

## ANALISIS SWOT DALAM MENETAPKAN STRATEGI MENJALANKAN BPJS KESEHATAN PADA MITRA KELUARGA KALIDERES

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This research aims to analyze and define the best strategy for Mitra Keluarga to be ready to join with BPJS for Health. Mitra Keluarga is where the purpose of the health services that provide health service. This research use SWOT analyze to get the best strategy for mitra keluarga. The data source come from managerial officer of the hospital and from the rules of the governments. SWOT analyze is used to get the best strategy for Mitra Keluarga to know what are the strengths, weaknesses, opportunities and threats of his firm. The alternative strategy will be analyze with all the things that happened in the hospital or from external of the hospital. The conclusion of this research is to apply the promotion strategy because the effect of wide promotion is needed for Mitra Keluarga to be well-known for all people and to make some attractive movement to increase the visits of the people around the environment. Beside that is to be a leader from all the competitors specially which already join to BPJS for Health.

Keywords : STRATEGY, SWOT Matrix, MITRA KELUARGA, BPJS