

ABSTRACT

Implementation Strategy Recommendation of Traditional Complementary Medicine in Four Public Health Centres Samarinda

Traditional health care have been used for long time. Nowadays, public interest in the use and implementation of traditional health care continues to rise. Traditional health care included as development efforts of the health care. The development can be implemented if there are needs of the community and the ability of health centres to organize the service. Preliminary survey found people around Sidomulyo Public Health Centre require traditional health services. Public Health Centres in Samarinda have trained their personnel with Traditional Complementary Medicine in 2015, but there was only one Public Health Centre which organizes this Traditional Complementary Medicine (4.2% of total Public Health Centre). Samarinda City actually has potency to organize traditional health care at health facilities. This potency requires an implementation strategy. The strategy can use TOWS (Strength Weakness Opportunity Threat). The purpose of this study was to make a recommendation implementation strategy of Traditional Complementary Medicine in four Public Health Centres Samarinda. This was an observational study, using cross sectional design. The sample was four Public Health Centres including Sidomulyo Health Centre, Segiri Health Centre, Kampung Baqa Health Centre, and Pasundan Health Centre. The community represented by public figures that each of the Chief of neighborhood association from thirty neighborhood association round Public Health Centres. Data was analyzed by Internal Strategic Factor Analysis (IFAS) and External Strategic Factor Analysis (EFAS) to determine the quadrant of the TOWS (Threat Opportunity Weakness Strength). Value of IFAS is +1.55 and the value of EFAS is -1.47, these results indicate that the position of Complementary Traditional Health Care in four Public Health centres in quadrant ST (Strength Threats). Based on this position, diversification strategy is recommended for Public Health Centre to improve its achievement.

Keyword : Traditional Complementary Medicineine, Strategy Formulation, TOWS