

ABSTRAK

Siti Syela Mu'asyaroh : Aktivitas *Media Monitoring* di Rumah Sakit Swasta (Studi Deskriptif pada Humas Rumah Sakit Muhammadiyah Bandung)

Perkembangan media digital menyebabkan arus informasi publik mengenai layanan kesehatan semakin cepat dan beragam. Rumah Sakit Muhammadiyah Bandung sebagai lembaga pelayanan kesehatan perlu melakukan *media monitoring* untuk memantau berbagai tanggapan, keluhan, masukan, maupun apresiasi masyarakat yang muncul melalui berbagai media. Aktivitas *media monitoring* menjadi penting karena informasi yang berkembang di ruang publik dapat memengaruhi reputasi rumah sakit serta menjadi bahan evaluasi dalam peningkatan kualitas pelayanan.

Penelitian ini bertujuan untuk mengetahui proses aktivitas *media monitoring* yang dilakukan di Rumah Sakit Muhammadiyah Bandung yang mengacu pada konsep tahapan *media monitoring* menurut Syahputra (2019:155) yang meliputi *data mining*, pengolahan data, serta analisis dan pelaporan.

Penelitian menggunakan metode kualitatif deskriptif dengan paradigma konstruktivisme. Data diperoleh melalui wawancara mendalam, observasi partisipasi pasif, dan dokumentasi terhadap aktivitas *media monitoring* yang dilakukan oleh unit hubungan masyarakat.

Hasil penelitian menunjukkan bahwa tahap *data mining* dilakukan melalui pemantauan berbagai sumber informasi digital. Pengumpulan informasi didukung penggunaan kata kunci yang relevan dan masih banyak dilakukan secara manual. Tahap pengolahan data dilakukan melalui klasifikasi informasi berdasarkan jenis permasalahan serta pengelompokan tingkat prioritas penanganan. Tahap analisis dan pelaporan dilaksanakan melalui koordinasi dan diskusi antara humas, unit terkait, dan manajemen rumah sakit. Hasil *monitoring* direkap menggunakan *Excel* atau *Google Sheet*, kemudian disajikan kepada manajemen sebagai bahan evaluasi dan pengambilan keputusan. Temuan tersebut menunjukkan bahwa *media monitoring* berperan sebagai mekanisme pengelolaan informasi yang mendukung peningkatan kualitas pelayanan dan pengambilan keputusan di Rumah Sakit Muhammadiyah Bandung.

Kata Kunci: *Media Monitoring*, Humas Rumah Sakit, *Data Mining*, Pengolahan Data, Analisis dan Pelaporan.

ABSTRACT

Siti Syela Mu'asyaroh: *Media Monitoring Activities in a Private Hospital (A Descriptive Study of the Public Relations Division of Muhammadiyah Bandung Hospital)*

The rapid development of digital media has accelerated and diversified the flow of public information regarding healthcare services. As a healthcare institution, Muhammadiyah Bandung Hospital conducts media monitoring to track public responses, complaints, suggestions, and appreciation expressed through various media platforms. Media monitoring has become essential because information circulating in the public sphere can influence the hospital's reputation and serve as an evaluation tool for improving service quality.

This study aims to examine the media monitoring activities carried out at Muhammadiyah Bandung Hospital, based on Syahputra's (2019:155) media monitoring framework, which consists of three stages: data mining, data processing, and analysis and reporting.

This study employed a descriptive qualitative method within a constructivist paradigm. Data were collected through in-depth interviews, passive participant observation, and documentation of media monitoring activities conducted by the hospital's public relations unit.

The findings indicate that the data mining stage was conducted by monitoring various digital information sources. Information collection was supported by the use of relevant keywords and was still largely performed manually. The data processing stage involved classifying information based on the type of issue and grouping it according to the level of handling priority. The analysis and reporting stage was carried out through coordination and discussion among the public relations unit, relevant departments, and hospital management. The monitoring results were compiled using Microsoft Excel or Google Sheets and presented to management as a basis for evaluation and decision-making. These findings demonstrate that media monitoring functions as an information management mechanism that supports service quality improvement and decision-making at Muhammadiyah Bandung Hospital.

Keywords: *Media Monitoring, Hospital Public Relations, Data Mining, Data Processing, Analysis and Reporting.*