

ABSTRACT

Public Service Board is agency within the government tha was formed to provide services to the communityof providing goods and or services that are sold without a priority for profit and in doing activities based on the principles of efficiency and productivity. BLU aimns to improve the public service in promoting the general welfare and intellectual life of the nation by providing flexibility in financial management based on economic principles and productivity, and application of health business practices. A work unit may be permitted by government agency to manage finances with PK-BLU if the substantive requirements, technical, and administrative can be fulfilled.

Mardi Waluyo Hospital are Blitar government's hospital, to increase the quality of service and efficiency, this hospital are eager to manage the finance with PK-BLU. This research aims to make the formulation of business strategies in order to fulfill one administrative requirement of PK-BLU.

To solve these problems, the solution is in four stages, namely the preliminary stage, the collect and process stage, analysis and formulation phase plan business strategies stage, and stages of conclusions ad recommendations. Identification stage involves the determination of problems and goals. Preliminary stage is to study the literature and study of objects. Data collection and processing stage is collect the internal and external data and then process them. The next stage is to go to phase analysis and formulation of business strategy plan. After this stage is completed, the next is the stage of conclusions and recommendations.

In this research, formulating a business strategy plan using SWOT analysis, starting from the initial analysis of the data analysis of internal and external, then input into the IEE matrix and EFE matrix. The next stage is the formulation of strategies uses SWOT matrix and IE matrix. The last stage is determinate strategy priority use OSPM.

Conclusions from this research is a strategy formulation that should be implemented in Mardi Waluyo in ruins PK-BLU include increase professionalism and nursing competency, fill space needs and the adequacy of service in accordance with the medical technology and rounds, and allocate financial resources oriented to the improvement quality of services supported by computerized systems.

Key word : BLU, business plan formulation, SWOT analysis