

INTISARI

IMPLEMENTASI PROMOSI KESEHATAN RUMAH SAKIT DI RSUD PALMATAK KABUPATEN KEPULAUAN ANAMBAS

Latar Belakang : Orientasi rumahsakit yang hanya berfokus pada pengobatan dan perawatan, menyisakan ketidakpuasan di masyarakat. Perlu adanya perubahan orientasi pelayanan dengan mengedepankan layanan promosi kesehatan dan pencegahan penyakit. Promosi Kesehatan Rumah Sakit (PKRS) dinilai dapat meningkatkan citra rumahsakit. RSUD Palmatak merupakan rumahsakit rujukan di Kabupaten Kepulauan Anambas telah memiliki tim PKRS. Tujuan dari penelitian ini adalah untuk menganalisis implementasi promosi kesehatan di RSUD Palmatak Kabupaten Kepulauan Anambas.

Metode Penelitian : Penelitian ini merupakan penelitian kualitatif dengan menggunakan rancangan *case study*. Pengumpulan data dilakukan dengan wawancara mendalam dan observasi dokumen dengan menggunakan pedoman observasi dan pedoman wawancara. Informan penelitian ini adalah Direktur, dokter umum, perawat, bidan, tim PKRS dan pasien di RSUD Palmatak. Pengambilan sampling menggunakan teknik *purposive sampling*. Analisis data dilakukan dengan pengembangan tema dari data yang diperoleh. Keabsahan data menggunakan triangulasi sumber, triangulasi metode dan *peer debriefing*.

Hasil : Tim PKRS RSUD Palmatak belum melaksanakan tugasnya secara maksimal karena baru dibentuk dan belum memiliki program kerja. Kegiatan PKRS dilaksanakan masih secara umum dengan pemasangan poster, banner dan penyuluhan tentang kesehatan. Belum ada pelatihan dan pembinaan untuk kegiatan PKRS baik kepada tim PKRS maupun kepada dokter , bidan dan perawat. Pelayanan PKRS pada pasien belum berjalan maksimal.

Kesimpulan : Implementasi PKRS di RSUD Palmatak belum terlaksana dengan baik. Program kerja belum terlaksana, kompetensi SDM belum maksimal dan anggaran belum teralokasi secara khusus serta fasilitas PKRS masih terbatas. Perlu alokasi penganggaran, penambahan fasilitas dan kegiatan pelatihan untuk peningkatan pengetahuan bagi Unit PKRS dan petugas tenaga kesehatan di RSUD Palmatak.

Kata Kunci : implementasi, unit promosi kesehatan rumah sakit, SDM, anggaran.

ABSTRACT

HOSPITAL HEALTH PROMOTION IMPLEMENTATION IN PALMATAK HOSPITAL, ANAMBAS ISLANDS REGENCY

Background: Orientation of hospitals focuses on treatment and care, leaving discontent in society. There needs to be a change in the orientation of health services in hospitals, by prioritizing health promotion and disease prevention services. Hospital Health Promotion (PKRS) is considered to be able to improve the image of the hospital. Palmatak Hospital is a referral hospital in Anambas Islands Regency and already has a PKRS team. The purpose of this study was to analyze the implementation of health promotion at the Palmatak Hospital, Anambas Islands Regency.

Research Methods: This research is a qualitative research using a case study design. Data collection was carried out by in-depth interviews and document observation using observation guidelines and interview guidelines. The informants of this study were directors, general practitioners, nurses, midwives, PKRS team and patients at Palmatak Hospital. Sampling was taken using purposive sampling technique. Data analysis was carried out by developing themes from the data obtained. Data validity uses source triangulation, method triangulation and peer debriefing.

Results: The PKRS team at Palmatak Hospital had not carried out their duties optimally because they had just been formed and did not yet have a work program. PKRS activities are still carried out in general with the installation of posters, banners and counseling about health. There has been no training and guidance for PKRS activities either for the PKRS team or for doctors, midwives and nurses. PKRS services to patients have not run optimally.

Conclusion: The implementation of PKRS in Palmatak Hospital has not been implemented properly. The work program has not been implemented, human resource competence has not been maximized and the budget has not been specifically allocated and PKRS facilities are still limited. Budgetary allocations, additional facilities and training activities are needed to increase knowledge for the PKRS team and health workers at Palmatak Hospital.

Keyword : implementation, human resource, PKRS, budget