

ABSTRACT

The implementation of digitalization of health services in accordance with the road map of Making Indonesia 4.0 still faces obstacles such as limited public knowledge and lack of socialization. Departing from these problems, at RSUD Prof. Dr. Margono Soekarjo Purwokerto (RSMS) created an innovation through a HIS in the form of RSMS Online in an effort to improve health services to patients. Thus, this research focuses on communication strategies in the implementation of HIS-related in the form of RSMS Online which consists of socializing and implementing the system in RSMS to patients. With a theoretical approach from diffusion of innovation and communication planning to determine the stages of pre-implementation, implementation, and post-implementation. This research uses a single case, case study method, data collection through direct observation, interviews, and documentation. The results showed that the communication strategy carried out by RSMS went through three stages, namely the pre-implementation stage by conducting communication planning and system implementation planning, the implementation stage with the application of socialization and system application, and the post-implementation stage, namely the evaluation of the application of socialization and systems. Planning helps smooth the process of implementing an innovation. Massive education, availability of extension officers, adequate systems and facilities make it easy for patients to adopt RSMS Online. The application of RSMS Online provides benefits for patients and the RSMS. The supporting factors and inhibiting factors of the implementation process of the HIS system in RSMS.

Kata kunci: *Hospital Information System, Implementation, Socialization*