

ABSTRAK

Andi Fujlah Ainusshofah, AKTIVITAS *MEDIA MONITORING* DI RSUD KOJA JAKARTA

Media monitoring merupakan aktivitas penting dalam pengelolaan komunikasi kehumasan, terutama bagi rumah sakit pemerintahan yang memiliki intensitas interaksi tinggi dengan masyarakat. Perkembangan media digital membuat informasi mengenai rumah sakit tidak hanya muncul melalui pemberitaan media, tetapi juga melalui media sosial, ulasan publik, serta berbagai bentuk tanggapan masyarakat yang berkembang secara cepat. Kondisi tersebut menjadikan *media monitoring* sebagai bagian dari aktivitas Humas untuk memantau informasi, isu, opini, dan tanggapan masyarakat yang berkaitan dengan organisasi. Penelitian ini berfokus pada aktivitas *media monitoring* yang dilakukan oleh Humas RSUD Koja Jakarta dalam mengelola informasi yang berkembang di berbagai media sebagai bagian dari pelaksanaan komunikasi kehumasan.

Penelitian ini bertujuan untuk mengetahui pelaksanaan *media monitoring* di Humas RSUD Koja Jakarta. Penelitian ini menggunakan konsep Tahapan *Media Monitoring* Iswandi Syahputra (2019) yang menjelaskan tahapan *media monitoring* meliputi *data mining*, pengolahan data, serta analisis dan pelaporan hasil *media monitoring*.

Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif dan metode penelitian kualitatif deskriptif. Data penelitian diperoleh melalui wawancara mendalam, observasi partisipatif pasif, dan dokumentasi. Analisis data menggunakan tahapan analisis data kualitatif menurut Creswell dan Poth (2018) yang meliputi mengelola dan mengorganisasikan data, membaca data dan membuat memo, mendeskripsikan serta mengklasifikasikan data ke dalam tema, mengembangkan dan menafsirkan data, serta menyajikan hasil penelitian secara deskriptif.

Hasil penelitian menunjukkan bahwa aktivitas *media monitoring* di Humas RSUD Koja Jakarta dilaksanakan melalui tiga tahapan, yaitu: (1) *Data Mining*, yang dilakukan melalui penelusuran manual pada berbagai platform digital untuk menghimpun informasi mengenai RSUD Koja Jakarta; (2) Pengolahan Data, yang meliputi proses verifikasi informasi, identifikasi topik pemberitaan, serta pengelolaan informasi sebelum disusun menjadi laporan; dan (3) Analisis dan Pelaporan, yang dilakukan melalui interpretasi hasil *monitoring*, penyusunan dan penyampaian laporan kepada pimpinan, pelaksanaan tindak lanjut berdasarkan sistem grading risiko, serta identifikasi kendala selama pelaksanaan *media monitoring*.

Kata Kunci: *Media Monitoring*, Humas Rumah Sakit, RSUD Koja Jakarta

ABSTRACT

Andi Fujlah Ainusshofah, MEDIA MONITORING ACTIVITIES AT RSUD KOJA JAKARTA

Media monitoring is a critical activity in public relations management, particularly for government hospitals that experience high levels of interaction with the public. The growth of digital media has led to hospital-related information appearing not only in traditional news outlets, but also across social media platforms, public reviews, and various forms of rapidly evolving public feedback. Consequently, media monitoring serves as a key PR function to track information, emerging issues, public opinions, and community responses related to the organization. This study focuses on the media monitoring activities conducted by the Public Relations department of RSUD Kojakarta in managing information across various media platforms as an integral component of its public relations communications.

This study aims to examine the implementation of media monitoring by the Public Relations Department of RSUD Kojakarta. The research employs the Media Monitoring Stages concept proposed by Iswandi Syahputra (2019), which outlines the process into three main stages: data mining, data processing, and the analysis and reporting of media monitoring results.

This research adopts a constructivist paradigm, utilizing a descriptive qualitative approach. Data were collected through in-depth interviews, passive participant observation, and documentation. The data analysis follows the qualitative framework by Creswell and Poth (2018), which involves managing and organizing data, reading and memoing, describing and classifying data into themes, interpreting the findings, and presenting the results descriptively.

The results indicate that media monitoring activities within the Public Relations Department of RSUD Kojakarta are executed through three primary stages: (1) Data Mining, conducted via manual tracking across various digital platforms to gather information related to the hospital; (2) Data Processing, which entails verifying information, identifying news topics, and organizing data prior to report compilation; and (3) Analysis and Reporting, which involves interpreting the monitoring outcomes, compiling and presenting reports to the management, executing follow-up actions based on a risk-grading system, and identifying constraints encountered during the monitoring process.

Keywords: Media Monitoring, Hospital Public Relations, RSUD Kojakarta