

## ABSTRACT

This study was marketing research based on the fact that visitor of Babies' Clinic, part of out patient clinic in Dr. Soetomo Hospital, has been decreased from 1999 to 2000. This research was then based on SWOT analysis to measuring strength, weakness, opportunity and threat of the advantage competitive 5P : power, position, pace, potential and performance. The result from this study was used to formulate a marketing strategic based on segmentation, targeting and positioning.

This research was behaved on 2 months, from February 1<sup>st</sup> to March 31<sup>st</sup> 2003. Methode used to get information was interview to 127 respondens from Babies' Clinic and 30 respondens from clinic of out patient I and II for pregnant mother in dr. Soetomo Hospital..

That 5 P's and SWOT analysis gave result that internal factor of power, position, pace, potential and performance were strength. The weaks came from organizational structure, which was subvariabel of position, and reliability which was subvariabel of performance. From that analysis, the realiability became weak because of lack result from organitazional structure.

Strategic issues from that analysis defined that Babies' Clinic in dr. Soetomo Hospital was in right upper quadrant of SWOT analysis. It means that Babies' Clinic has strength position and good result opportunity. Strategy for this condition was increasing market share, distribution or channel and human capability. They also has to maintain quality of services by efficiency.

The good implementation of that marketing strategic will be effective if they rebuild the organization structure and function as reliable as the patients want.

Key words : *5 P (power, position, pace, potential and performance)*  
*SWOT*  
*Marketing strategy*

