

Usulan rancangan perencanaan setrategis RSUD kelas D Kebayoran Baru tahun 2017-2022

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Abstrak

Latar belakang: Upaya mengembalikan pelayanan kuratif menjadi promotif preventif di DKI Jakarta dengan cara mendirikan RSUD Kelas D di 44 Kecamatan untuk kuratif dan mengembalikan pelayanan kesehatan masyarakat dengan upaya preventif promotifnya ke Puskesmas Kecamatan dan Kelurahan, menyebabkan salah satu lahan Puskesmas Kecamatan Kebayoran Barudibangun menjadi RSUD Kelas D. Untuk itu perlu disusun Usulan Rancangan Perencanaan Strategis RSUD Kebayoran Baru yang memuat Visi, Misi, Tujuan, Sasaran, Strategi, Kebijakan, Program dan Kegiatan Pembangunan di bidang Kesehatan berdasarkan kondisi dan potensi wilayah Kebayoran Baru. Metode: Jenis penelitian ini adalah kualitatifdengan melakukan telaah data sekunder dan primer untuk tahap pengumpulan data dan focus group discussion (FGD)pada tahapan the input stageuntuk mengetahui posisi RSUD Kebayoran Baruserta saatthe matching stageuntuk menemukan alternatif strategi,dan Concensuss Decision Making Group (CDMG) pada tahap pemilihan strategi (the decision stage). Penelitian dilakukan di RSUD Kebayoran Baru pada bulan April sampai Juni 2017. Analisis data menggunakan Matriks TOWS dan Matriks Eksternal Internal sehingga bisa ditetapkan strategi terpilih untuk RSUD Kebayoran Baru melalui Quantitative Strategic Planning Matrix (QSPM). Hasil: Berdasarkan analisa hasil pengamatan lingkungan eskternal dan internal ditemukan 10 (sepuluh) peluang, 5 (lima) ancaman, 9 (sembilan) kekuatan dan 5 (lima) kelemahan yang mempengaruhi penyusunan Renstra RSUD Kebayoran Baru.Berdasarkan hasil analisa Matriks TOWS, posisi RSUD Kebayoran Baru berada di Kuadran 4 (Future Quadrant) sedangkan pada IE Matriks berada di kuadran II (Growth and Build). Hasil matching stage ditemukan strategi yang sama adalah :Market penetration, Product development, Market development, Integration (vertical and horizontal). Penetapan strategi yang akan digunakan berdasarkan QSPM adalah Product Development. Kesimpulan: Keseluruhan faktor eksternal dan internal yang dianalisis pada penelitian ini mempengaruhi penyusunan rencana strategis RSUD Kebayoran Baru, sehingga hasil analisis dapat menjadi bahan pertimbangan bagi pengambil kebijakan di Dinas Kesehatan Provinsi DKI Jakarta untuk ditetapkan sebagai Perencanaan Strategis RSUD Kebayoran Baru 2017 - 2021. Kata Kunci: Rencana, Strategis, RSUD, Kelas D, Kebayoran Baru DKI Jakarta by establishing 44 District Class D General Hospital for curative purpose and restore public health service in promotive and preventive efforts to district and village public health center cause one of Kebayoran Baru public health center land built into class D general hospital. Therefore the strategic planning proposal of Kebayoran Baru General Hospital should be prepared, which include its vision, mission, purpose, targets, strategies, policies, programs and activities of health development according to its area condition and potentials. Methods: This is a qualititative study, held by secondary data analysis and primary data for data collection (the input stage), which catagorized based on internal and external factor variables, Focus Group Discussion at data analysis (the matching stage) and Concensuss Decision Making Group (CDMG) at strategic selection (the desicion stage). This study was conducted at Kebayoran Baru General Hospital from April to June 2017. Data analysis using TOWS Matrix and Internal External Matrix to decide which strategies to be used for

expansion of Kebayoran Baru public health center into Kebayoran Baru General hospital by Quantitative Strategic Planning Matrix (QSPM). Results: Observation of internal and external analysis results found that there were 10 opportunities, 5 threats, 9 strengths and 5 weaknesses affecting Kebayoran Baru general hospital strategic planning preparation. According to TOWS matrix analysis, its position was at the fourth quadrant (future quadrant) while IE matrix was at the second quadrant (Growth and Build). Matching stage results shows several strategies were in common: Market Penetration, Product Development, Market Development and Integration (vertical and horizontal). Strategic selected by QSPM in order of priority: Product Development. Conclusion: Every internal and external factors analyzed in this study affecting Kebayoran Baru strategic planning preparation, so this analysis result could be used as a matter of consideration for the stakeholders in Health Office of DKI Jakarta Province to be stated as Kebayoran Baru General Hospital Strategic Planning. Keywords: Strategic, Planning, Hospital, Class D, Kebayoran Baru