

## **Perencanaan Strategis Pengembangan Layanan Anak Di Rumah Sakit PERTAMINA Jaya Tahun 2025-2029**

Jusela, Firda

Deskripsi Lengkap: <https://lib.fkm.ui.ac.id/detail.jsp?id=137799&lokasi=lokal>

---

### **Abstrak**

<div style="text-align: justify;"><span><span>Latar Belakang: Perkembangan Rumah Sakit di Indonesia terus mengalami pertumbuhan yang signifikan dari tahun ke tahun. Pandemi COVID-19 pada tahun 2020 melanda Indonesia menyebabkan perubahan tatanan kesehatan Indonesia. Rumah Sakit Pertamina Jaya berubah semula Rumah Sakit Umum menjadi Rumah Sakit Khusus Rujukan COVID. Pada tahun 2020, sebelum pandemi melanda Indonesia, Rumah Sakit Pertamina Jaya akan menambah layanan Center of Excellence (CoE) ibu dan anak, dimulai dengan membuat center layanan anak. Setelah pandemi COVID-19 berakhir, Rumah Sakit Pertamina Jaya kembali menjadi Rumah Sakit Umum dan meneruskan pengembangan CoE layanan ibu dan anak. Masalah yang muncul dalam Rumah Sakit Pertamina Jaya adalah belum adanya Perencanaan Strategis untuk pengembangan layanan anak. Tujuan Penelitian: Penelitian ini bertujuan untuk membuat perencanaan strategis pengembangan layanan anak di Rumah Sakit Pertamina Jaya periode tahun 2025-2029. Metodologi Penelitian: Penelitian ini menggunakan metode operational research dengan menggunakan data primer berupa wawancara mendalam kepada informan dan Consensus Decision Making Group (CDMG) bersama informan. Data sekunder menggunakan data rekam medis Rumah sakit, laporan kinerja, literatur, hasil penelitian dan dokumen lainnya. Kerangka konsep menggunakan pendekatan strategic management model dengan tiga tahapan yaitu input stage, matching stage dan decision stage. Hasil Penelitian: Dalam proses input dimana pada analisa lingkungan internal didapatkan hasil Sumber Daya Manusia, Standar Operasional Prosedur, Sistem Informasi merupakan kekuatan. Kelemahan Rumah Sakit adalah fasilitas umum, keuangan dan pemasaran. Peluang Rumah Sakit adalah kebijakan pemerintah, demografi, epidemiologi, teknologi dan pesaing. Ancaman rumah sakit adalah sosial ekonomi dan pelanggan. Pada matching stage posisi Rumah Sakit berada di kuadran II yaitu grow and build dimana alternatif strategi market penetration, market development and product development. Strategi yang akan diterapkan berdasarkan prioritas adalah pengembangan produk layanan tumbuh kembang anak, peningkatan kompetensi tenaga kesehatan layanan anak, revitalisasi dan perluasan bangunan Rumah Sakit Pertamina Jaya, brand awareness layanan anak, pengembangan teknologi, penetrasi pasar rujukan layanan anak pihak ke-III. Kesimpulan: Berdasarkan hasil penelitian didapatkan posisi rumah sakit adalah grow and build dengan prioritas utama adalah pengembangan produk layanan tumbuh kembang anak</span></span></div>

---

<div style="text-align: justify;"><span><span>Background: Hospital development in Indonesia continues to experience significant growth from year to year. The COVID-19 pandemic in 2020 hit Indonesia causing changes to Indonesia's health system. Pertamina Jaya Hospital was transformed from a General Hospital into a Special COVID Referral Hospital. In 2020, before the pandemic hit Indonesia, Pertamina Jaya Hospital will add center of excellence services for mothers and children, starting by creating a children's service center. After the COVID-19 pandemic ended, Pertamina Jaya Hospital returned to being a General Hospital and continued developing a center of excellence for maternal and child services. The problem that arises at Pertamina Jaya Hospital is that there is no Strategic Planning

for the development of children's services. Objectives: This research aims to create a strategic plan for the development of children's services at Pertamina Jaya Hospital for the period 2025-2029. Methodology: This research uses operational research methods using primary data in the form of in-depth interviews with informants and the Consensus Decision Making Group (CDMG) with informants. Secondary data uses hospital medical record data, performance reports, literature, research results and other documents. The conceptual framework uses a strategic management model approach with three stages, namely input stage, matching stage and decision stage. Results: In the input process, the analysis of the internal environment shows that Human Resources, Standard Operating Procedures, Information Systems are strengths. Hospital weaknesses are public facilities, finance and marketing. Hospital Opportunities are government policy, demographics, epidemiology, technology and competitors. The threat to hospitals is socio-economic and customer. In the matching stage, the hospital's position is in quadrant II, namely grow and build, where alternative strategies are market penetration, market development and product development. The strategies that will be implemented based on priority are product development for child growth and development services, increasing the competency of child service health workers, revitalization and expansion of the Pertamina Jaya Hospital building, brand awareness for children's services, technology development, penetration of third party children's service referral markets. Conclusion: Based on the research results, it was found that the hospital's position is grow and build with the main priority being the development of child growth and development service products