

## Basis for development of local public service primary health care business strategic plan in gianyar district, bali./ Putu Ayu Indrayathi, Luh Putu Sinthya Ulandari

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### Abstrak

Primary health care as Local Public Service Entity needs to make the right business strategic plan. Arranging business plan needs to pay attention to its competitors operating around its working area. This study aimed to determine internal and external environmental factors in Ubud 1 and Tegallalang 1 Primary Health Care and develop model of business strategic plan development in both primary health cares with Local Public Service Entity status. This study was descriptive explorative conducted in 2014. Data were collected through questionnaires, and documentation study. Samples were determined purposively or taken non-proportionally, consisting of Ubud 1 and Tegallalang 1 Primary Health Care heads and staff. Data were analyzed by descriptive quantitative analysis. Results of internal and external factor analysis in both primary health cares showed similar findings. Most indicators of internal variable were strength, only quantities of medical and non-medical workers were the weaknesses in program development. Meanwhile, external factor analysis showed that most indicators of external variable were opportunities and it was only people's lifestyle toward environment as the threat in program development. In conclusion, the development strategic position in Ubud 1 Tegallalang 1 was growth strategy.

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Puskesmas yang berbentuk Badan Layanan Umum Daerah (BLUD) perlu membuat rencana strategi bisnis yang tepat. Penyusunan rencana strategi bisnis perlu memerhatikan pesaing yang beroperasi di sekitar wilayah kerja. Penelitian ini bertujuan untuk mempelajari aspek lingkungan internal dan eksternal di Puskesmas Ubud 1 dan Tegallalang 1 serta mengembangkan model pengembangan rencana strategi bisnis di kedua puskesmas yang berstatus BLUD tersebut. Penelitian ini merupakan penelitian deskriptif eksploratif yang dilakukan pada tahun 2014. Data dikumpulkan melalui penyebaran kuesioner dan studi dokumentasi. Sampel penelitian ditentukan secara purposif dan diambil secara non proporsional, terdiri dari kepala dan staf Puskesmas Ubud 1 dan Tegallalang 1. Data dianalisis secara deskriptif kuantitatif. Hasil analisis faktor internal dan eksternal kedua puskesmas menunjukkan hasil yang sama. Sebagian besar indikator variabel internal merupakan kekuatan, hanya kuantitas tenaga kerja bidang medis dan nonmedis sebagai kelemahan dalam pengembangan program. Sedangkan hasil analisis faktor eksternal menunjukkan sebagian besar indikator variabel eksternal merupakan peluang dan hanya

perilaku masyarakat terhadap lingkungan yang merupakan ancaman dalam pengembangan program. Sebagai kesimpulan, posisi strategis pengembangan di Puskesmas Ubud 1 dan Tegallalang 1 adalah strategi pertumbuhan.