

## ABSTRAK

Judul : Analisis Kegunaan Media EMR (*Electronic Medical Record*) sebagai Media Komunikasi Antar Divisi dalam Siloam Hospitals Lippo Cikarang.  
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Program Studi : Hubungan Masyarakat

Penelitian ini berjudul Analisis kegunaan media EMR (*Electronic Medical Record*) sebagai media komunikasi antar divisi dalam Siloam Hospitals Lippo Cikarang. Tujuan Penelitian ini yaitu untuk mengetahui kegunaan media EMR (*Electronic Medical Record*) sebagai media komunikasi antar divisi dalam Siloam Hospitals Lippo Cikarang. Metode Penelitian yang dilakukan menggunakan pendekatan kualitatif dan melakukan wawancara terhadap *key informan* dan informan dari pihak Siloam Hospitals Lippo Cikarang yaitu bapak Sunandar Miryantomi, ibu Nindhia Yunia, dan bapak Muhammad Ashim pada divisi *Medical Record*, dr. Nancy, Ibu Endang pada divisi pendaftaran, Bapak Adi pada divisi farmasi, dan Ibu Marlina dari divisi perawat. Hasil Penelitian menunjukkan bahwa media EMR (*Electronic Medical Record*) sebagai media komunikasi memiliki kegunaan bagi divisi Siloam Hospitals Lippo Cikarang sesuai dengan *teori Uses and Gratification*.

Kata kunci: *Electronic Medical Record*, Kegunaan, Media, *Teori Uses and Gratification*.

**ABSTRACT**

*Title* : *Analysis of the use of EMR (Electronic Medical Record) media as a communication medium between divisions in Siloam Hospitals Lippo Cikarang.*

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*This research is titled Analysis of the use of EMR (Electronic Medical Record) media as a communication medium between divisions in Siloam Hospitals Lippo Cikarang. The purpose of this study was to determine the use of EMR (Electronic Medical Record) media as a medium of communication between divisions in Siloam Hospitals Lippo Cikarang. The research method used a qualitative approach and conducted interviews with key informants and informants from Siloam Hospitals Lippo Cikarang, namely Mr. Sunandar Miryantomi, Mrs. Nindha Yunia, and Mr. Muhammad Ashim in the Medical Record division, dr. Nancy, Mrs. Endang from the registration division, Mr. Adi from the pharmacy division, and Mrs. Marlina from the nursing division. The results showed that the EMR (Electronic Medical Record) media as a communication medium has uses for the division of Siloam Hospitals Lippo Cikarang according to the Uses and Gratification theory.*

*Keywords: Electronic Medical Record, Uses, Media, Uses and Gratification Theory*