

Public Relations Strategies for Promoting the Modernization of Smart Ambulance Facilities at PT. Ambulance Pintar Indonesia

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Abstract: Modernization of ambulance facilities is very important in elevating the standard of medical care services as well as fostering confidence among service providers among the community. PT. Ambulance Pintar Indonesia continuously invests in updating its facilities, requiring a suitable public relation strategy to market them. Therefore, the current research study seeks to assess the public relation strategy utilized in promoting ambulance facility modernization and determine the facilitating and hindering aspects. Qualitative methodology with descriptive techniques was used for the current research. The data collected were gathered from in-depth interviews conducted with the branch managers, PR staff, and consumers as well as other relevant documents. The outcome is that the implementation of the public relations strategy was made following the steps of fact-finding, planning, communication, and action, as well as evaluation. The strategy has been implemented using social media tools, the company's website, and involvement in health exhibitions, emphasizing visualization of modernization and regulation. The success of the strategy has been defined by the increase in consumer trust, positive public reaction, and sales growth. Supporting factors included the tangible quality of modernization and regulatory legitimacy, while inhibiting factors related to differences in audience understanding of medical technical terms. Overall, the implemented public relations strategy strengthened the company's professional image and positioning in the ambulance provider industry.

Keywords: Strategy, Public Relations, Modernizations, Facilities, Ambulance

Introduction

The term “public relations,” or “PR” as we commonly call it, is no longer unfamiliar to us (Fitria *et al.*, 2018). As the business industry in Indonesia continues to grow, companies are constantly striving to innovate their products. A company's success in conducting business is closely tied to the role of public relations. The intense competition among companies in product marketing means that every company must take the right steps in implementing its marketing strategy. One way to do this is through the application of the right public relations strategy so that products can become better known and chosen by the

public (Sartika & Rachmat, 2023). PT. Ambulance Pintar Indonesia, commonly known as PT. Ambulance Pintar Indonesia, is a company specializing in healthcare services and the procurement of specialized vehicles, including ambulance bodies, trucks, and other vehicles (Ambulance-Terbaru.com, 2024). Currently, PT. Ambulance Pintar Indonesia is the largest vehicle body manufacturer in Indonesia. In addition, PT. Ambulance Pintar Indonesia operates one main office in Bekasi and five branch offices located in Semarang, Malang, Padang, Samarinda, and Makassar.

In the modern world of technological advancements, public relations approaches to digital transformation become equally important to stimulate innovation in diverse service areas. In the modern world, businesses use technology not only as an infrastructure but also as a tool. Technology, when implemented efficiently, can offer valuable lessons about how to grow a business in Indonesia (Tuljannah, 2023). In today's increasingly advanced digital age, public relations challenges are no longer limited to traditional media but have expanded to social media and other digital platforms. The rapid spread of information can either strengthen or damage a company's reputation in a matter of moments. Therefore, it is essential for companies to have a solid, adaptive public relations strategy capable of responding to the various dynamics of communication—whether in terms of promotion, crisis management, or public relations. (Embisa *et al.*, 2025).

According to *Cutlip, Center & Broom*, (2006), A public relations strategy is a systematic managerial process that involves the stages of fact-finding, planning, action and communication, and evaluation. These stages aim to build and maintain mutually beneficial relationships between an organization and the public by designing, implementing, and evaluating planned communication activities.

In running its business, a company relies on the services of a public relations firm as part of its communication strategy to expand its business network. Public relations serves as a partner capable of meeting the needs of the public and consumers. This is because the company's primary business is providing top-quality bodywork services to the public and consumers who require vehicle manufacturing (Ismunandar, 2020). A company's development from its inception to the point where it becomes widely recognized by the public is inextricably linked to the interactions among various parties and segments of society. The relationships that develop significantly influence the growth of an organization. (Hia *et al.*, 2020).

Through this process, PT. Ambulance Pintar Indonesia has implemented various forms of modernization to improve the quality of its ambulance services. This modernization is reflected in the development of ambulance bodies in various models, ranging from Standard, Deluxe, and PSC 119 to VVIP models and 4×4 vehicles designed for off-road conditions. This development is supported by bodywork and workshop facilities equipped with modern production equipment and safety standards such as the SKRB (Design Certificate) as official legal documentation for vehicle modifications (Ambulanceapi.com, 2024). Furthermore, PT. Ambulance Pintar Indonesia has been developing its technology through the incorporation of medical equipment, ergonomic internal system, and safety devices that will conform to the standards of the ambulance

services. Another example of this modernization effort is the development of high-tech functional vehicles such as the MOTUL Racing Lab, a mobile laboratory capable of conducting real-time performance analysis (Ambulance-terbaru.com, 2024a). The company is not only digitizing its products but also various aspects of its internal operations to improve efficiency and service quality (API Company Profile, 2023). All of these innovations represent a tangible manifestation of PT. Ambulance Pintar Indonesia's modernization efforts to provide more responsive, safe, and competitive ambulance services in response to the ever-evolving needs of the healthcare industry.

As economic growth accelerates, it has led to the emergence of many entrepreneurs entering the business world (Nisa & Susanto, 2023). In Indonesia, there are ten companies specializing in ambulance body modifications and medical equipment. The leading companies in the ambulance industry include PT. Anugrah Karya Indonesia (Ambulance Akindo), PT. Pentasada Surya Dinamika, CV. CKM Ambulance, Ambulance Sehat Indonesia (Ambulansia), CV. Anugrah Karya Mandiri (AKMA), PT. Cakra Kejora Mandiri, Royal Ambulance, Bagja Sukses Bersama, PT. Ambulance Pintar Indonesia, and Indomuda Sarana Inti. (Ambulansia.com, 2022). Although most consumers are aware that PT. Ambulance Pintar Indonesia manufactures modern ambulances, there are several specific issues with the company's communication process. Consumers are only aware of the results of the modernization efforts but do not yet understand the process, updates, and modernization standards implemented by the company. Information regarding modernization has also not been communicated comprehensively across all communication platforms and has not yet become a clear point of differentiation from competitors. Furthermore, public relations interactions with consumers remain focused on product sales rather than comprehensive modernization education. There are various methods the company can employ to introduce its operations to consumers, one of which is through social media or the internet. The outcome of these relationships will influence the overall success or failure of the organization—specifically, the relationship between PT. Ambulance Pintar itself and the public or its potential customers. (Erlinda, 2022).

The competition in the Indonesian healthcare industry also necessitates that businesses engage in innovation in terms of their communication and marketing activities. There are several things that companies have to do to reach their desired goals. Improving services and engaging in advertisements are some of the ways that businesses can increase customer satisfaction. Each business must consider customer satisfaction above all else since customer satisfaction with the products and services provided positively affects the business. (Pamungkas & Husnayetti, 2022).

The importance of this research stems from the necessity of ensuring that the modernization of the company's ambulance facilities will be more than just technological and also involves a strategic public relations approach. Otherwise, without the necessary communications process, the modernization effort will not produce the best possible outcomes in terms of gaining public acceptance or competitive advantage for the company. This research is required to determine the suitable public relations approaches applicable to the modernization of ambulance facilities at PT. Ambulance Pintar Indonesia.

The expansion of the market by PT. Ambulance Pintar Indonesia to other areas has also been undertaken. Besides supplying ambulances to hospitals and clinics, the company supplies ambulances to governments, companies, and nonprofit organizations that require such services. Dedicated to innovation since the year 2011, the company has developed a new factory due to increased demand for ambulances. The factory is equipped with advanced manufacturing machinery as well as testing rooms to enable them to maintain high quality of ambulances manufactured. The implementation of modern ambulances always requires an effective communication strategy to help the public understand their benefits and build trust in the service (Ambulance-terbaru.com, 2024b).

Given this background, this study aims to identify the factors that support and hinder the modernization of ambulance facilities through public relations strategies at PT. Ambulance Pintar Indonesia.

Literature Review

Numerous studies related to public relations strategies have been conducted, including a study by Sartika & Rachmat (2023) In an article titled "Public Relations Strategies for Enhancing Corporate Image at PT Telkomsel," this study emphasizes that structured communication planning, consistent information dissemination, and the use of various communication media can build public trust. These findings are relevant to the author's research because both highlight the importance of public relations in supporting success. However, the focus of this study differs because the author's research places greater emphasis on how public relations strategies are implemented to support the modernization of ambulance facilities at PT. Ambulance Pintar Indonesia.

Furthermore, research conducted by, Fitria *et al.* (2018) In an article titled "Public Relations Strategies of the Immigration Information and Communication Division (Fosarkim) in Handling Passport Service Complaints at the Cirebon Class II Immigration Office," it is emphasized that public relations strategies play a crucial role in improving the quality of public services through the dissemination of accurate information. This is significant as it indicates that there is an involvement of effective communication structure to measure the success of the service. Nevertheless, the differences in this research environment include the fact that the current study centers on public relations strategies applied to the modernization of the ambulance facility at PT. Ambulance Pintar Indonesia.

In relation to this, the study of "Digital Marketing Communication Strategies at Sari Asih Hospital" by Tuljannah (2023) reveals the significance of using digital media in increasing the dissemination of information and interaction between organizations and individuals. The results found in the above-mentioned study are important to this research because they reveal the idea that good communication does not only require innovation in terms of services provided, but also involves good strategies for disseminating information. From the perspective of the present research, the above-mentioned results are helpful in analyzing public relations strategies for modernizing ambulances facilities at PT. Ambulance Pintar Indonesia, especially with regards to information about modernization through digital media.

Along with issues pertaining to identity, other important areas of public relations strategies have become a significant part of research recently as well. Embisa *et al.* (2025), As mentioned in the paper called "Public Relations Strategies Through the Optimization of PT Pelabuhan Indonesia (PELINDO)'s Social Media Accounts in Building a Positive Image," social media optimization can contribute to improving the company's image thanks to communication that is both regular and active. The above-mentioned discovery has certain relevance for this study since it emphasizes the role played by digital public relations strategies in effective information sharing. While the subject area is not similar, the approach towards digital communication used by PELINDO may help achieve the goals of the modernization of ambulance facilities at PT Ambulance Pintar Indonesia.

An investigation carried out by Nugraha & Isfiaty (2017), The concept of facility modernization is also discussed in an article called "Modernization of the Interior of a Moroccan-Style Archery Facility Utilizing the Arrow Point Concept," which states that facility modernization is concerned with the modernization of systems and infrastructures for improving the quality of services and competitiveness of institutions. Facility modernization does not only consist of upgrading physically but also of keeping pace with modern technologies and the requirements of service receivers.

Modernization of facilities, which results from advancements in information and communication technology, is something that was referred to in the past as. This includes how firms apply technology and communication to offer services to diverse sections of the public such as the national and local government, civil servants, companies, the community, and other parties. This will be used as a benchmark for the activities of PT. API. Modernizing facilities aims at creating an innovative firm and improving the effectiveness of its services by increasing their responsiveness (I. Hadi *et al.*, 2024).

In summary, past research has shown that services will achieve success because of well-conceived PR activities conducted via either traditional media or digital media. Though the context may differ from study to study, past research consistently proves that the timely and proper communication of information is a vital element in ensuring quality of the service provided. In other words, based on past literature, the need for a well-conceived PR strategy in order to communicate effectively about modernization of facilities at PT. Ambulance Pintar Indonesia becomes clear. The reason is that based on past research, the discussion regarding the importance of public relations strategies revolves around corporate image-building and service promotion. In contrast, the lack of research concerning the importance of public relations strategies in promoting facility modernization makes this paper novel in analysis.

Digital Public Relations

Digital transformation has found its way into all areas of life, including public relations (PR). This development has completely transformed how organizations interact with their audiences. Social media sites like Facebook, X, Instagram, and even the organization's official website are key in the interaction between the organization and its audience. In their efforts to share information, reach out to the audience, and handle

reputation management, public relations professionals rely on these social media sites (Rahma, 2024).

This finding is corroborated by Nuha (2024) which highlights the importance of digital public relations as a means of service to the public through effective communication which should be interactive and transparent. The need for effective communication services cannot be overstated as they are instrumental in building positive relationships. In the context of PT. Ambulance Pintar Indonesia, a service-oriented digital public relations strategy serves as a competitive advantage, ensuring that innovations in facilities are perceived as progress rather than a technological threat.

Public relations must provide the best possible service in building good relationships with various audiences (A. Hadi, 2024). According to R. Supriyono, (dalam Hadi, 2024) Service is an activity carried out by an organization to address the needs of consumers and create a distinct impression; good service leads to customer satisfaction, and thus service is crucial in attracting consumers to use the products or services offered.

The above review indicates that the success of public relations strategies is significantly influenced by consistent communication and the alignment of messages with organizational values. Additionally, digital media plays a key role in service delivery. The ability of public relations to manage crises and build long-term relationships with the public is also crucial. This study aims to address a gap in the literature by examining the public relations strategies employed by PT. Ambulance Pintar Indonesia in leveraging digital technology as a communication tool and a source of ongoing innovation.

Public Relations Strategy

Public relations (PR) is a systematic communication plan designed to build a two-way relationship between an organization and the public, with the aim of creating a mutually beneficial relationship. A public relations strategy focuses not only on the dissemination of information, but also encompasses the processes of analysis, planning, implementation, and evaluation of communication (Universitas Negeri Yogyakarta, 2024), emphasizes that a public relations strategy consists of defining issues, formulating plans, implementing communication initiatives, and evaluating the results to measure effectiveness. These findings are consistent with Widiyanto (2024). The dimensions of public relations strategy according to *Cutlip, Center & Broom* (2006) involves four main stages. Fact-finding identifies and assesses the situation at hand, including public needs, market perceptions, opportunities, and communication challenges. Planning determines communication objectives, audience segmentation, key messages, and media to be used, as well as developing public relations strategies and tactics aligned with the organization's interests.

Next, the third stage of the public relations strategy is Action & Communication (program implementation), which involves executing the communication strategy through public relations activities such as information dissemination, media relations, digital publications, public education, and other related activities. Lastly, Evaluation is the process of putting communication plans into action through activities related to public relations,

which include information, media relations, digital publishing, public education, among others. As a company dealing with health care services that are driven by innovations in technology and healthcare, the challenge faced by PT. Ambulance Pintar Indonesia not only entails offering good products but also developing and maintaining a relationship based on public trust. For PT. Ambulance Pintar Indonesia, public relations strategies are important tools for developing public trust in innovations related to modern ambulance bodywork facilities (Cutlip *et al.*, 2006).

A public relations strategy is not just a means of organizational communication; it is also a means of managing how an organization's perception is shaped. In the event of facility modernization, a public relations strategy is very important to ensure that the communication of services is systematic and ensures acceptance among the community at large. It is therefore true that not only is the main goal of a public relations strategy the dissemination of information, but it is also aimed at the development of an organization's image.

Facility Modernization

Facility modernization in public services refers to the advancement of facilities and infrastructures using technologies, improved support systems, and enhanced quality of infrastructures for greater efficiency and quality of services to the public (I. Hadi *et al.*, 2024). Modernization of facilities involves not just the enhancement of physical facilities, but also taking into consideration advancements in technology and the needs of their users.

Facility modernization in the context of health care includes the invention of new medical technologies, the establishment of safer standards for vehicles, and ergonomic and practical design of interiors. Facility modernization will also require an effective communication plan, which will bridge the gap between technological and physical advancements and public relations (Masa *et al.*, 2024).

Facility Modernization in Relation to Public Relations Theory by Cutlip, Center & Broom, (2006) This is demonstrated by the way that public relations can be viewed as managers of change communication. The first step in fact finding helps in uncovering public perceptions about the need for facility modernization; the second step helps in formulating communication objectives and messages while the third step entails implementing the actual communication plan. Evaluation comes in at the last step in this process (Cutlip *et al.*, 2006).

As a result, the modernization of facilities requires not only proper implementation of technology and infrastructure improvements but also effective use of PR tools for the successful promotion of the change among the general population. In the sphere of healthcare, the modernization of facilities means not just improving their technology or infrastructure but also enhancing the safety standards, service efficiency, and professionalism of organizations. The modernization of ambulance facilities is perceived by the general population as an indication of a business trying to keep up with new regulations and provide its customers with more efficient and safe services. Well-developed modern ambulance facilities that comply with all the medical requirements have the potential to

affect the perception of the services that the business offers to the population. Interior design, equipment, and safety are the elements that help establish the company's professional reputation among consumers of its services.

Research Method

This study uses a descriptive qualitative approach to obtain a profound insight into the PR approaches that are applied to market the modernization of smart ambulance stations within PT. Ambulance Pintar Indonesia. This allows researchers to discover the deeper meaning behind the communication initiatives and PR approaches of the organization through the use of narratives (Moleong, 2017). Therefore, a descriptive qualitative approach is considered relevant for systematically examining the PR strategies at PT. Ambulance Pintar Indonesia. The research subjects are internal stakeholders at PT. API involved in the implementation of PR strategies, specifically within the communications and marketing divisions. The object of this study is the PR strategy supporting the modernization of ambulance facilities already implemented by PT. Ambulance Pintar Indonesia, which is analyzed based on the four dimensions of public relations strategy theory (Cutlip *et al.*, 2006).

The data sources for this study consist of primary and secondary data. Primary data was obtained directly through observation and in-depth interviews with branch managers, the PR team at PT. API, and service users. Meanwhile, secondary data was obtained from documentation of PR activities in the form of brochures, posters, catalogs, as well as information from PT. API's official website, the company's digital marketing displayed on social media platforms such as WhatsApp, Instagram, TikTok, and scientific articles relevant to the research topic. Informants were selected using purposive sampling. Informants were intentionally selected based on specific criteria relevant to the research focus. These criteria included that the informants were part of PT. API, resided in Bekasi Regency, were active in public relations, frequently interacted directly with the public or consumers, and were willing to provide information openly (Sugiyono, 2019).

The data collection methods used were observation, in-depth interviews, and documentation. Observation was conducted to understand communication patterns and public relations activities in the field (Nasution, 2018). The interview method was used to obtain primary data directly from knowledgeable sources (Moleong, 2017). Meanwhile, documentation is used to supplement secondary data, such as company reports, media publications, and scholarly articles relevant to the research topic.

The accuracy of the information gathered can be assured by adopting a triangulation method for this research. In analyzing the data collected, thematic analysis and content analysis will be used. As explained by Braun & Clarke (2006), Thematic analysis was carried out in order to uncover any patterns or themes derived from the qualitative data. On the other hand, Krippendorff (2018) asserts that content analysis aids in deciphering the message behind a communication through systematic coding and categorizing. The stages of data analysis include data reduction, which involves selecting and focusing on data relevant to the research objectives (Miles & Huberman, 2014). Coding of observation and interview data

to identify patterns and key themes (Creswell, 2016), Grouping of themes based on semantic similarities or relationships between categories (Braun & Clarke, 2006), Drawing conclusions to summarize the overall research findings (Miles & Huberman, 2014).

Next, the data are presented in the form of a descriptive analysis that systematically and structurally outlines the findings based on the four dimensions of public relations strategy. The final stage involves drawing conclusions to interpret the significance of the findings by referring to the theories employed and the research objectives to be achieved. This approach enables researchers to understand how public relations communication strategies shape public perception of modern ambulance companies that have already implemented such strategies. Therefore, this study was conducted to fill a gap in the literature by using the public relations strategy theory proposed by Cutlip, Center & Broom (2006) as the analytical framework. This theory views public relations as a managerial process carried out systematically through the stages of fact-finding, planning, action & communication, and evaluation. This approach enables the study to analyze in depth how PT. Ambulance Pintar Indonesia implements communication strategies to support the modernization of ambulance facilities, as well as how these strategies influence public understanding and perception.

Perspective of Public Relations based on *Cutlip, Center, & Broom* (2006) Not only does it act as an information channel, but also a managing tool for the relationship between organizations and their publics. From the perspective of this research, it can be stated that public relations strategy is defined as a systematic approach for analyzing communication needs and issues, establishing communication objectives and messages, selecting media channels, and finally evaluating communication strategies implemented. Hence, this theory can be considered as a guide for understanding the factors affecting the process of modernizing ambulance facilities through public relations strategies at PT. Ambulance Pintar Indonesia (*Cutlip et al.*, 2006).

Considering the theoretical framework presented above, one can conclude that one of the crucial aspects affecting the promotion of the modernization of ambulance facilities would be the public relations strategies. It should be assumed that the strategy under analysis will help establish the professional image of PT. Ambulance Pintar Indonesia through fact-finding, planning, action & communication, and evaluation. Consequently, it may be argued that the efficiency of promoting the modernization of the facility will depend on the proper implementation of the public relations strategy.

Result and Discussion

The research seeks to identify the supporting and restraining factors of public relations efforts in promoting the modernization of ambulance facilities at PT. Ambulance Pintar Indonesia. Public relations strategy for the promotion of modernization of the facilities at PT. Ambulance Pintar Indonesia starts with the data gathering and identification of public needs and perceptions. The stage is consistent with the four dimensions of public relations strategy, which include fact-finding, planning, action and communication, and evaluation (*Cutlip et al.*, 2006). The data needed for this research were gathered from a

descriptive qualitative approach by identifying the supporting and restraining factors for the modernization of smart ambulance facilities through public relations strategies at PT. Ambulance Pintar Indonesia. The primary data were gathered through field observation and interview with the branch manager, the public relations unit, and users of the ambulance facility.

The selection of informants employed purposive sampling method, considering the informants' involvement in the process of the modernization of facilities as well as the company's communication strategy. The observation was done to directly observe public relations communication efforts, utilization of digital communication media, and interactions between the company and its audience in providing information about the modernization of ambulance facilities.

Apart from the primary data used in the study, the author also made use of secondary data extracted from the company's documents including brochures, service catalogues, social media, official website, and promotional activities archives by PT. Ambulance Pintar Indonesia. This secondary data will help complement the field work findings. Data obtained from all sources is subjected to analysis by employing qualitative analysis approach involving the processes of data reduction, data display, and conclusion drawing. The purpose of analysis is to ensure the author gets an insight into the factors that enhance and hinder the process of modernizing the ambulances, and the influence of public relations approach on public perception of PT. Ambulance Pintar Indonesia. According to Branch Manager of PT. Ambulance Pintar Indonesia, the firm acquires information on public needs from different sources.

Public Relations Strategy

The public relations strategy aimed at the promotion of the Smart Ambulance facilities in PT. Ambulance Pintar Indonesia could be viewed against the backdrop of the four phases involved in developing a PR strategy according to Cutlip, Center & Broom, (2006). According to findings based on interviews conducted with branch managers, the public relations department of the organization, and service users, the public relations strategy in promoting the modernization of ambulance facilities of PT. Ambulance Pintar Indonesia..

The modernization process for the ambulance fleet involves more than just improving the ambulances; it also includes enhancing the medical procedures, designing ergonomically efficient interiors, and meeting Health Department and the Ministry of Health.

Fact Finding

At this point, the firm will first identify the market's needs before formulating the communication plan. From the interview conducted, the branch manager said that the main need is from the government bodies and hospitals, considering that there are financial limitations to consider along with other specifications. According to him, "the first thing to

consider is the government budget, and secondly the need of health departments/hospitals.”



Figure 1. Documentation of the Branch Manager/PR Team conducting a fact-finding mission with the Pangandaran District Health Office
(Source : Researcher’s Data, 2025)

On the other hand, the public relations department added that they were keeping track of people's response via social media and communicating directly with their possible customers.

According to the researcher, this stage shows that organizations do not only emphasize on the need for modernizing themselves; rather, they try to understand their audience and the needs of the organization first. The reason behind this is that the success of any message is highly dependent upon the relevance of the message to the requirements of the audience.

Planning

Once they had identified their customers’ needs, the company devised an effective communication strategy that emphasized the strength of the facility, as well as its adherence to regulations.

According to the branch manager, the company is always looking to “constantly improve itself based on the regulations set out by the health department and Ministry of Health.”



Figure 2. Public Relations is introducing a modern ambulance body shop facility that uses electric vehicles
(Source : Researcher’s Data, 2025)

Moreover, the PR department highlighted that the message was not only promotional, but it was also educational in nature and would help in making the distinction between regular ambulances and ambulances that have modern amenities.

As per the analysis made by the research team, this shows that this plan clearly reflects the fact that the communication strategy is designed for establishing trust and credibility, not sales alone.

Action & Communication

For the implementation stage, the company adopts digital media and personal contact as its communication tools.

According to the public relations team, “the best are Instagram, TikTok, and WhatsApp because they are able to feature the ambulance’s qualities and personally interact with prospective clients.”

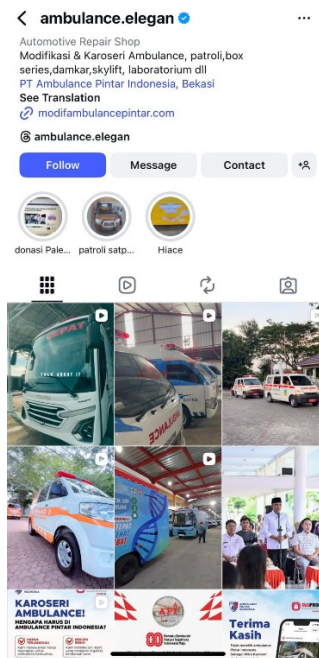


Figure 3. The Public Relations team is showcasing visuals of the Modern Ambulance via its Instagram account (@ambulance.elegan) (Source: Researcher’s Data, 2025)

In addition to social media, the organization also participates in health fairs and makes presentations to specific organizations in person.

As far as the point of view of the information recipient is concerned, the interviewee said that he/she found out about the information from the website of the organization and liked the design of the ambulance as it looked more professional. It was said that “the benefits are obvious; modern ambulances look better and safer.”

According to scientists, the use of visual means is a good way since the equipment used in the ambulance is rather technical in its nature and it is easier to explain everything with help of demonstrations.

Evaluation

Evaluation was done through an assessment of customer satisfaction levels, sales growth, and reactions from the general public on social media sites. As explained by the branch manager, success can be determined using “customer satisfaction and sales growth” as criteria.

As pointed out by the public relations team, interaction levels and the number of inquiries received are used to evaluate communication success.

Based on the analysis carried out by the researchers, this measure of success implies that evaluations of public relations activities take into consideration not only communication outcomes but also perception changes and purchase behaviors.

Factors Supporting and Hindering the Modernization of Smart Ambulance Facilities at PT. Ambulance Pintar Indonesia

In the course of executing this strategy, there will be various influencing factors, which would help determine how effective promotion for the modernization of ambulance facilities is done. First, the existence of facilities, which meet the regulatory requirements, forms the first supporting factor since it ensures effective communication. The regulatory compliance helps build credibility and gain public trust. Second, another supporting factor is the effectiveness of the use of digital media. It is important as digital media offers an interactive platform where different features could be presented visually. Some of the factors, which hinder the implementation of this strategy, are related to different levels of public awareness regarding the medical terminology used.

The service users also indicated that some of the terms used were not easily understandable and that there were certain aspects that required confirmation prior to messaging. The researchers state that this points out the necessity of making messages simple and enhancing transparency for the purpose of communication about the modernization.

According to the results of the study, the researcher found that the implementation of the public relations strategy for modernizing ambulance facilities in PT. Ambulance Pintar Indonesia was carried out systematically and structured. Facility modernization is not only considered a technical advancement, but also an important strategic message for building a professional image of the company in the ambulance services industry. From the perspective of the steps of public relations strategy based on Cutlip, Center & Broom, (2006), the process of identifying facts is clear from the company's attempt to meet agency needs and adapt facilities according to health policies. The researchers conclude that the fact-finding stage becomes the basic framework since the modernization is based on real needs rather than just promotional reasons. It implies that the communication strategy has a solid foundation.

At the planning stage, the communication messages were developed by the company to highlight the benefits of new facilities, advanced equipment, and legal adherence. As for the researcher, the focus on legality and compliance with standards was correct, considering

that the main target audiences include rational and rule-based health organizations. Hence, the message is both informative and persuasive.

In the stage of implementation and communication, the company relied mainly on social media and health expos as its promotional tools. It was seen that the strategy of using pictures and videos for showing the inside of the ambulances served as an effective means of explaining technical details. Modernization of facilities seemed to be easier to comprehend, since it was explained in practical terms. On the other hand, the research team saw that technical medical language still serves as a barrier to comprehension, requiring the language to be simplified.

The evaluation process assesses the success of the strategy in terms of gaining customer confidence, a positive public reaction, and an increase in sales. In the view of the researchers, the above-mentioned factors serve as evidence of the fact that public relations strategy goes beyond raising awareness of the issue and actually affects customers' purchasing behavior. Modernization of facilities helped establish an image of a professional service provider capable of adapting to new health care standards.

Overall, the researchers concluded that the public relations strategy for promoting the modernization of ambulance facilities has demonstrated consistency between planning, implementation, and evaluation. The modernization of facilities is not merely the subject of promotion, but a representation of the company's professionalism.

Conclusion

Based on the research findings and discussion, it can be concluded that the public relations strategy for promoting the modernization of ambulance facilities at PT. Ambulance Pintar Indonesia is implemented through four main stages: fact-finding, planning, action and communication, and evaluation. In the initial stage, the company identifies the needs of institutions and aligns the facilities with health regulations. The planning stage focuses on crafting messages that emphasize the advantages of modern facilities and compliance with medical standards. Strategy implementation is carried out through social media and participation in health exhibitions using a visual approach that concretely showcases the interior features of the ambulances. Success evaluation is based on customer satisfaction, public response, and sales growth. Such an approach has helped create the professional image and build public confidence in the company. The most important determinants that contributed to success include the quality of modernization and its compliance with all regulatory norms, whereas barriers were associated with different levels of public understanding of medical terminology. This means that the modernization of ambulances is not just an innovation but also a powerful tool of the company's reputation management.

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