STRATEGI PEMASARAN RS IMMANUEL DITENGAH KRISIS PANDEMI COVID-19 UNTUK MENINGKATKAN KUNJUNGAN PASIEN

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Abstrak

Di masa pandemi Covid-19 ini, kunjungan rawat jalan dan rawat inap di Rumah Sakit Immanuel menurun drastis yang menyebabkan penurunan pendapatan rumah sakit. Kondisi tersebut juga dipengaruhi oleh sistem PSBB yang diterapkan pemerintah dan himbauan untuk menunda ke rumah sakit serta ketakutan masyarakat untuk berobat ke rumah sakit termasuk Rumah Sakit Immanuel. Dari hal tersebut maka diperlukan strategi pemasaran pada klinik ini untuk meningkatkan jumlah kunjungan pasien.

Penelitian ini dilakukan di Rumah Sakit Immanuel Bandung dengan menggunakan metode wawancara dan survey kepada pihak yang berhubungan dengan kebijakan rumah sakit. Model penelitian ini adalah metode *descriptive study*. Metode analisis yang digunakan adalah analisis SWOT ( *Strength, Weakness, Opportunities,Threath*). Dari hasil analisis SWOT akan diidentifikasi faktor internal dan faktor ekternal Rumah Sakit Immanuel, sehingga didapatkan posisi strategi rumah sakit, kemudian dengan matriks SWOT dapat dirumuskan strategi yang di pilih serta menyusun program dan kegiatan dengan menggunakan Strategi Bauran Pemasaran (*Marketing Mix*) untuk meningkatkan jumlah kunjungan pasien.

**Kata Kunci**: Strategi Pemasaran, Analisis SWOT, Rumah Sakit

*Abstract*

*During the Covid-19 pandemic, outpatient and inpatient visits at Immanuel Hospital Bandung have decreased drastically, leading to reduced hospital revenues. This condition is also influenced by the Large-scale Social Restrictions (Pembatasan Sosial Berskala Besar or PSBB) system implemented by the government, the urge to delay going to the hospital, and the public's fear of going to hospitals, including Immanuel Hospital. In light of this, a marketing strategy is required to increase the number of patient visits.*

*This research was conducted at Immanuel Hospital Bandung using interviews and surveys to parties related to hospital policies. This research model was a descriptive study method. The analytical method used was SWOT analysis (Strength, Weakness, Opportunities, Threat). From the SWOT analysis results, internal and external factors of Immanuel Hospital were identified, and the hospital's strategic position was obtained. Consequently, with the SWOT matrix, the chosen strategy could be formulated and further be used to develop programs and activities using the Marketing Mix Strategy to increase the number of patient visits.*

***Keywords****: Marketing Strategy, SWOT Analysis, Hospital*

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