

ABSTRAK

Kehamilan dan persalinan merupakan hal yang alamiah dan hampir dialami oleh setiap wanita di seluruh dunia. Selama fase kehamilan dan persalinan seorang wanita mengalami banyak perubahan yang membuat peningkatan pada angka mortalitas dan morbiditas. Provinsi Bali merupakan salah satu provinsi yang memiliki angka kematian ibu diatas target dari SDG's yakni 200 per 100.000 kelahiran hidup. Selain membutuhkan akses ke fasilitas kesehatan yang memadai, pada umumnya masyarakat daerah urban dan sub-urban lebih menyukai pengobatan komplementer atau yang disebut *complementary alternative medicine* (CAM). Sehingga tujuan penelitian ini adalah menyusun rencana bisnis dan kelayakan rencana bisnis yang tepat dalam membangun RSIA di Kabupaten Jembrana Bali baik dalam aspek finansial dan non-finansial

Metode pengumpulan data dilakukan melalui teknik wawancara mendalam dan survei. Pertanyaan wawancara disusun berdasarkan peta empati yang ditujukan kepada calon konsumen yakni ibu hamil. Adapun pertanyaan survei disusun berdasarkan peta empati yang ditujukan kepada tiga puluh calon pelanggan potensial yang masing-masing dipilih melalui teknik *purposive sampling*. Data yang diperoleh kemudian dianalisis secara kualitatif dengan menyusun rencana bisnis dan disertai perhitungan kelayakan bisnis secara finansial dengan menghitung nilai NPV, IRR dan PP.

Berdasarkan hasil analisis finansial dan non-finansial dapat disimpulkan bahwa perencanaan bisnis ini memenuhi kriteria kelayakan investasi dan dipertimbangkan untuk direalisasikan.

Kata Kunci: Rumah Sakit Ibu dan Anak, Terapi Komplementer, *Full Service*, Komoditi Lokal

ABSTRACT

Pregnancy and childbirth are natural and almost experienced by every woman around the world. During pregnancy and childbirth, a woman undergoes many changes that increase mortality and morbidity rates. Bali Province is one of the provinces that has a maternal mortality rate above the SDG's target of 200 per 100,000 live births. In addition to requiring access to adequate health facilities, people in urban and sub-urban areas generally prefer complementary alternative medicine (CAM). So the purpose of this research is to develop a business plan and determine the feasibility of an appropriate business plan for building an RSIA in Jembrana Regency Bali, both in financial and non-financial aspects.

The data collection method was carried out through in-depth interview and survey techniques. Interview questions were prepared based on empathy maps addressed to potential consumers, namely pregnant women. The survey questions were prepared based on the empathy map addressed to thirty potential customers, each of whom was selected through the purposive sampling technique. The data obtained were then analyzed qualitatively by compiling a business plan and accompanied by calculations of financial business feasibility by calculating NPV, IRR, and PP values.

Based on the results of financial and non-financial analysis, it can be concluded that this business plan meets the investment feasibility criteria and is considered to be realized.

Keyword: Mother and Child Hospital, Complementary Alternative Medicine, Full Service, Local Comodity