

**Praktek kerja profesi di Apotek Safa Jl. Bukit Duri Tanjakan No. 68, Jakarta Selatan periode bulan Januari tahun 2016 = Work practice in Apotek Safa Pharmacy Jl. Bukit Duri Tanjakan No 68 South Jakarta in January 2016**

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Abstrak

Praktek Kerja Profesi Apoteker dilaksanakan di Apotek Safa Jl. Bukit Duri Tanjakan No. 68, Jakarta Selatan. Kegiatan PKPA ini bertujuan agar mahasiswa profesi apoteker dapat mengamati secara langsung aktivitas yang berlangsung di apotek, memperoleh pengetahuan dan wawasan tentang segala aspek mengenai pengelolaan dan pelayanan kefarmasian di apotek, dan dapat memiliki pemahaman yang mendalam mengenai peran dan tugas apoteker di apotek.

Tugas khusus yang diberikan berjudul Analisis Positioning Apotek Safa Terhadap Apotek-Apotek Kompetitor Yang Berjarak Tempuh  $\pm$  3 Km Melalui Survei Canvass Pada Januari Tahun 2016. Tugas khusus ini bertujuan mengetahui positioning suatu apotek sebagai sarana bisnis terhadap kompetitornya, serta membantu dalam penyusunan strategi bisnis.

*Work practice of Pharmacy Professional Program was held in Apotek Safa (Safa Pharmacy) Jl. Bukit Duri Tanjakan No. 68, South Jakarta. Work practice was intended so student was able to observe the activities in a pharmacy, gain knowledge and insight on all aspects regarding the management and pharmaceutical services in pharmacies, and have a profound understanding of the role of a pharmacist in the pharmacy.*

*Specific assignment of the work practice was titled Positioning Analysis of Apotek Safa (Safa Pharmacy) of Its Competitors Located Within  $\pm$  3 Km Mileage Through Canvassing in January 2016. Specific assignment was conducted to understand the positioning of a pharmacy as a business means to its competitors, and assist in constructing a business strategy.*