

RINGKASAN

**Analisis Pasar Sebagai Dasar Pengembangan *Promotion Mix*
URJ *Menopause* RSUD Dr. Soetomo Surabaya**

Meningkatnya usia harapan hidup wanita bukan tanpa risiko, sejak dimulainya periode menopause bahkan kadang sejak *perimenopause* dapat terjadi masalah klinis yang akan mengganggu kualitas hidup wanita. Semakin meningkat usia wanita tersebut akan semakin meningkat pula keluhan ataupun kelainan-kelainannya. Agar supaya kehidupan wanita pada periode *menopause* dapat berlangsung dalam kepuasan, kebahagiaan dan kesejahteraan, maka Rumah Sakit Umum (RSU) Dr. Soetomo perlu mempersiapkan diri untuk menghadapinya, persiapan itu meliputi berbagai disiplin ilmu yang meliputi aspek pelayanan, penelitian dan pendidikan yang berkesinambungan.

Namun, pada kenyataannya jumlah pasien di Unit Rawat Jalan (URJ) *Menopause* RSUD Dr. Soetomo rata-rata dalam satu hari sebesar 0,767 pasien, ini merupakan hasil yang belum efisien, padahal peningkatan kunjungan di URJ *Menopause* diperlukan untuk meningkatkan pendapatan RSUD Dr. Soetomo Surabaya. Memenuhi tuntutan di atas maka diperlukan upaya dan langkah strategis, untuk meningkatkan pendapatan Rumah Sakit dengan cara meningkatkan kunjungan URJ *Menopause* RSUD Dr. Soetomo melalui suatu kebijakan pemasaran.

Riset pemasaran ini ditujukan untuk mencari informasi faktor konsumen yang meliputi karakteristik demografi (pendidikan), karakteristik geografi, karakteristik sosio-ekonomi (pekerjaan, pendapatan), karakteristik psikografi (*preference*, persepsi *menopause* dan pengetahuan), kebutuhan, dan faktor lingkungan (budaya populer, keluarga, kelompok acuan), dengan menilai *Promotion mix* yang telah dilakukan RSUD Dr. Soetomo adalah: periklanan, promosi penjualan, hubungan masyarakat, penjualan pribadi, pemasaran langsung, dan faktor yang harus dipertimbangkan dalam menyusun *promotion mix*, yaitu: tahapan proses keputusan pembelian konsumen potensial, yang terdiri dari: pengenalan masalah atau kebutuhan, pencarian informasi, evaluasi alternatif, keputusan pembelian, dan *promotion mix* yang sesuai dengan tujuan *promotion mix* yang terdiri dari: memperoleh perhatian, mendidik, mengingat, meyakinkan.

Penelitian ini adalah riset observasi secara *cross sectional*, dimana pengambilan data dilakukan dengan cara survey. Hasil riset dipakai untuk menyusun *promotion mix* URJ *Menopause* RSUD Dr. Soetomo sesuai dengan tahapan proses keputusan pembelian konsumen potensial, *promotion mix* yang sudah dilakukan RSUD Dr. Soetomo, dan memperhatikan *promotion mix* hasil proses *focus group discussion* (FGD), maka disusun rekomendasi untuk meningkatkan kunjungan URJ *Menopause*.

Hasil penelitian ini adalah rekomendasi *promotion mix* dengan menentukan tujuan, mengidentifikasi pasar, menyusun isi, bentuk, frekuensi *promotion mix*. Dari hasil tahapan proses pembelian konsumen potensial terdapat bermacam-macam tahap yaitu:

Tahap I, konsumen potensial tidak tahu bahwa "dia" *Menopause* sebesar 0%

Tahap II, konsumen potensial tahu bahwa "dia" *Menopause* sebesar 100%,

Tahap II.A, konsumen potensial tahu dia *menopause* tidak membutuhkan pelayanan dan tidak membutuhkan informasi sebesar 3,1%

- Tahap II.A.2, konsumen potensial tahu dia *menopause* tidak membutuhkan pelayanan dan butuh informasi sebesar 3,2%,
- Tahap II.B konsumen potensial tahu dia *menopause*, membutuhkan pelayanan *menopause* sebesar 96,8%,
- Tahap II.B.1, konsumen potensial membutuhkan pelayanan *menopause*, belum menggunakan URJ *Menopause* sebesar 91,2%,
- Tahap II.B.1.(i), konsumen potensial belum menggunakan tidak tahu ada URJ *Menopause* sebesar 81,9%,
- Tahap II.B.(ii), konsumen potensial belum menggunakan tahu ada URJ *Menopause* sebesar 18,1%
- Tahap II.B.1.(ii).(a), konsumen potensial belum menggunakan tahu ada URJ *Menopause* tidak tahu jenis pelayanan yang ada sebesar 80%
- Tahap II.B.1.(ii).(b), konsumen potensial belum menggunakan tahu ada URJ *Menopause* tahu jenis pelayanan yang ada sebesar 20%,
- Tahap II.B.2 konsumen potensial membutuhkan pelayanan *menopause* sudah menggunakan URJ *Menopause* sebesar 8,8%
- Tahap II.B.2.(i), konsumen potensial sudah menggunakan sebagian pelayanan di URJ *Menopause* sebesar 100%
- Tahap II.B.2.(ii), konsumen potensial sudah menggunakan seluruh pelayanan di URJ *Menopause* sebesar 0%

Dari hasil tahapan proses keputusan pembelian, yang di implementasikan dilapangan adalah pada tahapan:

- A. Tahap II.A.2, konsumen potensial yang berpendidikan SD,S1, tinggal di Surabaya dan sekitarnya (11-20 km), tidak bekerja dan Pegawai Negeri Sipil. Mempunyai pendapatan Rp.750.000,- keatas, mempersepsikan *menopause* bukan penyakit, *preference promotion mix*, di TV, Surat kabar, majalah wanita, penyuluhan, dipengaruhi budaya populer tidak dipengaruhi keluarga, kelompok acuan dalam keputusan pembelian.

Tujuan *promotion mix* pada tahap ini: memperoleh perhatian dan mendidik

Isi *promotion mix*:

1. Apa yang dimaksud *menopause*
2. Keluhan yang dijumpai pada *menopause*
3. Jenis pelayanan yang tersedia pada URJ *Menopause* RSUD Dr Soetomo
4. Tarif pelayanan di URJ *Menopause*
5. Nama dokter spesialis yang melayani URJ *Menopause*
6. Jam buka dan hari buka
7. Alamat, nomor telepon URJ *Menopause*

Karena hasil yang didapat sebagian besar berpendidikan SD, maka pemakaian bahasa sebagai komunikasi untuk memperoleh perhatian dan mendidik digunakan bahasa yang mudah dimengerti.

Bentuk dari *promotion mix*:

1. *Talk Show menopause* di TVRI Surabaya
2. Artikel *menopause* di surat kabar
3. Artikel *menopause* di majalah wanita
4. Penyuluhan di Instalasi Rawat Jalan RSUD Dr. Soetomo

B. Tahapan II.B.1.(i), konsumen potensial membutuhkan pelayanan *menopause*, belum menggunakan URJ *Menopause*, berpendidikan SMA, masyarakat Surabaya. Tidak bekerja, pendapatan keluarga lebih besar dari Rp. 1.500.000,-, mempersepsikan *menopause* bukan penyakit, *preference promotion mix* di TV, Konsultasi, surat kabar, penyuluhan, seminar, majalah wanita, *leaflet*, dipengaruhi budaya populer, tidak dipengaruhi keluarga dan kelompok acuan dalam keputusan pembelian.

Tujuan *promotion mix* pada tahap ini: memperoleh perhatian dan mendidik

Isi *promotion mix*

1. Apa yang dimaksud *menopause*
2. Keluhan yang dijumpai pada *menopause*
3. Jenis pelayanan yang tersedia pada URJ *Menopause* RSUD Dr Soetomo
4. Tarif pelayanan di URJ *Menopause*
5. Nama dokter spesialis yang melayani URJ *Menopause*
6. Jam buka dan hari buka
7. Alamat, nomor telepon URJ *Menopause*

Pada isi *promotion mix* pendidikan mempunyai pengaruh dalam penyampaian isi pesan.

Bentuk dari *promotion mix*:

1. *Talk Show* di TVRI Surabaya
2. a. Konsultasi gratis pada waktu penyuluhan dilakukan di IRJ
b. Konsultasi gratis pada waktu seminar
c. Konsultasi pada penyuluhan ibu PKK
3. Artikel *Menopause* di Surat Kabar lokal
4. Seminar, dengan membagikan *leaflet*, konsultasi gratis pada waktu seminar,
5. Penyuluhan diadakan di IRJ, dan penyuluhan Ibu-ibu PKK
6. *Leaflet* disediakan di Instalasi Rawat Jalan dan di URJ *Menopause* dibagikan pada waktu seminar, dibagikan pada waktu penyuluhan
7. Artikel *menopause* di majalah wanita

Masing-masing tahap proses keputusan pembelian dapat mempunyai bentuk *promotion mix* yang sama, tetapi tujuan dan isi berbeda. Frekuensi *promotion mix* disesuaikan dengan dana yang ada.

Promotion mix di RSUD Dr. Soetomo tergantung dengan dana yang tersedia

Kesimpulan diperoleh bahwa rekomendasi pengembangan *promotion mix* URJ *Menopause* RSUD Dr. Soetomo disusun berdasarkan tahapan proses keputusan pembelian konsumen potensial, kesesuaian *promotion mix* dengan tujuan *promotion mix* dengan identifikasi karakteristik konsumen potensial dari aspek demografi (pendidikan), geografi (tempat tinggal), sosioekonomi (pekerjaan, pendapatan), psikografi (*preference*, persepsi *menopause*, pengetahuan), kebutuhan, pengaruh lingkungan (budaya populer, keluarga, kelompok acuan), dengan mengkaji *promotion mix* yang sudah dilakukan rumah sakit, memperhatikan *promotion mix* hasil FGD

SUMMARY

Market Analysis as a Base for Developing Promotion Mix at Surabaya Dr.Soetomo General Hospital Menopause Clinic

The rise of life expectancy for women brings along certain risks. Beginning with perimenopause which represents the period of change between the years of reproduction and the regression of ovarian function, until the final cessation of menstruation (menopause), where it can create clinical disadvantages causing problem to the quality of women's life. The higher the women's age, the more signs and symptoms the women endure. Therefore, Dr. Soetomo General Hospital (DSGH) in Surabaya attempts to maintain women's life in happiness, prosperity and satisfaction during menopause by providing an outpatient unit (clinic) of Menopause covering various disciplines of medical specialties to be able to serve, study and continuously educate women facing menopause.

Nevertheless, the real condition shows an average of 0.767 patient daily at the Menopause clinic, very inefficient and low performance of the clinic as well as for DSGH income generating. Empowering the clinic is necessary and simultaneously it will increase DSGH revenue. To answer this problem, certain efforts and strategic steps are required to do through a marketing policy.

This marketing research was geared to find information about consumer's factors i.e. demographic characteristic (education), geographic, socio-economic (occupation, income), psychographic (preference, perception of menopause and knowledge), need, environmental characteristics (popular culture, reference group) and considering also the promotion mix which was already performed by DSGH (such as advertisement, sales promotion, public relation, personal sale, and direct marketing). Whereas other factors to be regarded during promotion mix formulation were the stage of buying decision process of potential consumers (problem awareness or need, seeking information, evaluating alternatives, and buying decision) and the aim of promotion mix (get attention, education, remembrance, and assurance).

This was an observation research done cross sectionally with survey as means to collect data. The result was used to formulate DSGH Menopause Clinic promotion mix in accordance with potential consumers buying decision process, DSGH promotion activities, and promotion mix from the result of Focus Group Discussion.

The result of this research was promotion mix recommendation by: deciding the purpose; identifying market; formulating content, form and frequency of promotion mix. Potential consumer buying decision process had several stages:

Stage I, potential consumer who does not know that she has menopause: 0%

Stage II, potential consumer who knows that she has menopause: 100%

Stage II.A, potential consumer who knows that she has menopause but does not need any service and does not need information: 3.1%

Stage II.A.2, potential consumer who knows that she has menopause, does not need any service, but need information: 3.2%

Stage II.B potential consumer who knows that she has menopause, and she does need menopause service: 96.8%

- Stage II.B.1, potential consumer who does need menopause service, never utilizes Menopause Clinic: 91.2%
- Stage II.B.1 (i), potential consumer who has never utilized , does not know the presence of Menopause Clinic: 81.9%
- Stage II.B (ii), potential consumer who has never utilized , does know the Menopause Clinic: 18.1%
- Stage II.B1 (ii).(a), potential consumer who has not utilized Menopause Clinic, does not know the services provided: 80%
- Stage II.B.1.(ii).(b), potential consumer who has never used , but she knows the presence of the Clinic and does know services provided: 20%
- Stage II.B.2, potential consumer who needs menopause service, and already utilizes Menopause Clinic: 8.8%
- Stage II.B.2.(i), potential consumer who does utilize part of Menopause Clinic service:100%
- Stage II.B.2.(ii), potential consumer who already utlizes all services provided by Menopause Clinic: 0%

From the stages of buying decision process, the stage to be implemented at field is:

A. Stage II.A.2, potential consumer with education background of Elementary School or S1 graduate, reside in Surabaya and vicinity (11 – 20 km), not working and/or works as Civil Servant, income \geq Rp.750.000,-, menopause is perceived as non-sickness, promotion mix preference in TV, newspaper, women magazine, health promotion, influenced by popular culture, not influenced by family, reference group in buying decision.

The purpose of promotion mix at this stage: to obtain attention and educate.

Promotion mix content:

1. What is Menopause
2. Complaints during menopause
3. Services provided in Menopause Clinic of Dr. Soetomo General Hospital
4. Service tariff at the Menopause Clinic
5. Names of specialist who give service at the Menopause Clinic
6. Open hours and days of service
7. Menopause Clinic Address and Telephone

Due to the fact that most of potential consumers are from Elementary School the usage of language as communication media to catch their attention and to educate , must apply an easy and understandable language.

Promotion mix form:

1. Talk Show with Menopause as the topic at TVRI Surabaya
 2. Articles of menopause in newspapers
 3. Articles of menopause in woman's magazine
 4. Promotion at the Inpatient Unit of Dr. Soetomo General Hospital
- B. Stage II.B.1.(i), potential consumer who does need menopause service, has not utilized Menopause Clinic service, High School graduate, lives in Surabaya, not working, family income $>$ Rp.1,500,000.00, percieved Menopause as non-sickness, promotion mix preference at TVRI, consultation, newspapers, promotion, seminar,

women's magazine, leaflet, influenced by popular culture, not influenced by families nor by reference group in buying decision.

The purpose of promotion mix at this stage is to get attention and to educate.

Promotion mix content:

1. What is Menopause
2. Complaints during menopause
3. Services provided in Menopause Clinic of Dr. Soetomo General Hospital
4. Service tariff at the Menopause Clinic
5. Names of specialist who give service at the Menopause Clinic
6. Open hours and days of service
7. Menopause Clinic Address and Telephone

In this stage, the promotion mix can use better language than the language used previously (Elementary graduate), can convey more messages.

Promotion mix form:

1. Talk Show with Menopause as the topic at TVRI Surabaya
2. a. Free consultation during promotion at the Inpatient Unit of RS Dr. Soetomo, Surabaya
b. Free consultation during seminar
c. Consultation during the promotion for PKK
3. Articles of menopause in newspapers
4. Seminar, distributing leaflet, free consultation during Seminar
5. Promotion at the Inpatient Unit of Dr. Soetomo General Hospital and promotion to PKK mothers
6. Leaflet is available at the Inpatient unit and at Menopause Clinic, distributed during seminar or during the menopause promotion.
7. Articles of menopause in woman's magazine

Each stage has its own buying decision process, both can have the same promotion mix, but the purpose and the content must be different. The frequency of promotion mix is complying to the available budget.

Promotion mix at Dr. Soetomo General hospital depends on the available fund.

Conclusion of the study stated that promotion mix as a recommendation for Menopause Clinic at Dr. Soetomo General Hospital was formulated based on potential consumers buying decision process, compliance promotion mix with the purpose of promotion mix taking into account the identification of potential customer characteristics from demography aspect (education), geography (residence), socio-economy (occupation, income), psychography (preference, perception of menopause, knowledge), need, environmental characteristics (popular culture, reference group) and considering also the promotion mix which was already performed by DSGH and promotion mix of FGD result.

ABSTRACT

Market Analysis as a Base for Developing Promotion Mix at Surabaya Dr. Soetomo General Hospital Menopause Clinic

The term “menopause” denotes the final cessation of menstruation where it can create clinical disadvantages causing problem to the quality of women’s life. The higher the women’s age, the more signs and symptoms the women endure. Therefore, Dr. Soetomo General Hospital (DSGH) in Surabaya attempts to maintain women’s life facing menopause by providing an outpatient unit (clinic) of Menopause. However, the real condition shows an average of 0.767 patient daily, inefficient and underperformed Menopause clinic was effecting also DSGH income generating. It is necessary to empower the clinic and simultaneously it will increase DSGH revenue. To answer this problem, certain efforts and strategic steps are required to do through a marketing policy. This marketing research was geared to find information about consumer’s factors i.e. characteristics of demography, geography, socio-economy, psychography, need, environment and considering also the promotion mix which was already performed by DSGH.

This was an observation research done cross sectionally with survey as means to collect data. The result was used to formulate DSGH Menopause Clinic promotion mix in accordance with potential consumers buying decision process, DSGH promotion activities, and promotion mix from the result of Focus Group Discussion. Then, a promotion mix was formulated based on potential consumers buying decision process (characteristics of potential consumers, environmental factor) and different promotion mix forms, according to characteristic’s segmentation result, environmental impact to buying decision process and the purpose of promotion mix (get attention, education, remembrance, and assurance).

The result of this research was promotion mix recommendation by: deciding the purpose; identifying market; formulating content, form and frequency of promotion mix. Potential consumer buying decision process had several stages, among others are: stage II.A.2, potential consumer who knows that she has menopause, does not need any service, but need information(3.2%); and stage II.B.1 (i), potential consumer who has never utilized , does not know the presence of Menopause Clinic(81.9%). Each stage has its own buying decision process, both can have the same promotion mix, but the purpose and the content must be different. The frequency of promotion mix is complying to the available fund.

Key words: Menopause Clinic, promotion mix, buying decision process