

ABSTRACT

The increase of community health status and the decrease of crude birth rate affect the proportion of an elderly figure going up from time to time. The increase of elderly numbers will also affect upon elderly dependency ratio. One of the reasons is that elderly generally suffered from chronic and progressive diseases. Status of their health often deals with their life style such as exercises, food habit and economic status.

Therefore, it is necessary to guide elderly life style in order to develop their welfare. To achieve this condition a proper strategy base on elderly profile as well as the guiding organization is needed.

The objective of this study is to supply Surabaya City Health Services with outcome finding on elderly guidance strategy that is suitable for Surabaya citizens.

This descriptive analysis study is carried out upon 164 people of 60 years old or over who have live in Surabaya City for 1 year or more, or those who hold Surabaya citizens identity card. These samples take at random from two different sub-districts , which were also randomly determined.

The youngest object in this study is 60 years old and the oldest is 99 years old. The elderly in Surabaya generally posses positive attitudes namely: their have own income (60.83%), low dependency (38.83%), their have good perception against health center officials (99.65%), and have good knowledge (67.21%). Besides that, however their have negative attitudes namely: high rate unemployment (51.67%), they also have bad perception against elderly guidance program (53.21%).

There are 48 health centers in Surabaya City. Among those, there are 24 units taken randomly as samples. Public Health Center has positive attitudes namely: good schedule

against elderly services (57.74%), autonomy authority to design their services (64.28%), and good stratification (100%). Public health center, however have negative characters namely: low budget for elderly guiding (100%), low officials knowledge (71.43%), lack of human resources for elderly guiding (64.39%).

The best Health Center advantage competitive strategy is stability strategy, which is applied in the function of elderly service post together with *karangwerda* and *bina lansia* strategi, beside the retirement house.

The weakness of this study is that there is no information about the opinion of elderly upon *karangwerda*, and elderly guiding whether they proper to be treated by government or social foundations, whether they have enough fund to carry out guiding process.

Key word: elderly, health center, guiding, strategy