ABSTRACT

IMPLEMENTATION OF THE HEALTH PROMOTING HOSPITAL PROGRAM AT KARSA HUSADA REGIONAL GENERAL HOSPITAL, BATU CITY

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Health Promoting Hospital (HPH) is an integral part of promotive and preventive efforts that must be implemented by hospitals in accordance with the Regulation of the Minister of Health Number 44 of 2018. HPH aims to improve health knowledge and awareness among patients, patients' families, hospital human resources, visitors, and the surrounding community. Therefore, it is important to examine the implementation of HPH to ensure that the program supports the quality of health services. This study aimed to describe the implementation of the Health Promoting Hospital (HPH) program at RSUD Karsa Husada Kota Batu. This study employed a qualitative approach with a case study design. Data were collected through in-depth interviews, observation, and document review. The informants consisted of seven individuals, including the head of the HPH unit, HPH team members, and hospital management. Data analysis was conducted through data reduction, data display, and conclusion drawing. The results showed that HPH at RSUD Karsa Husada Kota Batu has a clear organizational structure and is supported by internal policies. The implementation of HPH includes needs assessment, planning, implementation of health education activities, as well as monitoring and evaluation. Health education activities involve health workers as resource persons, while the HPH team acts as facilitators and coordinators. Supporting factors include management support, inter-unit coordination, and the involvement of health workers. Inhibiting factors include the limited number of full-time HPH staff, additional tasks outside HPH responsibilities, workload, and uncertainty in resource persons' schedules. In conclusion, the implementation of HPH has been carried out but still requires strengthening in resource management and consistency of implementation to achieve optimal outcomes.

Keywords: Health Promoting Hospital, HPH, Case Study