

INTISARI

Telemedicine Indonesia/TEMENIN Kementerian Kesehatan (Kemenkes) merupakan sebuah terobosan *telemedicine* dalam pelayanan kesehatan yang menjadikan akses terhadap fasilitas kesehatan lebih mudah dijangkau dengan sentuhan teknologi. TEMENIN tak lain adalah bentuk jawaban atas urgensi perlunya penyelesaian masalah pelayanan kesehatan di Indonesia, di mana karakter geografis yang luas menyebabkan aksesibilitas masih kurang merata. Oleh karena itu, TEMENIN lahir sebagai solusi untuk memberikan produk layanan kesehatan yang dapat terjangkau dan terintegrasi antarwilayah di Indonesia.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Ada pun sumber data yang digunakan adalah data-data primer dari wawancara, dan data sekunder dari dokumentasi serta studi literatur. Penelitian ini berupaya menganalisis strategi pemasaran yang dilakukan oleh Kementerian Kesehatan melalui perwujudan TEMENIN dengan indikator marketing mix 7 P (*product, price, place, promotion, people, process, dan physical evidence*). Dalam praktiknya, temuan komprehensif juga mencakup kendala pemasaran sektor publik TEMENIN yang meliputi unsur pengembangan layanan, dukungan finansial, dan perilaku kultural.

Hasil penelitian menunjukkan bahwa tidak semua indikator *marketing mix* dalam strategi pemasaran TEMENIN dapat dilaksanakan secara optimal. Hal ini disebabkan karena kendala yang ditemui, baik dari proses pengembangan mau pun kendala saat praktik lapangan. Dari segi *product*, TEMENIN menawarkan produk layanan *telemedicine* berupa konsultasi medis antar fasyankes. Aspek *price*, TEMENIN memberikan manfaat moneter dan nonmoneter terhadap pasien, namun masih belum maksimal memberikan insentif moneter kepada nakes. Aspek *place*, saluran distribusi terkendala ketidakmerataan infrastruktur jaringan. Aspek *promotion*, masih berbasis sosialisasi dan edukasi jangka pendek. Aspek *people* tidak disertai standar kelayakan dalam rekrutmen. Aspek *process* masih prosedural dan memakan waktu. Serta aspek *physical evidence*, fasilitas tidak diberikan pemeliharaan jangka panjang dan kriteria pendukung atmosfer lingkungan untuk memaksimalkan pengalaman dalam memberi dan menerima layanan.

Kata kunci: pemasaran sektor publik, strategi pemasaran, TEMENIN Kemenkes, *marketing mix, telemedicine*.

ABSTRACT

Telemedicine Indonesia/TEMENIN Kementerian Kesehatan (Kemenkes)—Ministry of Health—is a telemedicine innovation in health services that generates access to health facilities easier to reach with a touch of technology. TEMENIN is a form of response to the urgency of the need to solve health care problems in Indonesia, where the wide geographical character causes accessibility to be still uneven. Therefore, TEMENIN was born as a solution to provide affordable and integrated health care products across regions in Indonesia.

This study uses a qualitative method with a descriptive approach. The data sources used were primary data from interviews, and secondary data from documentation and literature studies. This study aimed to analyze the marketing strategy carried out by the Ministry of Health through the embodiment of TEMENIN with the 7 P marketing mix indicators (product, price, place, promotion, people, process, and physical evidence). In practice, the comprehensive findings also encompassed TEMENIN's public sector marketing barriers which consist of the elements of service development, financial support, and cultural behavior.

The results show that not all marketing mix indicators in TEMENIN's marketing strategy can be implemented optimally. This is due to the obstacles encountered, both from the development process and obstacles in its implementation. In terms of 'product', TEMENIN offers telemedicine service products in the form of medical consultations between health facilities. As for the 'price', TEMENIN provides monetary and non-monetary benefits to patients, but it is still not yet optimal in providing monetary incentives to health workers. The aspect of 'place', distribution channels are constrained by the inequality of network infrastructure. The 'promotion' aspect is still determined by short-term courses and training. The 'people' aspect is not supported with eligibility standards in recruitment. The 'process' aspect is still procedural and time consuming. And regarding the 'physical evidence' aspect, there is no long-term maintenance and criteria to underpin the environmental atmosphere in maximizing the experience in providing and receiving services.

Keywords: public sector marketing, marketing strategy, TEMENIN Kemenkes, marketing mix, telemedicine.