**Reformulasi Rencana Strategis Instalasi Rawat Jalan Rumah Sakit Immanuel Bandung dalam Menghadapi Pandemi Covid-19 *Reformulation of Strategic Plan for Outpatient Installation of Immanuel Hospital Bandung in Facing the Covid-19 Pandemic***

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# ABSTRAK

Fokus dari Tesis ini adalah bagaimana reformulasi rencana strategis untuk rumah sakit dalam menghadapi pandemi Covid-19, dengan lokasi penelitian di Instalasi Rawat Jalan Rumah Sakit Immanuel Bandung. Model yang digunakan dalam penelitian ini adalah pendekatan kualitatif dengan desain deskriptif. Hasil penelitian menunjukkan bahwa factor-faktor lingkungan baik eksternal maupun internal menempatkan Instalasi Rawat Jalan Rumah Sakit Immanuel pada posisi kuadran IV pada Diagram Kartesian. Alternatif strategi terpilih adalah melakukan strategi bertahan dengan melakukan pembenahan untuk mengatasi kelemahan sekaligus menghindari ancaman yang ada.

**Kata kunci :** rencana strategis, analisis SWOT, rumah sakit.

***ABSTRACT***

*The focus of this thesis is how to reformulate the strategic plan for hospitals in facing the Covid-19 pandemic, with the research location at the Outpatient Installation of Immanuel Hospital Bandung. The model used in this study is a qualitative approach with a descriptive design. The results showed that both external and internal environmental factors placed the Outpatient Installation of Immanuel Hospital Bandung in the fourth quadrant position on the Cartesian diagram. The chosen alternative strategy is to carry out a defensive strategy by making improvements to overcome weaknesses while avoiding existing threats.*

***Keywords :*** *strategic plan, SWOT analysis, hospital.*

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