

## **Analisis situasi dalam perencanaan strategi bisnis di Poliklinik Khusus RSUP Persahabatan**

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### **Abstrak**

Dalam upaya meningkatkan mutu pelayanan dan kunjungan di Poliklinik Khusus RSUP Persahabatan maka perlu dilakukan analisis situasi guna pengembangan strategi bisnis.

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Dilakukan penelitian melalui tiga tahap yaitu:

1. Input Stage melalui proses identifikasi External Factor Evaluation (EFA) dan Internal Factor Evaluation (IFE)
2. Matching Stage dengan menggunakan tool SWOT matrix Internal-External Matrix.
3. Decision Stage dengan Grand Strategy.

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Pengumpulan data dilakukan dengan pengamatan data sekunder, mengidentifikasi berbagai faktor eksternal dan internal melalui wawancara mendalam serta CDMG (Consensus Decision Making Group). Hasil penelitian menunjukkan bahwa Poliklinik Khusus RSUP Persahabatan mempunyai posisi pada sel V dan kuadran Internal Fix-it. Sedangkan sebagai SBU, pada saat ini belum mencapai break even point.

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Guna tercapainya visi dan misi Poliklinik Khusus RSUP Persahabatan perlu melakukan Strategi Penguatan (Enhancement) dan Pengembangan Produk (Product Deveiopment).

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<b>Abstract</b><br>

In order to increase the service quality and visit number in Spesial Polyclinic of Persahabatan Hospital, it is necessary to make situational analysis to develop the bussines planning.

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Study has been done through three steps :

1. The input stage using of External Factors Evaluation (EFE) and Internal Factors Evaluation (IFE)
2. The matching stage using TOWS Matrix and Internal-External Matrix.
3. The Decision Stage using Grand Strategy

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Data collecting has been done using observation of secondary data, indepth interview and Consensus Group Decision Making.

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The result of this study are : By using Internal-External Matrix is in Internal Fix-it Quadran and by using TOWS matrix is in V cell means Hold and Maintain. As a Strategic Business Unit until now is still not gain the break even point.

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To get the vision and mision it is suggested for Special Polyclinic to perform strategy using Enhancement and Product Development.