

## INTISARI

### **Latar belakang:**

Rumah Sakit Panti Rapih merupakan salah satu lembaga non profit di bidang pelayanan kesehatan yang telah dikenal namanya di Daerah Istimewa Yogyakarta. Ketatnya persaingan di antara rumah sakit saat ini menjadi salah satu uji eksistensi. Berbagai promosi telah dilakukan untuk memperkenalkan pelayanan yang tersedia di Rumah Sakit Panti Rapih setelah era Jaminan Kesehatan Nasional.

### **Tujuan:**

Mengembangkan strategi promosi unit rawat inap di Rumah Sakit Panti Rapih Yogyakarta setelah berlakunya Jaminan Kesehatan Nasional.

### **Metode:**

Penelitian ini menggunakan rancangan penelitian kualitatif dengan pendekatan deskriptif. Data diperoleh melalui hasil wawancara, observasi dan dokumentasi kemudian memberikan makna dibalikinya melalui analisis. Penelitian dilaksanakan bulan Februari 2017 hingga Maret 2017.

### **Hasil:**

Tujuan promosi yang ditetapkan Rumah Sakit Panti Rapih adalah memperkenalkan pelayanan untuk meningkatkan kunjungan pasien sedangkan di era Jaminan Kesehatan Nasional dapat dikembangkan dengan memperluas jaringan dengan pihak yang terlibat. Berdasarkan hasil analisa data sekunder, target pasar yang dapat dikembangkan adalah pasien di atas 20 tahun, berpendidikan SMA hingga sarjana, dengan pekerjaan sebagai karyawan swasta, pelajar, dan ibu rumah tangga, serta faskes dan *positioning* yaitu pelayanan perawatan. Berdasarkan hasil wawancara pesan promosi yang telah dicantumkan adalah kelas perawatan dan fasilitas, sedangkan di era Jaminan Kesehatan Nasional dapat dikembangkan menjadi kelengkapan fasilitas, prosedur administrasi, serta *positioning*. Beberapa media yang digunakan antara lain media cetak, media non cetak (televisi, website, instagram, dan facebook), dan media pelayanan (komunikasi dua arah), sedangkan di era Jaminan Kesehatan Nasional dapat dikembangkan sesuai target pasar yaitu media sosial, seminar dan *talkshow*, surat resmi, dan radio.

### **Kesimpulan:**

Promosi yang dilakukan Rumah Sakit Panti Rapih sebelum dan setelah era Jaminan Kesehatan Nasional tidak terdapat perbedaan. Pengembangan strategi promosi rawat inap Rumah Sakit Panti Rapih disesuaikan dengan tujuan promosi, pesan promosi, dan media promosi. Beberapa strategi promosi yang dapat dikembangkan; 1) peningkatan frekuensi seminar dan talkshow, 2) penyebaran informasi pelayanan melalui surat resmi pada faskes dan rumah sakit lain, dan 3) promosi melalui organisasi profesi dan komunitas.

**Kata kunci:** promosi, rumah sakit, jaminan kesehatan nasional, rawat inap

## ABSTRACT

**Background:**

*Panti Rapih hospital is one of non profit organization (hospital) in Daerah Istimewa Yogyakarta. High competition among hospital become a major factors to increase their capability as test existence. Various of promotion has been held to introduce services in Rumah Sakit Panti Rapih after National Health Insurance.*

**Objective:**

*Developing promotion strategy on inpatient room in Panti Rapih Hospital after National Health Insurance.*

**Methods:**

*Qualitative method with descriptive approach has been used in this research. In depth interview, observation, and documentation has been used on this research to collect data from Panti Rapih's staff, patients, and another health services. This research was conducted at Yogyakarta in February-March 2017.*

**Results:**

*Promotion objectives in Panti Rapih Hospital was introduce services to increase their patient while in National Health Insurance it can be developed with increasing connection with stakeholders. Based on secondary data analysis, market target can be developed into they who was more than 20 years old, high education (senior high school or bachelor), with job as a private employee, a student or a housewife as healthcare while positioning is the best caring services. Based on interviewed, promotion message included treatment classes and facilities, while in National Health Insurance era, it can be developed into facility completeness, administration procedures, and hospital image Media Promotion that has been used included printed media, non printed media (television, website, instagram, and facebook), dan services media (direct communication), while after National Health Insurance should be can be suited for target groups includes social media, leaflet, radio, official letter, and seminar or talkshow.*

**Conclusions:**

*Promotion that has been done by Panti Rapih Hospital both before and after National Health Insurance was not difference. Strategy development on inpatient promotion after National Health Insurance should based on promotion objectives, promotion message, and media promotion. There are some strategy promotion that can be develop; 1) increase seminar and talkshow frequencies, 2) spread the information by official letters, and 3) promotion through proffesion organization and communities.*

**Key words:** *hospital, inpatient room, marketing, national health insurance*