

ABSTRACT

Health promoting is one of the efforts that are important in the implementation of the National Health System (NHS) is one of the subsystems is to empower the community with the aim to improving people's ability to behave in a healthy life, able to cope with health problems independently, an active role in every health development, and can the driving force in realizing health oriented development (Department of Health, 2012). Policy implementation Health Promotion Hospital in Kediri District general hospitals have not yet reached the expected target. This study aimed to analyze the various factors that affect the implementation of health promotion policies Hospital (Individual Counseling) in Kediri District Hospital. This study is an observational study using this research design using cross sectional design. This study used quantitative and qualitative methods. Quantitative data obtained using a questionnaire for health workers in outpatient installation Kediri District Hospital by 67 people. While the qualitative data obtained by in-depth interviews to officials of the relevant structural policy in hospitals PKRS Kediri Regency as many as 6 people. The results showed that there is influence between communication policies ($p = 0.000$), resources ($p = 0.003$), disposition ($p = 0.008$) and bureaucratic structure ($p = 0.009$) on the implementation of policies PKRS. When the policy PKRS less well communicated to the implementor, causing implementation PKRS especially individual counseling be less than optimal. When hospitals lack the resources to support the policy, causing implementation PKRS especially individual counseling be less than optimal. When the management lacks the commitment to support the policy, making disposition implementor to be low, causing implementation PKRS especially individual counseling in hospitals district Kediri be less than optimal. The conclusion of this analysis, communication, resources, disposition and bureaucratic structure affecting policy implementation PKRS especially individual counseling in hospitals Kediri. It is recommended that hospital management Kediri Regency improve the socialization of policies PKRS with supervision and periodic evaluations, increasing the quantity and quality of nursing personnel at outpatient installation, provide a sufficient budget to support the procurement of facilities, and reviewing the organizational structure and governance, especially the division of authority and responsibility PKRS responsibility.

Keywords: implementation, policy, individual counseling, communication, resources