governance and Impact on Fraud Prevention](#)

[Development of the Covid-19 Prevention Campaign Model based Android for Early Childhood](#)

[Public Sector Innovations in Indonesia: A Systematic Review](#)

[The Community Social Mapping Implementation Near Kuala Namu International Airport](#)

[The Demographic Bonus Era in Indonesia: Church's Leaders Response According to Jesus' Leadership](#)

[Good Corporate Governance in Measuring Financial Performance and Organizational Capacity of Amil Zakat Institution \(LAZ\)](#)

[The Effectiveness of the Imposition of Prison Sentences or Fines for Perpetrators of Electronic Technology Information Violations \(ITE\)](#)

[Factors that Affected the Performance of Elementary School Supervisors in Medan](#)

[The Effect of Ease of Use and Quality of Products on Decisions in Choosing Sharia Banking Products in Medan](#)

[Tri Mukti, Sapja Anantanyu, Mulyanto](#)

[Eroticism and Government in Javanese Traditional Dance \(A Study on Lengger Traditional Dance Performance in Banyumas, Java, Indonesia\)](#)

[The Efficiency of Village Funds in North Sumatra: Can it Contribute to Eliminate Poverty?](#)

[Government and Community Participation in Disaster Preparedness Decision Making for Eastern Indonesian Communities](#)

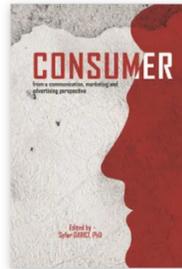
[Juridical Review of the Marital Status with False Divorce Certificate](#)

 [Marketing and Financial Strategies Organic Golla Mamea Processing Business in Mosso Village, Balanipa District, Polewali Mandar Regency.](#)

### People Also Read



[Engineering Management in Production and Services](#)



[CONSUMER](#)

[Multi Anal](#)

Plan your remote conference with Sciendo

[Find out more](#)



Sciendo is a De Gruyter company

[Publish with us](#)

[Latest News](#)

[About Sciendo](#)

[Contacts](#)

[Terms](#)

[Privacy](#)

[Publishing and Ethical Policies](#)

**Contact**

De Gruyter Poland Sp. z o.o.

Bogumila Zuga 32a

01-811 Warsaw, Poland

[info@sciendo.com](mailto:info@sciendo.com)

[+48 22 701 50 15](tel:+48227015015)

Our partners:



## Building Green, Clean, and Antique Hospital Brand Image of Sidoarjo Regional Hospital with Public Relations Concept

Didik Hariyanto<sup>1</sup>, Eva Purwita Sari<sup>2</sup>, Ainur Rokhmaniah<sup>3</sup>

Communication Studies Program, University of Muhammadiyah Sidoarjo, Indonesia<sup>1,2,3</sup>

{didikhariyanto@umsida.ac.id<sup>1</sup>, eva.purwita1536@gmail.com<sup>2</sup>, ainur@umisda.ac.id<sup>3</sup>}

**Abstract.** The view of a person or community group towards hospitals, especially government hospitals, identical with places of disease and virus spread, dirty and even has a creepy or horror image. The purpose of this research is to describe the strategy carried out by public relations of Sidoarjo Hospital in building the brand image of Green, Clean and Antique Hospital with the concept of public relations. This research method used qualitative, data mining was carried out by interviewing ten informants who had been determined. The results of the research concluded that the strategy carried out by public relations at Sidoarjo Hospital using the concept of public relations "The Four Step Public Relations Process" by Scoot M Cutlip in building a hospital brand image has been successful. It can be concluded that the brand image that Sidoarjo Hospital wants to build as a Green, Clean, and Antique Hospital has been successful.

**Keywords:** Publik relations; Brand Image; Green, Clean; Antique Hospital

### 1 Introduction

A hospital is an institution that provides complete individual health services by providing inpatient, outpatient and emergency services that have ethical norms held by the government and society. In the sense of the Health Law no. 22 of 2004 explained that hospitals besides serving curative (treatment), they also serve promotive, rehabilitative and preventive services. (Aulia, 2017) In Indonesia, the hospital has five types of capabilities, from type A to type E. (Mutu Pelayanan Kesehatan, 2016) Firstly, Sidoarjo Hospital was a type D hospital, then year after year, Sidoarjo Hospital has always innovated to improve hospital standardization until now became a hospital with type B education, based on the decision of the Minister of Health of the Republic of Indonesia No: HK.02.03 / I / 1889/2013. The type B teaching hospital is a hospital that is also capable of being a center of education, being a place for medical personnel from various universities. Good at educating prospective doctors, nurses, midwives, pharmacists, pharmacies, and so on. (RSUD Kabupaten Sidoarjo, 2015)

From type changes of hospital and also the increasing accreditation, Sidoarjo Regional Hospital has begun to realize the need for a brand image, therefore Sidoarjo Regional Hospital has branding by applying a slogan which is quite attractive to support hospital services. Sidoarjo Regional Hospital has a slogan that can differentiate Sidoarjo Regional Hospital from other hospitals. The slogan or tagline of RSUD is Green, Clean, and Antique Hospital. The slogan was initiated directly by the director of the Sidoarjo Regional Hospital, namely dr. Atok Irawan Sp.P in 2014 when he was initially appointed as director of the Sidoarjo Regional

Hospital. As we all know, the view of a person or community group about a hospital is definitely identical with a place of disease, an environment that is easy to transmit viruses, dirty, even the image of a hospital is scary or horror. With that perceptions, the Sidoarjo Regional Hospital is aggressively implementing the slogan green, clean, and antique hospital to ward off the public paradigm regarding bad hospital perceptions.

In implementing the green, clean, and antique hospital slogan, the Sidoarjo Regional Hospital can prove its performance in comparing hospitals with achievements in 2018 as the second place in the Green Hospital competition held by the Indonesian Ministry of Health, and published in an article on the PERSI website (Association of Indonesian Hospitals). In 2019, Sidoarjo Regional Hospital has also successfully participated in the green hospital competition and won first place in the category of RSUD and RSUD TNI / Polri and Other Hospitals. Based on the Decree of the Minister of Health RI Number: HK.01.07 / Menkes // 711/2019). (Inilah Juara Kompetisi Green Hospital, 2018)

This is inseparable from the role of the concept of public relations, as an art to create a better public understanding, which can deepen public trust in Sidoarjo Regional Hospital. (Ruslan, Kiat dan Strategi Kampanye Public Relations, 1997) The process done by public relations is an important part in carrying out its role and function to plan and do a program of activities to gain public attention and support. Public relations is also very important in creating and maintaining a brand image. In terms of imaging, public relations activities must be devoted to the public interest, must create, foster, and maintain good internal and external relations. (Ruslan, Management Public Relations & Media Komunikasi Konsep dan Aplikasi, 2003) The main purpose is that the organization can see internal and external conditions objectively, so that Sidoarjo Regional Hospital can anticipate changes in the external environment. (Rangkuti, 2000) To build a brand image, Sidoarjo Regional Hospital carries out several processes and stages in accordance with the theory of the four-step public relations which has been popularized by Scoot M Cutlip in Edward J. Robinson's book. In this theory, there are four points that are emphasized by the public relations of RSUD in the strategy to build a brand image, they are, (1) determining the problem. (2) planning and programming. (3) taking action and communicating. (4) then the last one is evaluation. With the strategy implemented, it can create the good image that Sidoarjo Regional Hospital wants. (Cutlip, 2016)

After building a brand image, then evaluating the implementation strategy using indicators from Shimp to measure the brand image, namely, (1) attributes are characteristics of the RSUD and the current conditions advertised such as those related to color, design and size. (2) benefits are measurement of brand image, benefits are divided into three parts, they are functional, symbolic, and experiential benefits. (3) evaluation is a measure of whether the strategy implemented has achieved the desired results or not. Using these tools is expected to make it easier for customers or consumers to more easily interpret, process and store information related to the company or agency through the brand. Which later will make an impression on the minds of consumers or in this case, Sidoarjo Regional Hospital service users. (Santoso & Harmoni, 2016)

The location of this research was conducted at Sidoarjo Regional Hospital, a hospital that experienced many changes in terms of buildings, facilities and infrastructure, aesthetics and services provided. Sidoarjo Regional Hospital is very unique because it has a hotel-like design, and information facilities such as magazines that are distributed in several places, there is information about the green hospital that made Sidoarjo Regional Hospital a pilot hospital in Indonesia in 2019. Sidoarjo Regional Hospital with its slogan has succeeded in changing the people's mindset against the hospital all this time.

## **2 Methods**

The approach used in this research is a descriptive qualitative approach. (P.D, 2015) The research was conducted in the Sidoarjo Regional Hospital with the research subjects namely public relations staff and IPL staff at Sidoarjo Regional Hospital. While the object of this research is the strategy applied by public relations of Sidoarjo Regional Hospital in building a hospital brand image by using the concept of public relations in accordance with the slogan Green, Clean, and Antique Hospital.

In this research, involving 10 informants, the technique of determining informants using purposive sampling technique. Data collection techniques using techniques obtained from the results of observations, interviews, documentation, and triangulation. In this research, the activity of analyzing data while in the field uses three ways, they are, Data Reduction, Data Display (Data Presentation, Conclusion Drawing / Verification). (Sugiyono, 2008)

## **3 Result and Discussion**

The concept of public relations in building a brand image according to the slogan Green, Clean, and Antique Hospital is divided into several stages. The first stage is to analyze a problem, in Sidoarjo Regional Hospital, the problem faced by the brand image is the lack of prominence of the brand image, which tends not to have characteristics that are easily recognized and remembered by the public.

The second stage is planning and programming. According to Mr. Handoyo as the Assistant Director, the planning was initially focused on the development and expansion of green land, also renewal of furniture that could have been replaced with antique nuances with a distinctive Javanese touch. After improvements in the field of construction and renovation, then Public Relations, assisted by the PKRS (Hospital Health Promotion) team, implemented a branding strategy. After that branding began to be introduced through socialization which was carried out among all Sidoarjo Regional Hospital employees using social media such as Instagram, Youtube, Facebook, Website, etc. In this way, it will make Sidoarjo Regional Hospital better known with a good image according to the slogan Green, Clean, and Antique Hospital.

The third stage in building the RSUD brand image is taking action and communicating these to the audience of hospital visitors. As conveyed by the informant Mr. Singgih as the Public Relations staff of Sidoarjo Regional Hospital, public relations always carry out images using several media relation channels related to the excellence of the hospital or things that the hospital wants to highlight through social media and several places in the hospital environment such as banners, stickers scattered around the hospital area. The purpose is to always remind visitors of the hospital slogan. Not only that, Sidoarjo Regional Hospital has also made an Instagramable infrastructure as a photo spot with unique characteristics that visitors and patient families can use to take selfies and post on social networks such as Instagram, Youtube, Facebook, Website, and others. Indirectly, this activity has helped build a hospital brand image with a positive image and has made Sidoarjo Regional Hospital increasingly recognized by the public. Public Relations also conducts a competition every year in August, namely the KAIZEN competition (energy efficiency competition), with this competition all employees play an active role in implementing the green, clean, and antique hospital strategy. And the branding process is also carried out offline, such as socializing

energy efficiency and being environmentally friendly at morning meeting and socialization also being given to outpatient and inpatient families.

And in the final stage of this image building strategy is evaluating the results of the strategy accomplished by public relations using google review. From the results of the google review evaluation, Sidoarjo Regional Hospital received a rating of 4,3 which can be categorized as good and many of them reviewed the unique and attractive hospital building and its comfortable atmosphere. From the results of the community satisfaction survey conducted by the Sidoarjo Regional Hospital in 2019 with a number of respondents of 720, the Community Satisfaction Index score was 87 with the predicate of Good service unit performance. And for the satisfaction of netizens on social media, it can be seen through the social media of RSUD Sidoarjo on Facebook or Instagram with their enthusiasm taking pictures in the Sidoarjo hospital area, also can be seen through the social media comment column.

After the process of building a brand image, the next step done is measuring the brand image of the Sidoarjo Regional Hospital. In this case, measuring the brand image of Sidoarjo Regional Hospital according to the slogan Green, Clean, and Antique Hospital can be measured through three stages according to shrimp, the first stage is attributes. Attributes of RSUD Sidoarjo in its application reflects a radiant green hospital, Implementation of Green Hospital RSUD According to informant Ivan as the IT staff, said that Sidoarjo Regional Hospital can be categorized as a radiant green hospital with a comfortable environmental management design. Especially in the part of the garden which is neatly arranged and exotic. The land is not muddy, making it easier to access if you want to take a walk in the park because there is already a pedestrian route so you don't get into the plants in the park. For cleanliness in Sidoarjo Regional Hospital, it can be categorized as a clean hospital. Both in the lobby of the office and in the inpatient room. According to the informant, Mr. Danil, staff of IPS (Installation of Maintenance for Infrastructure) said that cleanliness of roofs and windows that are difficult to reach is not prioritized for cleanliness. Meanwhile, the impression of an antique hospital design is very attractive and much liked by the visitors

Then in the second stage, the benefits of brand image is one of the benchmarks for a brand image. In this case there are three categories of benefits, the first functional benefits. In this case, the benefits provided by the Sidoarjo Regional Hospital in implementing the slogan Green, Clean, and Antique Hospital according to Mr. Danil, the IPS staff, the benefits can help in carrying out their main duties to become more comfortable and not bored. Then with this cleanliness, it makes less uncomfortable to work, more importantly cleanliness makes you not afraid of being exposed to viruses and feels safe. With a clean environment, it really helps work. The second is a symbolic benefits. In this case, the benefits of implementing the slogan Green, Clean, and Antique Hospital have been felt from what the inpatient families said, the patient also felt the benefits symbolically which made them think that they did not choose the wrong hospital to make a medical checkup because besides the medical is good, the building is also very magnificent and brings its own proud impression. And the last stage is the experience felt while in the hospital. According to the informant, Vera, as a visitor, said that the experience felt related to hospital facilities and green hospitals was very pleasant and comfortable in the hospital environment.

The results of the evaluation also showed that in addition to progress there were also several weaknesses which became material for corrections for the informants, such as selecting plants that were less shady, functionally trees had not been influencing or functioning optimally. It was just for the beautiful appearance. And it is necessary to add lighting in the garden area and *woro* hall so that it doesn't look dark.

#### **4 Conclusion**

Based on the results of research conducted at Sidoarjo Regional Hospital, it can be concluded that the concept of public relations in building the Brand Image of Sidoarjo Regional Hospital into a Green, Clean, and Antique Hospital has been successful. There are 4 indicators according to The Four Step Public Relations Process in building a Brand Image which includes determining problems, planning and programming strategies, taking action and communicating, and the last stage is evaluation.

In measuring the brand image of Green, Clean, and Antique Hospital brand images can also be said to be successful according to the image measurement indicators which include, (1) attributes, in this case all the attributes applied from the park area, environmental management and cleanliness, then energy efficiency, also the building and furniture that are installed with Javanese nuances, can illustrate that the Sidoarjo Regional Hospital design attributes according to the slogan Green, Clean, and Antique Hospital. (2) benefits, from the functional benefits can already be felt, especially for hospital employees. In carrying out their main duties, they are comfortable with the clean, radiant green atmosphere of the hospital. Then comfort is also felt by patient visitors who are not only comfortable with the atmosphere, they can also feel symbolically illusory benefits such as self-existence and self-confidence when deciding to choose a medical check-up at Sidoarjo Regional Hospital. (3) evaluation, the implementation of the public relations strategy of the Sidoarjo Regional Hospital can be said to have a good image of the slogan. It can be concluded that the brand image that the Sidoarjo Regional Hospital wants to convey as a Green, Clean and Antique hospital has been conveyed properly as desired.

#### **Acknowledgements**

Thank you to the Director of Sidoarjo Regional Hospital, especially for the Public Relations who has given permission for the researchers to conduct the research related to the strategy of building the Sidoarjo Regional Hospital brand image with the concept of public relations in order to create a Green, Clean and Antique Hospital with a Public Relations Concept.

#### **References**

- [1] Editorial Team of Nuansa Aulia, Hospital Law of the Republic of Indonesia Number 44 of 2009 Concerning Hospitals [Rumah Sakit Undang-undang Republik Indonesia Nomer 44 Tahun 2009 Tentang Rumah Sakit]. Nuansa Aulia, 2017..
- [2] Kemenkes RI, "Hospital Classification" [Klasifikasi Rumah Sakit], p. 116, 2010.
- [3] N. Purnama Sari, "Workload Analysis and Outpatient Claims Officer Needs Based on Health Workload Analysis Method" [Analisis Beban Kerja dan Kebutuhan Petugas Klaim Rawat Jalan Berdasarkan Metode Analisis Beban Kerja Kesehatan], Universitas Jember, 2019.
- [4] Kemenkes RI, Performance Report of the Legal Bureau and Organization of the Secretariat General of the Ministry of Health [Laporan Kinerja Biro Hukum dan Organisasi Sekretariat Jenderal Kementerian Kesehatan]. Jakarta: Kemenkes RI, 2019.

- [5] Rosady Ruslan, Public Relation Campaign Tips and Strategies. Jakarta: Raja Grafindo Persada, 1997.
- [6] Rosady Ruslan, Management of Public Relations & Communication Media Concept dan Application. Jakarta: Raja Grafindo Persada , 2003.
- [7] Freddy Rangkuti, Business Plan: Techniques for Making Business Planning & Case Analysis. Jakarta: PT. Gramedia, 2000.
- [8] SM, Center, AH & Broom, GM. Cutlip, Effective Public Relations, Ninth Edisi: Prenada Media Group, January 2016.
- [9] Adi Santoso and Harmoni, "The Effect of Product Quality and Brand Equity on Purchasing Decisions," Equilibrium Journal, vol. XIII, pp. 46-47, March 2016.
- [10] Sugiyono P.D, Qualitative and Quantitative Research Methods R&D. Bandung, Indonesia: Alfa Beta, 2015.
- [11] Sugiyono, Understanding Qualitative Research Bandung: Alfabeta, 2008.

# Prosiding Sciendo

---

## ORIGINALITY REPORT

---

5%

SIMILARITY INDEX

4%

INTERNET SOURCES

1%

PUBLICATIONS

0%

STUDENT PAPERS

---

## PRIMARY SOURCES

---

1

[www.ijcrsee.com](http://www.ijcrsee.com)

Internet Source

2%

2

[academic-accelerator.com](http://academic-accelerator.com)

Internet Source

1%

3

[www.researchgate.net](http://www.researchgate.net)

Internet Source

1%

4

"Preface", IOP Conference Series: Earth and Environmental Science, 2021

Publication

1%

---

Exclude quotes Off

Exclude matches Off

Exclude bibliography On