

INTISARI

Latar belakang. Usaha meningkatkan pelayanan lebih berorientasi kepada pasien dan kepentingan pendidikan di butuhkan adanya perencanaan strategis pengembangan Poli Gigi Fakultas Kedokteran Gigi Universitas Jember. Tujuan penelitian ini untuk mengidentifikasi faktor-faktor internal dan eksternal dan merumuskan perencanaan strategis pengembangan Poli Gigi Fakultas Kedokteran Gigi Universitas Jember.

Metode penelitian. Penelitian ini merupakan studi kasus pada Poli Gigi Fakultas Kedokteran Gigi Universitas Jember. Subyek penelitian adalah pimpinan dan pasien yang datang ke poli gigi. Cara pengukuran adalah wawancara mendalam dengan pimpinan Poli Gigi Fakultas Kedokteran Gigi Universitas Jember dan wawancara dengan pasien yang datang ke Poli Gigi Fakultas Kedokteran Gigi Universitas Jember dan Rumah Sakit PTPN X menggunakan kuesioner. Analisis data menggunakan analisis SWOT.

Hasil penelitian menunjukkan posisi poli gigi pada Kuadran III dengan Strategi putar haluan dan berbenah diri. Didapatkan kesimpulan bahwa terdapat peluang pasar yang besar juga terdapat beberapa kendala/kelemahan internal sehingga strategi yang sesuai adalah putar haluan dan berbenah diri.

Kata Kunci : Perencanaan Strategis, Poli Gigi Fakultas Kedokteran Gigi, Analisis SWOT

ABSTRACT

The effort to improve the service orientation to patients and academic interest lead to the need of a strategic plan to develop Dental Clinic Faculty of Dentistry Jember University.

The purpose of the study was to identify the internal and external factors as well as to formulate a strategic plan to develop the dental clinic of Faculty of Dentistry Jember University.

The study was a case study on Dental Clinic of Dental Faculty Jember University. The Subjects were the head of Dental Clinic and patients who come to the Dental Clinic. The means of measurement was in deep interview to the head of Dental Clinic of Dental Faculty Jember University and interview to the patients who come to dental clinic of Dental Faculty Jember University and PTPN X hospital by using questionnaire. The data were analyzed with SWOT analysis.

The result indicated that the position of Dental Clinic of Dental Faculty Jember University was in third quadrant with turn around strategy.

It can be able from the external opportunity from the external threat and the it could be concluded that there were external opportunities, that also had internal weakness. There for, the best strategy were turn around and improve internal management.

Key words : Strategic plan, Dental Clinic, Dental Faculty, SWOT Analysis.