

## SUMMARY

Dian Novitasari, 2014, **An Idoal and Idaman Local Clinic's Service In Improving the Citizens Health (A Study on Local Clinic of Cukir Distric of Diwek Subdistrict of Jombang)**. Supervisor : Dr. Mardiyono, MPA, Drs. Abdul Wachid, MAP. 184 Pages + xvi

One of the public services that has been held by the government is the service in the field of health. In this case, government is demanded to be able to establish a fair and thoroughly health service to all of the citizens. Knowing that health is one of the most basic and yet important rights for the citizens and it is a must to be established, everyone should have the rights to get a health service from the low class and the highers classes. This right is strengthen by the UU Health on 10-15-1960 No. 9 CHAPTER I Pasal 1 that states as "every single citizens have the right to get a health rate as high as possible and needs to be kept in the government's health matters. Aside from that, there is also the demand for the society regarding to have an appropriate health insurance, cheap and easily reached by all the citizens, thus it has made the Health Official of Jombang Subdistrict has its strategy in improving the health service quality for the local clinic such as; health service using the Idaman (Beauty, Peace, Safe and Comforting) Strategy and a Stay In health service called Idola (Beauty, Peace, Objective, Smooth, and Safe) using the strategy of SENYUM.

The Idaman service is a local clinic with its health service with a good quality that has fulfilled or a service that exceeds the coustomers expectation and giving a service in accordance to the Standard Operating Procedure (SOP) of health service. As for the stay in local clinic's service called Idola, it is meant for giving a stay in service with a good quality and cheap and also provided with a speciality dokters.

This research's objective is to determine, describe, and analyze on how the applying of the local clinic service called Idaman and Idola in Cukir Local Clinic in an occasion to improvisize the citizens health. This research used a descriptive method with a qualitative approach. The focus of this research is (1) Idaman and Idola local clinic service in Cukir Local Clinic in improving the citizens health that covers: a) the officials of the clinic are demanded to give a health service to the customers with its kindness, b) giving a service in accordance to the Standard Operating Procedure (SOP) of Health Service, Fixed Procedure (Prosedur Tetap), and also in accordance to the Standard of Local Clinic, c) Citizens Satisfaction Index Measurement (IKM) in the Cukir Local Clinic for the sake of maximum service concept. (2) Supporting factors and the Impede Factors of the Idamann and Idola local clinic service in Cukir Local Clinic, Diwek District, Subdistrict of Jombang in improving the citizens health that covers: a) internal and external supporting factors, b) impede factors both internal and external. Data source that

is used in this research are the primary and secondary data source. The technique of data collection used is observation, interviews, and documentations. Research instrument used in this research is interview principal and writing tools. Data analysis used by the researcher is a reduction data, data delivery, and concluding.

The successness of the Idaman and Idola establishment is reflected by the citizens interest in using the health service mainly in Cukir Local Clinic that has increased due to the fact that the citizens have trusted the quality of service in that particular local clinic service. This could be seen by the total of patients that kept increasing and the health rate of the Jombang citizens that kept getting better. All the officials in the Cukir clinic alway put their efforts in giving a service to the patients. They behave well, patient, discipline, and understood the SENYUM strategy in giving the service to the citizens. Aside from that, Cukir local clinic in giving its service to the citizens, they always in accordance to the SOP concept and also the Protap principal, that also in accordance to the Quality Guidline (Panduan Mutu). If it were seen from the result of the survey held by IKM Cukir local clinis in 2012 that was established by the Subdistrict Jombang Official Government Health, the lowest grade would be in the matter of the service fastness. This was caused by the unbalanced total employees and the patients being treated.

The supporting factors in establishment of Idaman and Idola service covers : the manner by the officials were to put first the value of politeness, operational management that in accordance to the local clinic standards, and also in accordance to Republic of Indonesia Health Ministry standards, and also the location of Cukir local clinic that is easily to be reached. As for the impede factors of the health service in Cukir local clinic, it was the minimum of workers (not in balance with the amount of people needed for the service), a limited in sources (the requirement of having UGD that was not fulfilled and the uncompleteness of medicines) and also about the financial limits in completing the facility and infrastructures, and the stopping of the UKM activity.

The Idaman and Idola service in Cukir Local Clinic was adequate and ran smoothly, aside from the various problems. Those problems were somewhat effecting the establishment of health service activity, but were able to overcome those and that made the negative effects were not as bad as it should.