

Analysis of Formation and Implementation of Health Promotion Programs at Dr. Moewardi Hospital Surakarta

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ABSTRACT

Background: Health promotion needs to be given in hospitals even though the hospital is engaged in curative and rehabilitative fields. The area of preventive and curative that differentiates is the target. The preventive sector targets healthy people, while the curative sector targets patients and their families and health care workers. Health promotion in hospitals also seeks to prevent the patient's family from getting the same disease as what happened to the patient. This study aimed to analyze the formation and implementation of health promotion programs at Dr. Moewardi Hospital, Surakarta.

Subjects and Method: Qualitative study using in-depth interviews. Interviews were conducted at the regional general hospital Dr. Moewardi, Surakarta, Indonesia in January to March 2023. Interviews were conducted with 2 main informants who were PKRS committee secretaries who were the Head of Public Relations and Marketing Head, 6 regular informants, and 4 additional informants who were randomly selected and were the targets of health promotion activities. The variables in this study are input, process, and output. The data is processed through the stages of data reduction, data presentation, and drawing conclusions and source triangulation.

Results: Hospital Health Promotion activities already have job descriptions and are carried out according to SOPs. The process in this study before the activity started was always planned, when the activity started, the team was involved but there was no supervision by the Hospital Health Promotion Committee and evaluations were always held. The output of this study is that the Hospital Health Promotion activities carried out are in accordance with the letter of assignment formed and are in accordance with the SOP and this is a reference for Hospital Health Promotion activities in the future.

Conclusion: Hospital Health Promotion activities are routinely carried out, but the human resources involved are still insufficient, despite everything being in accordance with the established operational plan.

Keywords: analysis, health promotion, system theory

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BACKGROUND

In Presidential Regulation Number 72 of 2012 it is stated that one of the subsystems

contained in the National Health System is health efforts. Law Number 44 of 2009 Article 1 concerning Hospitals states that a

hospital is a health service institution that provides complete individual services which include promotive, preventive, curative and rehabilitative.

The World Health Organization (WHO) initiated Hospital Health Promotion (HHP) which aims to integrate health promotion and education, disease prevention and rehabilitation services in curative care. The importance of health promotion in hospitals because of the effectiveness of a treatment, good and positive cooperation must be carried out by the patient and his family with health personnel (Nurdianna, 2017).

Health promotion needs to be given in hospitals even though the hospital is engaged in curative and rehabilitative fields. In the preventive and curative fields, the difference is the target. In the preventive field the target is more towards healthy communities, while in the curative field the target is more towards patients and their families as well as health care workers. Health promotion in hospitals also seeks to prevent the patient's family from getting the same disease as what happened to the patient. (Tiraihati, 2017).

In the era of national health insurance, Hospital Health Promotion is one of the most important things in Indonesia. One example of health promotion that can reduce the incidence of patients being readmitted to the hospital. Readmission itself is an indicator of the quality of service in a hospital. Based on a study in thirteen hospitals that collaborated with the Sukabumi Health social security administering agency, it was said that 8.81% of the number of redmission cases with a maximum of 5 redmission incidents occurred in the same CMG category and the same severity level. The readmission fee is 104-113% more expensive than the initial maintenance fee. In addition, around 15-16% of cases that are treated again have an

increased severity (Atmiroseva & Nurwahyuni, 2017). The data in this study were collected through in-depth interviews with all informants.

The program established by the Regional General Hospital Dr. Moewardi (MRPH) is expected to increase knowledge for the community and health workers. Because the hospital health promotion program has been implemented at the Regional General Hospital Dr. Moewardi Surakarta, therefore researchers are interested in compiling study by conducting an analysis of the formation and implementation of health promotion programs at the Regional General Hospital Dr. Moewardi Surakarta..

SUBJECTS AND METHOD

1. Study Design

This was a qualitative study carried out at Dr. Moewardi Regional Public Hospital, Surakarta, Central Java.

2. Study Informants

Determination of Informants In this study using a purposive sampling technique with inclusion criteria that is included in the structure of the HHP Committee, the HHP activity Implementation Team, HHP event organizers, and are willing to become informants in this study. In addition, the researchers also used a random technique to select informants who were the targets of HHP activities with inclusion criteria being the targets of HHP activities and who were also willing to become study informants

3. Operation Definition of Variables

Input: Input in the early stages of the program aims to determine input in a program which includes resources, funds, personnel, existing facilities and infrastructure (Alamsyah, 2013).

Process: All activities or elements contained in the system and can function to transform an input into an output that is in accordance with the original purpose (Muninjaya, 2012).

Output: Results or a collection of parts or elements that can be produced from the ongoing process in the system (Muninjaya, 2012)

Health Promotion: Health promotion is a combination of various supports regarding education, organizations, policies and laws and regulations for environmental and behavioral changes that benefit health (Maulana, 2013)

4. Study Instrument

In qualitative study, the researcher holds the role of a human instrument whose function is to focus study, find and select respondents who are data sources, provide an assessment of data quality, analyze and make interpretations, and draw conclusions. In this study, the writer himself will be the main instrument. As well as complementary instruments namely; interview guides, stationery, taperecorders, and cameras.

5. Data Analysis

In this study, the data obtained were processed through data reduction, data presentation and drawing conclusions by conducting in-depth interviews and direct observation. The data obtained by the researcher are presented in the form of descriptive words and direct quotations from informants in accordance with the views and language of the researcher.

The researcher also conducted data analysis which included the data analysis

process by means of which the researcher determined the research location, then directly carried out the research directly to the field and then the researcher collected and presented the data collected from the results of in-depth interview transcripts, recordings, and analysis.

Triangulation was used by examiners to test the validity of the data, namely by checking data from various sources by interpreting the informant's statement, describing the informant's statement in the form of direct sentences, the researcher also gave a brief statement about what the informant actually experienced and then connected it with existing theory

RESULTS

Socio demographic characteristics of participants

There were 12 informants in this study, of which 2 key informants were Secretaries of the HHP Regional Public Hospital Moewardi Committee and Head of the Public Relations Subdivision, 6 people were regular informants who were members of the HHP team and one of the hosts of the social media-based HHP program. There were also 4 additional informants who were Dr. Moewardi Regional Public Hospital visitors and spectators of the live streaming of the HHP program in Moewardi.

Table 1. Socio demographic characteristics of participants

Informant Initials	Age (Years)	Job Status	Education
APL	57	Civil Servant	S2
EW	56	Civil Servant	S1
SP	46	Civil Servant	S1
IAL	23	Civil Servant	S1
RZ	38	temporary worker	S1
MG	39	temporary worker	D3
MA	25	temporary worker	D3
AJS	49	Civil Servant	S3
AB	26	Entrepreneur	S1
CSH	37	Civil Servant	S1
DZ	30	Entrepreneur	S1
WNA	25	temporary worker	D4

1. Input Variable

Input variables are inputs for a system to function and consist of:

a. Human Resources

"There is an HHP Committee structure..." (APL, EW, SP, IAL, RZ, MG, MA, AJS).

"...If I'm not in the committee structure, Miss..." (RZ, MG, MA, AJS)

Based on information from informants, it is known that in the HHP Dr. Moewardi Surakarta already has an HHP committee member structure, there is an HHP committee but in reality the committee composition is just an arrangement, because those who carry out HHP in the field are mostly only from Marketing and MRPH, in the HHP program the team and committee members have attended training.

b. Money

"..There are funds for HHP..." (APL, EW, SP, IAL, RZ, MG, MA, AJS)

"..Funds come from the Regional Revenue and Expenditure Budget of the Hospital.." (APL, EW, SP, IAL, RZ, MG, MA, AJS)

The question regarding money, it is known that the funds used in the HHP program are funds from the Regional Revenue and Expenditure Budget of the Hospital, but specifically the funds used when social media activities use funds from the Public Relations department while activities such as social services, seminars, blood donations, installations the banner uses funds from the Marketing department because there are no specific funds obtained from the Hospital Regional Revenue and Expenditure Budget funds for the HHP Committee.

c. Material

"..facilities and infrastructure such as camera, mic, projector, lighting.." (APL, EW, SP, IAL, RZ, MG, MA, AJS)

"..facilities and infrastructure are inventory owned by MRPH.." (APL, EW, SP, IAL, RZ, MG, MA, AJS)

The facilities and infrastructure used are an inventory from MRPH which is provided based on the submission of the equipment budget from the PR and marketing department. When social media activities used the facilities and infrastructure belonging to the public relations department, there were several other equipment that were brought by themselves from the Medical Staff Group (MSG) who filled in on the event that day, there were also some equipment that were rented, such as cameras and lighting. Likewise with the activities carried out by the marketing department also using the equipment owned by the marketing department.

d. Market

"...The goal is all activities, yes, the whole community, both visitors, patients and the surrounding community.." (APL, EW, SP, IAL, RZ, MG, MA, AJS)

The targets of the HHP activities formed by MRPH are all patients, patient escorts, as well as visitors to MRPH and all communities around MRPH and communities throughout Indonesia

e. Method

"...the job description for the implementation of PKRS is formed by the Director of the Hospital..." (APL, EW, SP, IAL, RZ, MG, MA, AJS)

"...there are SOPs.." (APL, EW, SP, IAL, RZ, MG, MA, AJS)

Based on information from informants regarding the method, the results obtained under the job description for the implementation of HHP were formed by the Director of the Hospital to be carried out by the HHP committee. The HHP Committee has SOPs and operational plans.

2. Process Variables

Process variables are activities or elements contained in the system and can function to transform an input into an output that is in accordance with the original purpose, the process variable consists of:

a. Planning

“..preparation of the equipment to be used..”(APL, EW, SP).

“..the preparation is to determine the coordination theme with the MSG, make materials and flyers..” (IAL, RZ, MG, MA).

Based on statements from informants, it is known that the planning process carried out is by establishing a theme followed by the core team and carried out using the WhatsApp application. In addition, after determining the theme to be carried out for HHP activities the HHP team coordinated with MSG to seek approval regarding the theme to be adopted, after MSG agreed that the MSG made materials and the core team made flyers regarding the activities to be carried out. In addition, a theme was also formed to determine what banners should be installed in every corner of the hospital

b. Implementation

“..the implementation is carried out routinely Ma'am, and before the activities the team is involved in preparing the equipment..”(APL, EW, SP, IAL)

“..there is a briefing before starting..”(APL, EW, SP, IAL, RZ, MG, MA).

The implementation of HHP is carried out routinely, as well as HHP social service activities, seminars, education in wards conducted by doctors, as well as various HHP activities using social media, prior to the activities of the core team from the marketing and public relations department preparing the tools to be used by the doctors at each MSG, before the activity begins the team also conducts a briefing with all the activity participants and with the related team, the briefing is carried out in person

c. Evaluation

“..There is an activity evaluation..”(APL, EW, SP, IAL, RZ, MG, MA, AJS).

“..monitoring the team leader to see the results of activities..”(APL, EW, SP, IAL).

“..there is an evaluation of all PKRS teams once every 3 months..”(APL, EW, SP, IAL, RZ, MG, MA).

“..there is a report to the Director in accordance with the established SOP..”(APL, EW, SP, IAL, RZ, MG, MA).

On the D-day, an evaluation was carried out, but only the core team who carried out the activities on that day were involved, and it was carried out informally. Monitoring carried out by the HHP team leader is not carried out for every activity but is carried out once a month by looking at the results of the activity reports prepared by the implementing team. There is an evaluation carried out by all HHP committees and the implementation team from the marketing and public relations departments is usually carried out every three months. There is a report on the results of evaluation and monitoring which is the result of achievement in accordance with the operational plan formed which is reported by the HHP committee to the director of MRPH every six months

3. Output Variable

The output variable is the result or collection of parts or elements that can be produced from the ongoing process in the system, in this study the results obtained regarding the output are:

“..this is in accordance with the SOP and exceeds the plan..”(APL, EW, SP, IAL, RZ, MG, MA).

Based on the informant's statement regarding the output, the results show that for each HHP activity it is in accordance with the operational plan, even exceeding the initial plan, the followers are increasing and now it has reached 40 thousand from the initial 1000, counseling activities in the wards are also now in great demand from what was originally only 10 people now can be 20 people for each activity. Community service

activities and blood donors are also in great demand and eagerly awaited.

4. Additional Information

"..always take part in PKRS activities, Ms.." (AB, CSH, DZ, WNA).

"...As far as I know, it is routine, sis.." (AB, CSH, DZ, WNA).

"..it's very educational.."(AB, CSH, DZ, WNA).

Based on statements from additional informants, it is known that HHP activities, both online and offline, are highly anticipated and in great demand by visitors and the public. Activities are also carried out regularly, always held with different themes. The HHP activities formed by MRPH were also very educational with different themes so that they added insight about health, especially during the COVID-19 pandemic, the activities were also very educational in dealing with COVID-19.

DISCUSSION

1. Input Variables

Based on in-depth interviews conducted by the researcher, the informant explained that an HHP team had been formed at the MRPH based on the Decree of the Director of the Regional General Hospital Dr. Moewardi Number 188.4/7996/2022 and was named the HHP Committee of the Regional General Hospital Dr. Moewardi. The HHP Committee at MRPH consists of doctors, nurses, nutrition, pharmacy, physiotherapy, public relations, and marketing. Even though in reality those who carry out HHP in general are from the public relations and marketing team, even though doctors, nurses and pharmacists always carry out counseling but only limited to education about their health and how to maintain their health, but for the implementation of HHP activities such as counseling, seminars, social services, assisted villages, leaflets, banners that carry out these activities, namely from the public relations

and marketing department. The team from public relations and marketing who carried out activities in the field were only a few who were included in the HHP Committee, because initially the activities related to HHP were only carried out by the public relations and marketing team but with the existence of the Ministry of Health Regulations regarding HHP all activities carried out by the public relations team and marketing related to HHP are recognized as activities carried out by the HHP Committee. This results in a shortage of HHP HR members who carry out HHP activities so that HHP members need a special Working Group on HHP in Hospitals which indeed includes people who are competent and carry out HHP, because some of the teams that carry out HHP are only subordinates of members HHP Committee in Public Relations and Marketing.

This study is in line with the study of Febrian et al. (2020), in the resource variable, the hospital already has a budget for functional HHP, but HHP activities are still not optimal due to the problem of the quantity of health workers, especially human resources who specifically manage HHP so that they can strengthen HHP activities still not available. The health promotion function is carried out by a temporary team consisting of health workers such as doctors, nurses, pharmacists, and others (Febrian et al, 2020).

Funds used for Hospital Health Promotion at MRPH come from Regional Legislative Affairs Body funds, but there are no specific funds for the HHP Committee because many activities are carried out by marketing and public relations, so use the budgeted funds in marketing and public relations by way of submitting a budget to the MRPH Budget field. Funds that are used budgeted for one year are usually used to rent equipment.

To determine the theme that will be raised in the HHP program, the theme is formed by conducting discussions between the team and with the related MSG, the MSG may refuse, the MSG may also agree with the theme that will be raised to educate the public and patients. At certain times, such as on the commemoration of children's day or cancer day, the HHP program will usually raise this theme to educate the public, either through direct counseling in the wards to patients and their families or through social media. Apart from that, the theme regarding HHP that is currently a trend among the public will also be raised as the theme of counseling and banners that will be installed.

This study is in line with the study of Simamora & Fathi (2019), to support the success of HHP, facilities and infrastructure must be available because it has an efficient goal of reducing work difficulties and HR time. The facilities and infrastructure provided should be comfortable to use and have a long usage period and be easy to maintain.

The targets of HHP at MRPH are all patients, patient families, the surrounding community at MRPH, as well as all people in Solo as well as throughout Indonesia and abroad. So for activities such as outreach in the wards the target is the patient and the patient's family, for outreach in the inpatient ward the target is the patient, for activities that use social media the target is the wider community throughout Indonesia and abroad. For activities with the expected target theme also in accordance with the theme that has been formed. As for the social service itself, it is devoted to the community around MRPH because some of the people around MRPH are users of the Social Security Administering Body who cannot directly check themselves at MRPH, so community service activities are one of MRPH's efforts to educate the community around MRPH.

Based on interviews conducted by researchers, it was found that the HHP Team at MRPH or what was named the HHP Committee had job descriptions in accordance with the Decree of the Director of the Regional General Hospital Dr. Moewardi Number 188.4/7996/2022 which contains a description of the duties, responsibilities and authorities of the HHP committee. The job description listed is intended for the Chair and members of the committee consisting of doctors, staff, marketing, public relations, nutrition, pharmacy, and nurses

2. Process Variables

Based on the interviews conducted by the researchers, it was found that the preparations made by the team prior to the implementation of HHP activities, namely preparing themes to be raised for activities. namely projectors, laptops, sound, and mics, when online counseling activities the tools prepared are cameras, projectors, laptops, clip ons, and cellphones. Social service activities and other activities carried out outside the hospital usually prepare more equipment. Usually when this activity is not only carried out by the marketing team, MSG also prepares it. For banners, the design is usually made by the marketing team, for printing and installation it is not done by the hospital team but by a printer working with MRPH. Before the activity begins, a briefing is usually carried out via WhatsApp, not formally and jointly between all the teams and presenters. The implementation of the HHP program is usually carried out routinely once a week for each theme that is carried out.

This result is in line with Nurdianna's study (2017), who also carried out planning for hospital health promotion activities at Airlangga University Hospital. HHP planning at Universitas Airlangga Hospital is carried out by the entire HHP Team and is carried out regularly, every week, month, and

year. The HHP team also conducted socialization regarding planning health promotion activities to all levels of Airlangga University Hospital.

Based on interviews conducted by researchers, it was found that the implementation of the program carried out by each activity was carried out based on the SOP that had been formed, the implementation was also carried out as well as possible. The team involved was in accordance with their duties, but when the researchers made observations, the results showed that not all of the existing teams were directly involved in every activity carried out, in fact, only a few people were involved and some were not included in the HHP committee. Constraints that occur when implementing the program are usually technical problems such as power outages, unstable network, presenters who suddenly cannot fill in because there are other more urgent matters or presenters who are late to fill in activities. The limited team is also an obstacle for each activity carried out.

On the D-day of the implementation of activities, an informal evaluation is carried out between the teams involved in the field, sometimes the evaluation is also carried out via whatsapp between the team and the performers. The evaluation is not carried out formally and not all HHP committees carry out evaluations on the D-day of the implementation. At the time of implementation there was no monitoring carried out by the team leader or even other members of the HHP committee, this is also in accordance with observations made by researchers when participating in HHP activities there was no HHP committee chairman who monitored each HHP activity. There is an evaluation of all HHP members and performers, usually it is done once every 1-3 months, even if it is not done directly, they usually do an evaluation through the WhatsApp group. All HHP activities carried out are always reported

based on the results of the achievement of activities in accordance with the SOP formed and reported to the Director of MRPH.

3. Output Variables

Based on the results of the interviews conducted by the researchers, it was found that all activities carried out by the HHP team were in accordance with the operational plans that had been formed, both online and offline activities. The enthusiasm of the community to take part in counseling is also increasing every month and this has become one of the successful achievements, from previously only a few visitors and patient families participating in counseling held in the wards, now more than 20 people take part in counseling from initially only 10 person. HHP activities through online have also increased from year to year, even now the MRPH Instagram followers named @rsud.moewardi have been verified and have 40.3 thousand followers from originally in 2019 only 1000 people. The target for each online HHP activity has also exceeded the target because those participating are not only from Indonesia but also from abroad.

Even though when researchers made observations the HHP team did not yet have a checklist for every achievement that had been made in each of its activities. The next plan that will be carried out by the HHP team is to form new innovations to educate the public and also form a special working group for HHP at MRPH so that later on HHP at the hospital will be more focused, the people involved are actually the people who take care of HHP.

The results of this study are in accordance with the research of Husodo et al (2017), the output coverage indicators at the Dr. Amino Gondohutomo Regional Mental Hospital in Central Java Province, all HHP activities have been carried out with planning time adjusted by various parties. All sections

are covered by HHP but there is no monitoring and evaluation per section. The target for the scope of HHP implementation has not yet been determined by the HHP team. Most of the patients/clients served by HHP have been served.

AUTHOR CONTRIBUTION

Dyah Ayu Kusumawardani is the main researcher in this study who selects topics, searches for and collects study data. Didik Gunawan Tamtomo and Bhisma Murti analyzed the data and provided input throughout the research process to the end.

CONFLICT OF INTEREST

There was no conflict of interest in the study.

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