

## ABSTRACT

### **Analysis of Business Strategy Banjarmasin Dental Health Academy Pursuant Matrix of Boston Consulting Group in Banjarbaru, 2005**

Banjarماسin Dental Health Academy (BDHA) is a technical unit of Health Personnel Education Center programmed to produce Dental Health D-3 graduates skillfull in dental health promotion and prevention. For three consecutive years (2001 - 2004), the decrease of new enrollments presented a visible problem. The objective of this research was to formulate a marketing-mix to analisis of strategic bisnis Banjarmasin Dental Health Academy (BDHA) pursuant matrix of Boston Consulting Group (BCG).

This was a market research descriptively portrayed, conducted from June to July, 2005. This research used 7P marketing-mix approach consisted of product, price, place, promotion, people, process and provision of customer service. BCG (Boston Consulting Group) matrix analysis was used to see BDHA position and to determine the chosen strategy. The variables observed were: human resource, means and tool, teaching-learning process, location, education cost, promotion, main competitor, staff courteousness and quick service, graduates spread, graduates quality, and user expectation.

The result of the study showed that the position of Banjarmasin Dental Health Academy was on the fourth quadrant of BCG matrix (dog). Based on this finding, BDHA settled its strategy on hand over and liquidation.

Key words: Dental Health Academy, business strategy, marketing-mix, BCG matrix