

ABSTRAK

PROGRAM PASCA SARJANA (S2) UNIVERSITAS I.E.U.
PROGRAM MAGISTER MANAJEMEN KEKHASAN MANAJEMEN
RUMAH SAKIT (MMRS)

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S o e g i o n o .

POKOK-POKOK PERENCANAAN STRATEGIS RUMAH SAKIT UMUM BLORA
DI BLORA

xiv, 135 halaman, 13 gambar, 25 tabel, 7 lampiran.

Akibat pengaruh globalisasi serta peningkatan pendidikan maupun kemampuan ekonomi maka tuntutan masyarakat berubah, apalagi dalam situasi persaingan, menuntut Rumah Sakit Umum Blora menentukan sikap dengan pemilihan strategi.

Bertolak dari visi dan misinya maka dilakukan penelitian operasional dengan analisis strategik melalui 3 tahapan yaitu :

1. The Input Stage terdiri dari identifikasi External Factor Evaluation dan Internal Factor Evaluation serta Competitive Profile Matrix.
2. The Matching Stage menggunakan Strength - Weakness - Opportunities - Threats (SWOT) Matrix dan Boston Consulting Group Matrix, Internal External Matrix serta Grand Strategy Matrix.
3. The Decision Stage dengan Quantitative Strategic Planning Matrix (QSPM).

Pengumpulan data lewat observasi data sekunder dan analisa faktor lingkungan dengan intuisi terbaik dalam fokus grup serta indepth interview pada sampel purposive.

Dari penelitian didapatkan bahwa RSUD Blora mempunyai kekuatan sedikit diatas rerata dan internal sedikit dibawah rerata, dengan posisi kompetisi yang kuat dalam pertumbuhan pasar yang cepat, setelah melalui berbagai cara Matching direkomendasikan strategi rayanya adalah product development dan market penetration.

Melalui berbagai analisa maka direkomendasikan strategi mengoptimalkan kinerja staf medik, perbaikan jasa pelayanan, pelayanan baru, renovasi fisik, persiapan unit swadana dan pemasaran aktif serta pengembangan tenaga.

Dicoba dibahas keterkaitan antar strategi dan disimpulkan bahwa persiapan unit swadana merupakan strategi terpenting, dan mengoptimalkan kinerja staf medik adalah stategi yang penting.

Daftar Pustaka 30 (1982 - 1997).

ABSTRACT

POST GRADUATE PROGRAM UNIVERSITY OF I.E.U
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S o e g i o n o .

THE BASIC STRATEGIC PLANNING FOR BLORA GENERAL HOSPITAL.

vix, 135 pages, 13 picture, 25 tabels, 7 enclosures

The globalization, the increasing level of education and also the ever strengthening of economic sector have, anyway, changed the public, demand. In this copetitive Situation, Blora General Hospital should determine its proper strategy.

Based on its vision and mission this operational research is conducted through 3 stages of strategic analysis as follows :

1. The Input Stage consisting of indentification of Ex - ternal Factor Evaluation and Internal Factor Evaluation besides Competitive Profile Matric.
2. The Matching Stage using Strength - Weakness- Opportunities - Threath (SWOT) Matrix and Bostom Consulting Group Matrix, Internal External Matrix and also Grand Strategy Matrix.

3. The Decision Stage with Quantitative Strategic Planning Matrix.

Data collection is done by observing secondary data and analyzing environmental factor with the good intuitive judgement in group focus, and indepth interview to purposive samples.

Based on the research, it is known that Blora General Hospital has a little bit strength above the avarage and the internal is slightly lower than the avarage, with strong competitive position in a fast growing market, thus its recomended grand strategies are the product development and market penetration.

Through various analysis, it is strategically recomended to make improvement the perfomance of medical staff, improvement of service reward, new service physical renovation, preparation for self-funding unit and active marketing, and also development of human resources.

This thesis also tries to show the inter-correlation of the strategies and it is concluded that preparation for self funding unit is the most urgently strategy needed and optimalization on the work performance of medical staff is urgently strategy needed.

Referency 30 (1982 - 1997)