

ABSTRACT

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Title : **MARKETING STRATEGY FOR NOT-FOR-PROFIT ORGANIZATION (CASE STUDY: RSUD KOJA)**

This thesis identified a not-for-profit business model strategy that is mostly focuses on covering costs rather than optimizing profitability or revenue. To be able to compete in the future, Not-for-profit hospitals must embrace best practices of the for-profit and develop a cost limitation strategy to increasing revenue. This research was taken in one of class B-government own hospital in North of Jakarta, RSUD Kojja. Using a qualitative-descriptive approach through interview, questionnaires and observations, this research proven that not-for-profit organization such as RSUD Kojja has beginning to competitively generate profit without having to rely on government subsidies by developing a sounding marketing strategy, especially in pricing. Based on Internal – External Matrix and TOWS analysis for three major units in the hospitals; Emergency, Inpatient and Outpatient Unit, we found several improvement in service quality as well as in their human capital in order to achieve a competitive independent hospital.

Key Words:

Not-for-profit organization, hospital, marketing strategy, pricing strategy, business model, TOWS matrix, internal – external matrix