

ABSTRACT

This research discusses about how the role of public relations (PR) in dr. H. Marzoeki Mahdi Bogor Mental Hospital (RSJMM Bogor) towards internal communication at RSJMM Bogor using the theory of public relations role according to Cutlip, Center, and Broom (2013). This is qualitative descriptive research. Data collection method in this research are observation, interview, and document review. The result of this research stated the PR of RSJMM Bogor has implemented the role as communication technician by doing technical matters regarding communication and producing contents through Dolphin magazine, giant banner publication, and information distribution through social media. Furthermore, PR in RSJMM Bogor as an expert prescriber are supporting management with documents related to communication and make internal communication policies based on predetermined SOPs. Implementation of the PR as a facilitator of internal communication is to disseminate the latest information through meetings and socialization. Meanwhile, PR as problem-solving process facilitator is to be a mediator for internal parties if there are problems. RSJMM Bogor has carried out its public relations role well but needs to be improved in its role as an internal communication facilitator to facilitate communication for the internal public.

Keywords: *hospital public relations, internal communication, public relations role*