

ABSTRACT

The Implementation of New Wave Marketing to Create Strategy, Tactic and Marketing Value (Study about the Utilization of Operating Rooms in Surabaya Orthopedic and Traumatology Hospital)

Background: Surabaya Orthopedic and Traumatology Hospital (RSOT) is a type C hospital that has central surgical installation as their core business. In period of first semester 2013, there was a high numbers of the canceled patient for operation (0.46). *Purpose:* The purpose of this study was to develop recommendations of strategy, tactic and marketing value based on the new wave marketing. *Method:* This was an observational research conducted cross sectionally in May 2014. The technique for collecting data was questionnaires and in depth interview. *Study population:* Study population was 2 groups. The first group was the patient that operation in the central surgical installation in RSOT. The second group was the patient that cancelled operation in the central surgical installation in RSOT. *Totally sample* was 43 people. *Analysis:* Model are new wave marketing. *Result:* The results showed that strategy divided into communitization, confirmation and clarification. Tactic divided into coding, new wave marketing mix crowd combo (co creation, currency, communal activation and conversation) and commercialization. Value divided into character, caring and collaboration.

Communitization of patient in RSOT are difficult to be mapped due to the varians, so that the confirmation in RSOT are difficult to be done in patient communities. Clarification in RSOT are not match with clarification in operating rooms RSOT.

Coding in RSOT are the way of pay for hospital fee and the clear information between hospital fee and orthopedic operation quality. Co creation divided into the orthopedic operation and the support services. Currency is giving hospital fee in accordance with the co creation. Communal activation is mobilize community activists. Conversation are seminars, website and print media. Commercialization is to invite the patient in RSOT's community events.

Character is RSOT as an orthopedic specialized hospital. Caring is patient assisted by a special officer to fulfill their needs and expectations. Collaboration is the cooperation with private insurance.

Conclusion: The recommendations are the implementation of new wave marketing based on technology and community so that the high number of canceled patient could be reduced.

Keywords: new wave marketing, operating room