

Human Resources (HR) Addition Planning for the Marketing Division Development and Marketing Strategy in Siti Hawa Padang Mother and Child Hospital

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ABSTRACT

Siti Hawa Padang Mother and Child Hospital is one of the private hospitals in Mother and Child Health Services. It is a Class C Special Hospital. It did not yet have a separate marketing division that was still superimposed on the Head of the General and Staffing Subdivision. There was only 1 staff who accompanied the Head of General and Staffing Subdivision in carrying out their duties and responsibilities plus marketing activities. Therefore, marketing activities were still not effective. The problem was due to the main limitations of Human Resources (HR) so there was double work done by each division. The problem solving was found: adding human resources so that all units could carry out their main duties properly and there was no more double work on each division.

Keywords: "Human Resources", "Marketing Division", "Marketing Strategy", "Mother and Child Hospital".

1. INTRODUCTION

Health development aims to increase awareness, willingness and ability to live healthy so that an increase in health status can be achieved [1]. In supporting this progress, it is necessary to have a commitment to the construction of health service facilities to encourage the growth and prosperity of the nation.

The excellence of hospital service facilities depends on the uniqueness and quality shown by the hospital. Services specifically must show the needs and desires of patients because what is felt and enjoyed directly by the patient will immediately receive an assessment according to or not in accordance with customer expectations and ratings. Quality must start from customer needs and end at patient perception [2].

Health Law Number 36 of 2009 states that health service facilities are tools and/or places used in the delivery of health services [3]. The growth of health care facilities in recent years has increased and is growing rapidly which encourages competition between health care facilities. One of the efforts that can be made by hospitals to be able to compete is through marketing activities.

Marketing strategy according to Armstrong and Kotler (2004) is the marketing logic in which the business unit hopes to achieve its marketing

objectives. Every hospital must be able to make an appropriate marketing strategy and be able to make a plan to be able to compete in the present and in the future. This strategy is needed to increase competitiveness among similar companies. This effort is not easy because hospitals must have the right a competitive strategy in their efforts to achieve competitive advantage. The changing situation of the times can create opportunities to increase business or even become a threat to hospitals.

The application of the right marketing strategy has an important role in realizing patient loyalty to hospital services. The form of service is different from physical products, where services cannot be seen, felt, heard or touched before being purchased. Kotler (2009) states that to reduce uncertainty, consumers will look for evidence of quality by drawing conclusions from places, people, equipment, communication materials, symbols and prices [2]. This requires hospitals to be able to present the quality of services through evidence and guarantees for the health services provided.

Hospitals are a form of health service that can be provided by the government or the private sector [4]. The development of the health industry is currently experiencing rapid growth, one of which is the hospital. The number of hospitals, especially private hospitals in Indonesia, is increasing in number. The role of the Private Sector

in providing health services to the community has a large share. The role that the private sector can play in various aspects of health services, one of which is seen from the aspect of the type of role play, it can be in the form of funders, health service providers or health educators. The private sector can be an option to provide a faster and more responsive service system for the state so that performance and quality will increase [5].

Siti Hawa Mother and Child Hospital is one of the private hospitals engaged in Maternal and Child Health Services. RSIA Siti Hawa realizes that Maternal and Child Health, which is one indicator of a country's health, is not only the responsibility of the Government, but the collaboration of all related parties with their respective responsibilities. At this time, RSIA Siti Hawa Padang does not yet have its own Marketing Department.

2. METHODS

The steps that need to be taken in problem identification activities are [6]:

1. Preparation.
2. Situation analysis stage.

This stage is intended to obtain information about the conditions and problems encountered through the analysis process of the collected data so that a description of the situation or situation will be obtained as well as a description of the problems in the intended work area (work area studied). The steps of the situation analysis stage:

- a. Data collection, both general data and special data.
- b. Data analysis, by processing the data so as to produce the required information (a picture of the situation or a picture of the problem).

The identification of the problems mentioned above is carried out using two approaches, namely a logical approach and a political approach. Problem identification through a logical approach is done by observing and analyzing the data obtained from RSIA Siti Hawa Padang. The source of information used in this approach is the profile and annual report of RSIA Siti Hawa Padang and related documents. The political approach was carried out through discussions with several resource persons, namely the Director and Head of the General & Personnel Division as well as the Marketing Section of RSIA Siti Hawa Padang.

3. RESULT & DISCUSSION

3.1 Overview of Marketing Division of RSIA SitiHawa Padang

RSIA Siti Hawa Padang does not yet have its own Marketing Department. At this time the Head of the General and Civil Service Sub-section concurrently serves as the Marketing Department at RSIA Siti Hawa Padang. The Head of the General and Civil Service Sub-Division is only accompanied by 1 staff to carry out his main duties and responsibilities plus the Marketing Activities of RSIA Siti Hawa Padang.

Marketing activities that have been carried out by RSIA Siti Hawa Padang are by meeting directly with third parties to cooperate if both parties have agreed to make a Memorandum of Understanding or MOU (Memorandum of Understanding). After that, RSIA Siti Hawa installed Bener as proof of cooperation with third parties. RSIA Siti Hawa Padang also has a website, namely: www.rsiasitihwa.co.id [7].

3.1 Problem-solving

Problems in the Marketing Department of RSIA Siti Hawa Padang are caused by many factors. Based on the causes of the problems above, there are several alternative solutions to solve the problem and achieve the expected goals:

1. Man: The Head of General Affairs and Civil Service is only accompanied by 1 staff. Limited human resources double job. Add HR. Open job vacancies.
2. Method:
 - a. There is no separate Marketing Department. Doing the Development of the Marketing Department. Forming a separate Marketing Section, so that it does not join again with the Head of the General and Personnel Subdivision.
 - b. Lack of socialization regarding the importance of Marketing Activities competition with other Maternal and Child Health Service Facilities. Conduct regular socialization. Conducting socialization to all staff of RSIA Siti Hawa Padang.
3. Material: There is no obligation to establish a Marketing Division. Analyze the current condition of the hospital. Considering the establishment of a separate Marketing Section.
4. Environment: There is no Marketing Department for Siti Hawa Padang Hospital. Analyzing the usefulness of the Marketing Department. Identify the advantages and disadvantages of the Marketing Development Department.

3.2 Operational Work Plan

The operational work plan of the HR Addition Plan for the Development of the Marketing Division and Marketing Strategy of RSIA Siti Hawa Padang is described as follows:

1. Planning for additional human resources to carry out marketing activities at RSIA Siti Hawa Padang.
2. Opening job vacancies, especially masters. to add human resources for masters so that they can carry out their main duties and functions, avoiding double jobs.
3. Selection and acceptance process for smooth work.
4. Orientation to know the main tasks and regulations that apply.
5. Preparation and signing of the Employment Contract to know the rights and obligations.

For each of these activities, a budget is made. The plan to add human resources for the development of the marketing division and marketing strategy of RSIA Siti Hawa Padang is monitored and evaluated.

4. CONCLUSIONS & SUGGESTIONS

RSIA Siti Hawa Padang is one of the private hospitals engaged in Maternal and Child Health Services. RSIA Siti Hawa Padang is a Class C Special Hospital. RSIA Siti Hawa Padang does not yet have a separate Marketing Department, but it is still superimposed on the Head of the General and Civil Service Subdivision. There is only 1 staff who accompanies the Head of General Affairs and Personnel in carrying out their duties and responsibilities plus Marketing Activities of RSIA Siti Hawa Padang. Marketing activities carried out by RSIA Siti Hawa Padang are still not effective.

The problems found in the Marketing Section of RSIA Siti Hawa Padang are due to the main limitations of the hospital, namely Human Resources (HR) so RSIA Siti Hawa Padang does not yet have a Marketing Department now and there are double jobs carried out by each section.

Solving the problems found: adding human resources so that all units can carry out their main duties properly and there are no more double jobs in each unit.

The author's suggestions are:

1. Develop promotion of RSIA Siti Hawa Padang through mass media.
2. Distribute health services by increasing and maintaining cooperation with the government/private sector.
3. Recalculate the unit cost for competitive pricing.

4. Adding space to optimize Maternally and Child Health Services.
5. Add human resources to develop each section and avoid double jobs.
6. Improving the Quality of Maternal and Child Health Services, in accordance with the motto of RSIA Siti Hawa Padang, namely: "Healing, Safety, Comfort and Patient Satisfaction are Our Happiness (5K)".

AUTHORS' CONTRIBUTIONS

The author's contributions in this study include preliminary surveys, proposal makers, licensing administrators, conducting research data collection activities, conducting data analysis, making reports, and making research manuscripts.

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