

ABSTRAK

Nama : Vilda R. Amir
Program Studi : S1 Regular, Administrasi Kebijakan Kesehatan
Judul : Gambaran Pengembangan Bisnis di Rumah Sakit Kemang Medical Care Ditinjau dari *New Wave Marketing (Co-Creation)*

Skripsi ini membahas pemasaran dan pengembangan bisnis rumah sakit di tengah kondisi persaingan yang semakin ketat, digitalisasi dan globalisasi. Penelitian ini ingin melihat gambaran pemasaran dan pengembangan bisnis di Rumah Sakit Ibu Anak Kemang Medical Care pada tahun 2009, ditinjau dari *New Wave Marketing (Co-Creation)*. Metode yang digunakan adalah kualitatif dengan survei deskriptif. Berdasarkan hasil penelitian, diperoleh bahwa RSIA Kemang Medical Care telah menjalankan konsep *New Wave Marketing* melalui horizontalisasi pemasaran, *word of mouth*, dan menggunakan komunitas pelanggan dalam pemasarannya. Dalam pelaksanaan *New Wave Marketing* ini, rumah sakit perlu untuk meningkatkan fokus pada pembentukan komunitas loyal melalui kegiatan-kegiatannya (terutama *Week end @KMC*) dan bekerja sama dengan pihak-pihak terkait, seperti *provider* jaringan internet yang berkualitas.

Kata kunci:

Pengembangan bisnis, *new wave marketing*, *co-creation*, *weekend@KMC*.

ABSTRACT

Name : Vilda R. Amir
Study Program : S1 Regular, Administration of Health Policy
Title : The Description Of Business Development in Kemang Medical Care Women and Children Hospital considered by New Wave Marketing (Co-Creation)

This Script is talk about marketing and business development of hospital in this strict rivalry conditions , digitalization, and globalization. This study wants to know the marketing and business development description in Kemang Medical Care Women and Children Hospital 2009, considered by New Wave Marketing (Co-Creation. This research use qualitative with descriptive survey method. Based on result of the research, we know that Kemang Medical Care Women and Children Hospital have performed New Wave Marketing Concept through Horizontalization of marketing, word of mouth, and using customers community in its marketing process. The implementation of New Wave Marketing is the hospital need to upgrade the focus of loyal community formation through its programs (especially, Week end @KMC) and build cooperation with relevant party/corporate, for example with the qualified provider of internet.

Key words:

Business development, new wave marketing, co-creation, weekend@KMC.