

ABSTRACT

The fluctuation of public complaints regarding services at RSUD Gambiran Kota Kediri throughout 2024, with complaint peaks in January and December, reflects ongoing challenges in managing public communication within government hospitals. This condition indicates that public complaints are not only related to medical aspects but also include administrative services, staff attitudes, and facility quality. This study aims to describe the strategies employed by the Public Relations (PR) division of RSUD Gambiran in addressing public complaints through a responsive, empathetic, and adaptive communication approach. The research uses a qualitative descriptive-exploratory method, involving in-depth interviews, observations, and documentation with PR officers, front office staff, and patients. The findings reveal that the PR team plays a key role as both liaison and coordinator in the complaint management process, applying strategies such as transparent information sharing, cross-unit coordination, utilization of digital media, and regular evaluations. In conclusion, the strategies implemented by RSUD Gambiran's PR division demonstrate an active role in fostering public trust and shaping community perceptions through structured and communicative complaint handling practices.

Keywords: Public Relations, Complaints, Public Service, RSUD Gambiran, Handling Complaint