

ABSTRACTION

External relations is the communication with external publics are informative and persuasive. The information presented should be honest, thorough and complete based on actual facts. Persuasive, communication can be done on the basis of drawing attention communicant (public) which raised the interest.

Scientific research entitled The Role of External Activities Against the Interests of Public Relations Public Hospital Patients in Sari Mutiara Medan. The authors would like to see from the view point of communication science about how the role of external relations, especially relations activities at the General Hospital of Sari Mutiara Medan. Various activities in the job running a public relations management policy whether it will impact the development of the company, considering the number of PR activities undertaken to make an external party would know the ins and outs of service and simultaneously create a positive image. The importance of external knowledge in this regard can be patient and the patient families for various hospital services can't be separated from external activities that support the consumer psychology of the interests of patients for treatment. Consumers will feel satisfied if you get the maximum health services. Consumers are strongly influenced by the memory of something that happened in the past, present, and the future. Environmental factors is also a highly influential force on consumer intention to hold a purchase. From the above it is a public relations should be able to make external activities that create external interested parties and to the hospital for treatment.