

ABSTRACT

(LITERATURE REVIEW)

PHARMACEUTICAL INSTALLATION DEVELOPMENT STRATEGY IN THE HOSPITAL WITH SWOT ANALYSIS

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Pharmaceutical installations play a very important role in providing services in hospitals. So there needs to be a good strategy analysis because it is very influential for revenue in every hospital. The study aims to develop strategies in hospital pharmaceutical installations, using appropriate SWOT analysis. External and internal factors also aim to evaluate drug storage and establish indicators of strengths, weaknesses, opportunities, threats affecting the storage stage in the warehouse of the Hospital Pharmacy Installation (IFRS). SWOT stands for, Strength or strength, Weakness or weakness, Opportunity or opportunity, and Threat or threat (1). The methods used in this study are quantitative and qualitative methods with descriptive research designs. The results showed that the quality of service in Pharmaceutical Installations has not been optimal, this can be seen from the length of prescription services that have not been in accordance with pharmaceutical service standards due to the lack of medical personnel in pharmaceutical installations. SWOT is commonly used to analyze a condition where a plan will be made to carry out a work program that prioritizes improving the quality of services, recruitment of pharmacists and clinical pharmacy human resources, as well as the development of modern technology and infrastructure in pharmaceutical installations (2).

The results of the literature review based on the first journal written by Wahyu Mila Ardiany, Gayatri Citraningtyas, Deby A.Mpila with a total of 124 respondents showed that being in quadrant I so that it can be said to be strong and likely, and the strategy used is an aggressive strategy. Based on the second research journal written by I Nyoman Budi, I Ketut Arwana, I Gusti Ngurah Alit, I Ketut Widnyana with a total of 50 said it was in quadrant IV so that efforts to implement its development strategy became a priority and the strategy used was a development strategy. Based on the third journal written by Rosaria Ika Pratiwi with a total of 100 respondents said that it is in quadrant I so that efforts to improve services, human resource recruitment and clinical pharmacy can develop.

From the results of the questionnaire above, a SWOT strategy is needed to improve pharmaceutical services in hospitals focused on clinical pharmacy by improving the quality of service and providing training to human resources reminding in order to develop Hospital Pharmacy Installations (IFRS).

Keywords : *Pharmaceutical Installation, SWOT Analysis, Development Strategy.*

