

## Usulan rancangan perencanaan strategis RSUD kelas D Kebayoran Baru tahun 2017 - 2021 = Health strategic planning for class D Kebayoran Baru General Hospital 2017-2021

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### Abstrak

<b>ABSTRAK</b><br>

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Program Studi : Kajian Administrasi Rumah Sakit  
Judul : Usulan Rancangan Perencanaan Strategis RSUD Kelas D Kebayoran Baru Tahun 2017 - 2021  
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 Baru dibangun 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 kualitatif dengan melakukan telaah data sekunder dan primer untuk tahap pengumpulan data dan focus group discussion FGD pada tahapan the input stage untuk mengetahui posisi RSUD Kebayoran Baru serta saat the matching stage untuk menemukan alternatif strategi, dan Concensus 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 eksternal 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 pembil 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

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<b>ABSTRACT</b><br>

Name Friana Asmely  
Study Program Hospital Administration  
Title Health Strategic Planning for Class D Kebayoran Baru General Hospital 2017 2021  
Background Efforts to restore curative care to promotive and preventive care in 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 qualitative study, held by secondary data analysis and primary data for data collection the input stage, which categorized based on internal and external factor variables, Focus Group Discussion at data analysis the matching stage and Consensus Decision Making Group CDMG at strategic selection the decision 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.