

RINGKASAN

Puskesmas merupakan unit pelaksana teknis Dinas Kesehatan kabupaten yang bertanggungjawab menyelenggarakan pembangunan kesehatan di suatu wilayah kerjanya. Puskesmas telah banyak melakukan kegiatan promosi untuk menarik masyarakat agar memanfaatkan Puskesmas. Akan tetapi promosi yang dilakukan kurang berhasil dengan baik. Hal ini dapat dilihat rendahnya pemanfaatan rawat jalan di Puskesmas kabupaten Sumenep rata-rata sebesar 34 orang per hari dari target 48 orang per hari tahun 2002-2004. Tujuan umum penelitian ini adalah mengembangkan promosi sebagai upaya pemanfaatan rawat jalan di Puskesmas wilayah daratan kabupaten Sumenep berdasarkan hasil analisis karakteristik konsumen, promosi dan proses keputusan pemanfaatan Puskesmas.

Penelitian ini merupakan penelitian *cross sectional*, dilakukan pada bulan April-Juli 2006. Pengambilan data dengan menggunakan kuesioner yang ditanyakan kepada 200 responden dengan studi kasus di 4 wilayah kerja Puskesmas daratan kabupaten Sumenep yakni Puskesmas Saronggi, Moncek Tengah, Legung Timur dan Pasongsongan. Masing-masing Puskesmas sebanyak 50 responden dengan rincian 25 responden pengguna Puskesmas dan 25 responden non pengguna Puskesmas.

Merancang strategi pengembangan promosi adalah strategi Puskesmas dalam menentukan tujuan komunikasi, merancang pesan, memilih saluran komunikasi, membuat keputusan bauran promosi (menentukan alat komunikasi), mengelola dan mengkoordinasikan proses komunikasi, sehingga terwujud peningkatan pemanfaatan rawat jalan di Puskesmas wilayah daratan kabupaten Sumenep.

Hasil penelitian ini menunjukkan bahwa masyarakat yang menggunakan Puskesmas mempunyai ciri-ciri: 100 % cenderung memanfaatkan rawat jalan Puskesmas, motivasi terhadap Puskesmas 82,2 % cenderung baik, pengetahuan tentang Puskesmas 33,3 % cenderung baik dan sikap terhadap Puskesmas 65 % cenderung mendukung. Apabila sakit type mereka dalam memproses keputusan pemanfaatan meliputi: menilai suatu alternatif, memutuskan pemanfaatan dan berperilaku paska pemanfaatan, akan tetapi tidak mengenal suatu kebutuhan dan pencarian informasi. Adapun masyarakat yang tidak menggunakan Puskesmas mempunyai ciri-ciri: kebiasaan berobat di atas 85 % cenderung ke alternatif dan rumah sakit, motivasinya terhadap Puskesmas 87,1 % cenderung jelek, pengetahuan tentang Puskesmas 88,6 % cenderung tidak mengetahui dan sikapnya terhadap Puskesmas 100 % cenderung tidak mendukung. Apabila sakit type mereka dalam memproses keputusan pemanfaatan mempunyai ciri-ciri: tidak mengenal kebutuhan, tidak mencari informasi, tidak menilai alternatif, tidak memutuskan pemanfaatan dan tidak berperilaku paska pemanfaatan.

Karakteristik masyarakat yang menggunakan Puskesmas di wilayah kerja Puskesmas daratan kabupaten Sumenep dapat disimpulkan adalah masyarakat yang pengetahuan dan persepsinya memang sudah baik, namun type proses keputusan pemanfaatan bersifat pasif, terutama pasif dalam pengenalan kebutuhan dan pencarian informasi. Mereka menilai iklan, promosi pemanfaatan Puskesmas, *public relation* dan *personal selling* sebgaiian kecil baik, sehingga dapat ditentukan tujuan

promosi melalui *informing* dengan maksud mempengaruhi kesadaran atau pikiran konsumen terutama keberadaan produk-produk baru yang inovatif dan *riminding* dengan maksud mendorong pengguna Puskesmas agar memanfaatkan Puskesmas secara berulang-ulang.

Sedangkan bukan pengguna Puskesmas sebagian besar berobat ke alternatif dan rumah sakit, motivasinya jelek, pengetahuan tentang Puskesmas kurang, sikapnya tidak mendukung, type proses keputusan pembelian pasif terutama pengenalan kebutuhan dan pencarian informasi. Mereka menilai iklan, promosi pemanfaatan Puskesmas, *public relation* dan *personal selling* tidak baik di Puskesmas, sehingga dapat ditentukan tujuan promosi yaitu *informing*, dengan maksud mempengaruhi kesadaran atau pikiran non pengguna Puskesmas akan keberadaan produk rawat jalan, dan *persuading* dengan maksud mengubah sikap dan minat konsumen agar memanfaatkan rawat jalan di Puskesmas apabila mereka sakit.

Agar pengembangan promosi dapat terselenggara dengan baik perlu adanya dukungan dari kelompok manajemen serta koordinasi dan komunikasi secara terintegrasi dengan semua pihak yang terkait.



SUMMARY

The Promotion Development as an Effort to Increase the Utilization of the Outpatient Clinic at Public Health Centers in Sumenep Regency Based on the Promotion Analysis and the Purchasing Decision Process (A Promotion Development Case Study at the Mainland Public Health Centers in Sumenep Regency)

A Public Health Center (PHC) is a technical implementer unit of the Health Regency Office responsible for the health development in its working area- The PHC has already done promotion activities in order to attract the community to utilize the PHC. However, these promotions have not been successful. This is shown by the lowness of the outpatient clinic utilization at Public Health Center in Sumenep Regency, averagely as many as 34 patients per day out of the targeted 60 patients per day during 2002-2004. The general objective of this study is to develop the promotion as an effort to utilize the outpatient clinic at the mainland PHC -in Sumenep Regency based on the result of the consumer characteristic analysis, the promotion and the PHC utilization decision process.

This is a cross-sectional study conducted during April-July 2006. The data was taken by asking questionnaires to 200 respondents with a case study at 4 working areas at the mainland PHC in Sumenep Regency, i.e. Saronggi PHC, Moncek Tengah PHC, Legung Timur PHC, and Pasongsongan PHC. There were 50 respondents at each of the PHC of whom 25 respondents were the PHC users and 25 were not PHC users.

Setting a promotion development strategy is the PHC strategy in determining the communication purpose, formulating the message, choosing the communication path, making decision of the promotion mixture (determining the means of communication), managing and coordinating the communication process, so that the Sumenep Regency mainland PHC outpatient utilization increases.

The result of this study reveals that the community who were PHC users had the characteristics as follows: 100% tend to utilize the PHC outpatient, 82.2% tend to have good motivation towards the PHC, 33.3% tend to have good knowledge on the PHC, and 65% had supportive attitude towards the PHC. When they were ill, their types of the PHC utilization decision process included: assessing an alternative, responding after the utilization, but they did not know of the needs and did not search for information.

Whereas the community who were not the PHC users had the characteristics as follows: more than 85% tend to search medical treatment at hospitals and alternative medicine, 87.1 % tend to have bad motivation towards the PHC, 88.6% tend to not know about the PHC, 100% tend to have unsupportive attitude towards the PHC. When they were ill, their types of the PHC utilization decision process had the characteristics as follows: 600/a had the tendency that they did not know about the needs, did not search any information, did not consider the choices, did not respond on after-utilization.

It can be concluded that the characteristics of the community who were users of PHC at the mainland working areas in Sumenep Regency were people whose knowledge and perception towards the PHC were good. However, their types of the utilization decision process was passive, particularly passive in knowing the needs and searching the information. They assessed that there was a lack in the advertisements, the PHC utilization promotions, the public relation and the personal selling. Based on this condition, the promotion objective can be determined, i.e. through informing with the purpose of influencing the consumers' awareness or minds particularly on new or innovative products, and reminding with, the purpose of pushing the PHC users to continuously utilize the PHC.

Meanwhile, the majority of those who were not PHC users searched medical treatment at hospitals and alternative medicine, had bad motivation, lacked of knowledge on the PHC, had unsupportive attitude, bad passive type of purchasing decision especially in knowing the needs and searching any information. They assessed that advertisements, the PHC utilization promotion, public relation and personal selling were not sufficient. Therefore, the objective of the promotion could be determined, i.e. informing with the purpose of influencing the PHC non-users' awareness or minds particularly on the existence of the PHC outpatient clinic, and persuading with the purpose of changing their attitude and motivation to utilize the PHC outpatient clinic.

Having the audience of the PHC users and based on the above promotion objective, i.e. informing, it can be determined as follows: a) The message content is new outpatient products, and the laboratory products supporting the outpatient and other services; b) The message source is the medical and paramedical staff, c) The communication media is advertisements (brochures and leaflets); d) The communication strategy is pushing by giving brochures to the PHC visitors. Whereas the reminding objective can be determined as follows: a) The message content is the outpatient types of products to remind them of utilizing the PHC continuously; b) The communication media is the personal selling in the form of health education; c) The strategy is pushing by giving brochures to the PHC visitors. As for the audience who are not the PHC users, the promotion setting is informing, which can be determined as follows: a) The message content is the introduction of the outpatient products, the tariff, the staff, and the advantages, using the common and understandable language; b) The message source is the health-education field staff, c) The communication media is brochures, leaflets, and pictorial paper sheets. Whereas those who lack motivation and attitude, the promotion setting is persuading, which includes: a) The message content is the introduction of the outpatient products, the tariff, the staff and the advantages, using the common language and emphasizing in the attitude changing; b) The message source is the health-education field staff, c) The communication media, is brochures and leaflets; d) The strategy is pushing by spreading brochures to the community's houses.

In order that the promotion development can be well-organized, it is necessary to obtain support from the management and integrated coordination as well as communication with all of related parties.

ABSTRACT

The Promotion Development as an Effort to Increase the Utilization of the Outpatient Clinic at Public Health Centers in Sumenep Regency Based on the Promotion Analysis and the Purchasing Decision Process (A Promotion Development Case Study at the Mainland Public Health Centers in Sumenep Regency)

The Mainland Public Health Centers in Sumenep Regency has already done a lot of promotion activities to attract the community to utilize the PHC. Yet the promotion has not been successful. This can be seen from the lowness of the outpatient utilization which was 34 people in average per day from the targeted 60 people per day during 2002-2004. The general objective of this study is to develop the promotion as an effort to increase the utilization of the mainland PHC in Sumenep Regency, based on the result of the consumer characteristic analysis, the utilization decision process and the PHC promotion evaluation.

This is a cross-sectional study conducted from April to July 2006. The data was taken by asking questionnaires to 200 respondents with a case study at 4 working areas at the mainland PHC in Sumenep Regency, i.e. Saronggi PHC, Moncek Tengah PHC, Legung Timur PHC, and Pasongsongan PHC. There were 50 respondents at each of the PHC of whom 25 respondents were the PHC users and 25 others were not PHC users.

The result of the study reveals the characteristics of both PHC users and non-PHC users. Those who were PHC users had the characteristics as follows: They had good knowledge and perception on the PHC, but they had passive type of the utilization decision process, particularly passive in knowing the needs and searching the information. They assessed that a small part of the advertisements, the PHC utilization promotion, the public relation, and the personal selling was good, therefore the proper type of promotion purpose is informing and reminding. The message content in the informing is the new products of the outpatient clinic and other products provided by the PHC. Whereas the message sources are the medical and paramedical staff, and the communication media are brochures and leaflets. The strategy is the pushing strategy by spreading brochures and leaflets to the PHC visitors. Meanwhile, the characteristics of non-PHC users were as follows: They lack of motivation and attitude, and they did not use the process of utilization decision. Therefore, the proper promotion purpose for this community is persuading, and the message is the introduction of the outpatient clinic products, the tariff, the staff, the advantages and the emphasize in attitude changing. The message source is the health-education field staff, and the communication media is brochures and leaflets. The strategy is the pushing strategy by spreading brochures and leaflets to the community's houses. As for those who lack of knowledge on the PHC, the proper objective purpose is informing, the message used understandable language.

In order to well-organize the promotion development, it is necessary to obtain support from the management and integrated coordination and communication with all related parties.

Keyword : Exploiting, Take care Road, Promotion, paramedic, communication.