

## **ABSTRACT**

*The problems of the PKRS program in Indonesia are the absence of work units, implementing staff, specific budgets, incomplete infrastructure, and lack of periodic evaluations. The research method is descriptive qualitative. Data were collected by interview using a structured interview guide. Data is validated using data triangulation.*

*Based on educational qualification indicators input from postgraduate education, the management consists of a director, operational manager, and chairman. Management is determined through a Director's Decree referring to PMK 44 of 2018. Performance is assessed by the HR department, funds from the hospital, and required materials: projector, LCD, laptop, banners, posters, internet, and WIFI. Process indicators include methods based on procedures and according to SOP. The method of organizing refers to PMK No. 44 of 2018. Organizing procedures according to SOP. Methods of implementation: lectures, counseling, distribution of media. The implementation procedure already exists. The monitoring method is by the PKRS team. The monitoring procedure does not exist. Output indicators are measured through direct implementation. Implementation of coverage according to SOP. Requirements for setting targets are being able to implement the information provided.*

*The implementation of the overall input indicators is acceptable, but the assessment and evaluation need improvement. The implementation of process indicators is good, but there is no SOP for supervision, and the output is running well but only based on direct observation without written monitoring. It is expected that the hospital will add regulations according to standards, and improving the quality of services and monitoring the evaluation of health promotion is urgently needed for better services.*

**Keywords:** *Bhakti Rahayu, Implementation, Hospital Health Promotion*

## ABSTRAK

Permasalahan program PKRS di Indonesia diantaranya belum adanya unit kerja, tenaga pelaksana, anggaran khusus serta sarana prasarana belum lengkap dan kurangnya evaluasi berkala. Metode penelitian yaitu kualitatif deskriptif. Data dikumpulkan dengan wawancara menggunakan pedoman wawancara terstruktur. Data di validasi menggunakan triangulasi data.

Berdasarkan indikator input kualifikasi pendidikan dari lulusan kesehatan, kepengurusan yaitu Direktur, manajer operasional, ketua. Ditetapkan melalui SK Direktur mengacu pada PMK 44 Tahun 2018. Kinerja dinilai oleh bagian SDM, dana dari rumah sakit, material yang diperlukan: proyektor, LCD, laptop, banner, poster, internet, WIFI. Indikator proses diantaranya metode berdasarkan prosedur dan sesuai SOP, Metode pengorganisasian mengacu pada PMK No. 44 Tahun 2018, Prosedur pengorganisasian sesuai SOP. Metode pelaksanaan: ceramah, penyuluhan, pembagian media. Prosedur pelaksanaan sudah ada, Metode pengawasan oleh tim PKRS, Prosedur pengawasan belum ada. Indikator output diukur melalui implementasi secara langsung. Pelaksanaan cakupan sesuai SOP. Syarat penentuan sasaran yaitu mampu mengimplementasikan informasi yang diberikan.

Pelaksanaan indikator input keseluruhan sudah baik namun penilaian dan evaluasi belum optimal. Pelaksanaan indikator proses sudah baik namun belum ada SOP pengawasan serta output sudah berjalan dengan baik namun hanya berdasarkan observasi secara langsung tanpa monitoring secara tertulis. Diharapkan rumah sakit menambah regulasi sesuai standar. Meningkatkan mutu layanan, monitoring evaluasi promosi kesehatan agar kedepannya berlangsung dengan lebih baik.

**Kata kunci:** Bhakti Rahayu, Implementasi, Promosi kesehatan rumah sakit