

# Rencana Strategis Peningkatan Kinerja dan Pendapatan Rawat Inap Rumah Sakit LNG Badak 2025-2029

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## Abstrak

<div style="text-align: justify;">Selama 40 tahun berdiri, unit rawat inap RS LNG Badak belum memberikan performa terbaiknya, baik dalam kinerja operasionalnya maupun dari sisi pendapatan. RS LNG Badak juga belum pernah memiliki rencana strategis yang seharusnya menjadi dasar strategi bisnis rumah sakit. Tujuan Penelitian ini adalah terbentuknya rencana strategis peningkatan kinerja dan pendapatan di unit Rawat Inap RS LNG Badak. Metode yang digunakan adalah action research yang mengolah data primer dan sekunder dimana data primer didapatkan melalui wawancara mendalam (deep interview) dan dipertajam dengan Focused Group Discussion (FGD) sedangkan data sekunder didapatkan melalui data laporan unit rawat inap, rekam medis, marketing dan keuangan. Hasil telitian mendapatkan, positioning RS LNG Badak adalah Hold and Maintain. Sehingga untuk dapat berada di posisi growth and built, maka RS LNG Badak perlu melaksanakan 6 strategi alternatif seperti Pengembangan Produk Layanan Rawat Inap, Pengembangan Sarana dan Prasarana di Rawat Inap. , Pengembangan Teknologi dengan melengkapi alat medis modern di Kamar Operasi, Kamar Bersalin, Ruang Intensif; service of excellent, peningkatan kerjasama dan sistem rujukan dengan Perusahaan potensial dan faskes sekitar serta penambahan spesialisasi di RS LNG Badak.</div><hr /><div style="text-align: justify;">During its 40 years of existence, the inpatient unit of Badak LNG Hospital has not given its best performance both in operational performance and in terms of revenue. Badak LNG Hospital also has never had a strategic plan that should be the basis of the hospital's business strategy. The purpose of this research is to form a strategic plan to improve performance and revenue in the Inpatient unit of Badak LNG Hospital. The method used is action research that processes primary and secondary data where primary data is obtained through in-depth interviews and sharpened with Focused Group Discussion (FGD) while secondary data is obtained through inpatient unit report data, medical records, marketing and finance. The results of the research found that the positioning of Rhino LNG Hospital is Hold and Maintain. So that to be in the position of growth and built, Badak LNG Hospital needs to implement 6 alternative strategies such as Inpatient Service Product Development, Development of Facilities and Infrastructure in Inpatient. Technology Development by equipping modern medical equipment in the Operating Room, Maternity Room, Intensive Care Unit; service of excellence, increasing cooperation and referral systems with potential companies and surrounding health facilities and adding specialisations at Badak LNG Hospital.</div>