

## Perencanaan strategik Akademi Keperawatan Depkes Palembang tahun 2001-2005

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### Abstrak

Akademi Keperawatan Depkes Palembang didirikan tanggal 3 Maret 1968 dengan Surat Keputusan Menteri Kesehatan RI Nomor 73/Pend/1968 tanggal 1 Februari 1968, dan persetujuan Gubernur KDH Tingkat I Provinsi Sumatera Selatan Nomor Sekr 1612288 tanggal 15 Juli 1968 yang beralamat di jalan Merdeka No. 76-78 Palembang.

Dalam proses penyelenggaraan pendidikan Akademi Keperawatan Depkes Palembang, ditemukan masalah penelitian yaitu belum adanya perencanaan strategik Akademi Keperawatan Depkes Palembang periode tahun 2001- 2005.

Tujuan penelitian ini adalah dirumuskannya perencanaan strategik untuk penyelenggaraan pendidikan Akademi Keperawatan Depkes Palembang tahun 2001 - 2005. Penelitian ini adalah penelitian operasional dengan analisis data kuantitatif dan analisis data kualitatif dengan metode pengumpulan data wawancara dan observasi.

Proses penelitian meliputi pengumpulan data lingkungan eksternal dan lingkungan internal, lalu dilakukan analisis data, kemudian dilanjutkan dengan penetapan tujuan jangka panjang, penetapan strategi dan penetapan strategi yang menjadi prioritas utama.

Hasil penelitian pada analisis tahap I, didapatkan nilai pada external factor evaluation (EFE) matriks adalah 2,76. Sedangkan nilai pada Internal Factor Evaluation (LIE) matriks sebesar 2,61.

Selanjutnya pada analisis tahap II, berdasarkan TOWS matriks Akademi Keperawatan Depkes Palembang termasuk dalam strategi SO yaitu future quadrant dengan strategi related diversification, vertical integration, market development, product development, dan penetration..

Sedangkan pada IE matriks Akademi Keperawatan Depkes Palembang terletak pada set V. Strategi yang dianjurkan adalah hold and maintain dengan strategi market penetration dan product development.

Dari kedua hasil analisis di atas, maka strategi yang dipilih adalah product development dengan 8 strategi, dan market penetration dengan 6 strategi. Berdasarkan hasil analisis tahap III, dari perhitungan QSPM didapat nilai TAS untuk product development 5,61 dan market penetration 5,25, maka product development mendapat prioritas utama.

Berdasarkan perhitungan TAS, dari 8 strategi product development ditetapkan prioritas utama strategi

adalah melengkapi sarana laboratorium dan perpustakaan (TAS = 5,31). Untuk meningkatkan proses pembelajaran pada Akademi Keperawatan Depkes Palembang. Sedangkan dari 6 strategi market penetration ditetapkan prioritas utamanya adalah membuat Promosi SMU/ SPK (TAS = 5,52) dalam rangka upaya meningkatkan penyerapan pelanggan terhadap lulusan yang dihasilkan.

Saran yang dapat penulis kemukakan yang menyangkut kebijakan dan teknis adalah tingkatkan kuantitas dan kualitas sarana laboratorium dan perpustakaan, tingkatkan pemasaran, kemampuan organisasi, dan manajemen Akademi Keperawatan, serta tingkatkan kualitas tenaga pengajar, instruktur untuk mendukung peningkatan kualitas Akper Depkes Palembang.

*Strategic Planning Academy of Nursing Health Department of Palembang Year 2001 to 2005.*

Nursing Academy of Health Department of Palembang was established on 3rd of March 1968 by the decree of Health Minister number 73/ Pend /1968 dated 1st of February 1968, and the approval of Governor of South Sumatera Province number 161 2288 dated 5th of July 1968. This academy was on Merdeka street number 76 --78 Palembang.

The problem of this research was the strategic planning of this academy of the period 2001 to 2005 hasn't available yet.

The purpose of this research was to formularize the Strategic Planning for education fluency in nursing academy of Department of Health of Palembang, year 2001 to 2005. This is an operational research which used both qualitative and quantitative method. The data was collected by using interviews and observations.

The process of this research including data from external and internal environment. The data was analyzed then followed by formularization of long term objectives, chose strategy and the first priority of the chosen strategy.

The result showed that at the first stage of analysis, the value of external factor evaluation (EFE) on the matrix was 2,76 while the value of internal factor evaluation (IFE) was 2,61. At the second stage, according to tows matrix, this academy should include WO strategic of internal fix it quadrant which were consist of retrenchment, enhancement market development, product development, vertical integration and related diversification. Based on IE matrix, this academy was in set V. The suggested strategies was hold and maintain as well as market penetration and product development.

According to the two analysis, the chosen strategies were product development with strategies and market penetration with 6 strategies. Based on the result of third stage of analysis, from the calculation of QSPM, the value of TAS for product development was 5,6 and market penetration was 5,25 therefore- product development become the first priority.

Based on TAS calculation, from 8 strategies of product development, the first priority was completing laboratory facility and library (TAS = 5,31) in order to improve education process at nursing academy of Department of Health of Palembang.

Meanwhile, from 6 strategies of market -penetration, the first priority was making promotion to SMU/SPK (TAS = 4,94) in order to enhance the absorption of graduated.

Considering the result of this study, I suggest to improve quality and quantity of laboratory facilities, library, marketing, organization capability and management of this nursing academy as well as the quality of educators and instructors to increase the quality of nursing academy Health Department Palembang.

References : 25 (1998 - 2001)</i>