ABSTRACT

Based on UU No. 44 year 2009 about hospital, hospital is health service institutions on preventive measures, promotive, curative and rehabilitative. Health Promotion at the hospital is one of the key customer satisfaction hospital, so that the standard affected customer satisfaction on all rights patients and their families and education patients and their families.

This research is descriptive qualitative research. Located at Rumah Sakit Islam Surabaya. It covers 5 standard PKRS : management policy, study needs, community empowerment, place of work and partnership. Data will be served in the form table, a quotation interview and descriptions.

Results of the study showed that Rumah Sakit Islam Surabaya has fulfilled the standard, but still need to improve and development especially in sub-standard study needs and the community empowerment hospital.

Based on the results of research and suggestions to the hospital is minimize multi-task, making the work programs of health promotion, making co-operation with health promotion center of Republic Indonesia and make evaluation indicators of health promotion.

Keywords: standard, health promotion, hospital, policy.