

## Rencana strategis pelayanan medical check up di instalasi bougenville RSUP Fatmawati = Strategic plan of medical check up service at bougenville installation of Fatmawati General Center Hospital

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### Abstrak

Penelitian ini membahas tentang rencana strategis pelayanan medical check up di Instalasi Bougenville RSUP Fatmawati. Hasil observasi didapatkan trend yang menurun pada pemeriksaan MCU dan Mitra IKS yang memeriksakan MCU di RSUP Fatmawati. Oleh karena itu diperlukan optimalisasi untuk meningkatkan pelayanan medical check up. Tujuannya untuk mengetahui analisis SWOT pada pelayanan medical check up di Instalasi Bougenville RSUP Fatmawati yang kemudian akan dirumuskan strategi alternatif untuk optimalisasi pelayanan. Penelitian ini menggunakan metode operational research dengan objek yang diteliti adalah lingkungan eksternal dan internal pelayanan medical check up RSUP Fatmawati, pengumpulan data dilakukan dengan kajian literatur, telaah dokumen, observasi dan wawancara mendalam berdasarkan tahapan pembuatan rencana strategis. Hasil akhir penelitian ini, menggunakan matriks Internal-External posisi pelayanan medical check up RSUP Fatmawati berada pada sel V, yaitu hold and maintain, strategi yang cocok pada posisi ini adalah market penetration dan product development. Selain itu peneliti merumuskan strategi yang dianalisis menggunakan matriks TOWS dan menghasilkan strategi alternative yang sejalan dengan matriks IE.

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This research discusses the strategic plan of medical check up service at Bougenville Instalation of Fatmawati General Center Hospital. Based on the observation result, there is a decreasing trend figure in the examination of MCU and IKS Partners at Fatmawati General Center Hospital. Therefore, the optimization to improve medical check up service is necessary. The purpose is to know the analysis of the SWOT in the medical check up service at Bougenville Installation of Fatmawati General Center Hospital to formulate alternative strategies for service optimization. This study uses operational research method which the objects being studied are external and internal environment of medical check up service of Fatmawati General Center Hospital. Data collection is done by literature review, document review, observation and in depth interview based on stage of strategic plan making. The final result of this research, using the matrix of Internal External, the position of medical check up service of Fatmawati General Center Hospital is in cell V, which the hold and maintain strategy suitable in this position is market penetration and product development. In addition, the researchers formulate the strategies analyzed using the TOWS matrix and produced alternative strategies that were in line with the IE matrix.