

## **STUDY OF HEALTH CARE STRATEGY DURING THE COVID-19 PANDEMIC (Case Study at Puskesmas Purwodadi I Grobogan Regency)**

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### **Abstract**

The Physical Distancing and Work From Home (WFH) policy is accountable to all areas including public services. The policy aims to trigger the eyes of the spread of this outbreak. Based on this, what was done in this study was a study on health care strategies during the Covid-19 pandemic in Purwodadi 1 Health Center, Grobogan regency. The purpose of the study was to find out what Health Care Strategy was developed by Purwodadi I health center during the Covid-19 pandemic. This assessment method is a descriptive method with a qualitative approach by using strength analysis, weaknesses, opportunity, thearth (SWOT). Data collection uses observations, in-depth interviews with established informants. The results of the study concluded that the health care strategy carried out by Puskesmas Purwodadi I has utilized the weaknesses that have been to capture better service opportunities as well as existing weaknesses facing challenges in health services during the Covid-19 Pandemic. The recommendation of the study results is cooperation between health centers, sub-districts, village heads, community leaders, to build public awareness is maintained. It needs to be developed by building collaboration between puskesmas (Government) with the Business World and Educational Institutions to develop open innovation in public services.

**Keywords:** Service Strategy; Health Center; Health; Covid-19

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### **Introducing**

Ideas At the end of 2019, the entire world was shocked by the emergence of Coronavirus or Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) as Covid-19. The Covid-19 virus has an impact on all aspects of people's lives, especially health aspects. Since Indonesian President Joko Widodo first confirmed that Indonesia was positive for Covid-19 on March 2, 2020, Indonesia has adopted measures or strategies to act quickly because efforts to prevent the Covid-19 virus have not More and more common. Physical Distancing and Work From Home (WFH) policy is accountable to all institutional activities of government and business institutions.

Public service is the COR government agency in the health field, with the Public Health Center (Puskesmas) as the pioneer in health services and the pioneer in breaking the Covid-19 transmission chain. Puskesmas which has a sub-district work area make

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various efforts in handling the prevention and restriction of Covid-19 transmission, among others, providing hand washing, handsaniteiser, masks and strict health protocols (Agustur Interview 2021).

Although currently handling covid-19 is a priority, but that does not mean it can leave other services that are the function of health centers, namely carrying out public health efforts (SMEs) and individual health efforts (UKP) at the first level as stipulated in Decree No. 43 of 2019 on Health Centers. The reason is that based on HL Bloom's theory, health is affected by 4 interrelated factors, namely environment 40%, health behavior 30%, health service 20%, and genetics 10% (Ira Nur Rofika, 2018). Among these four factors, behavior and environment have a great influence, while the behavior of the community itself has a great influence. Puskesmas continues to make healthy living community movements (Germas) in creating a culture of healthy living by conducting detection and response interventions implemented in an integrated manner in providing other health services during the Covid-19 pandemic. The focus of handling the Covid-19 pandemic not only rests on handling cases, but needs to be done voluntarily and obediently to carry out government advice to use masks, diligently wash hands with soap and running water and stay at home.

In the service activities of Purwodadi I Health Center, many obstacles were encountered during the service during the Covid-19 pandemic, such as the lack of sanitation facilities in Puskesmas, many patients complained, it was difficult to follow the rules, and tended to be casual and underestimated. Do not listen to doctors and sanitation work. Suggestions.

Puskesmas's Covid-19 case service and other services are conducted in an integrated manner, because there are still basic/main services that must be provided to the community, such as pregnant women check-ups, child immunizations, child development monitoring, etc.

Puskesmas Purwodadi I is the technical implementation unit of Grobogan Regency Health Office (UPTD). It is responsible for organizing the healthy development of its area. As the first-tier health service center, it implements first-class health service activities as a whole, integrating and continuously covering private and public goods service. In addition, the mandatory health tasks that must be completed are (basic six items) namely:

1. Health promotion efforts
2. Environmental health efforts
3. Maternal and child health efforts and family planning
4. Efforts to improve community nutrition
5. Efforts to prevent and eradicate infectious diseases
6. Treatment efforts.

In order not to occur inequality in community services carried out by health centers, the Ministry of Health sets a Minimum Service Standard (SPM) through the Regulation of the Minister of Health no. 741 / MENKES / PER / 2008 on minimum service standards in the health sector in the Regency / City. This service standard is a

standard with certain limits to measure the performance of the implementation of regional mandatory authority related to basic services to the community that includes types of services, indicators and values including:

1. Basic health services.
2. Referral health services.
3. Health care in disaster situations.
4. Environmental health coaching and basic situations.
5. Health promotion.

Types of public health service in accordance with SPM health include: Registration counter service, general poly service, dental and oral health services, maternal and child health services. Health care for pregnant women. Nutritional health and immunization services. Administrative services (TU). Dispensary service and cashier. Emergency services.

The problem in this study is how the Purwodadi I Health Center service strategy in public health services in the mass of the Covid-19 Pandemic.

### **Research Methods**

This institutional study uses descriptive methods with qualitative approaches. That is by describing all the facts followed by the stage of analysis (Ratna, 2009). The object of the study can be expressed as a social situation of study that wants to know what is happening in it. The reviewers looked closely at the activities and strategies of health services during the Covid-19 pandemic at Purwodadi I Health Center, Grobogan regency.

Collect data through observations, in-depth interviews and documentation, assisted by students who are members of the Administrative SelectOr Capita Group (KSA) for 2 (two) weeks. The data analysis technique used in this assessment is to use SWOT analysis techniques (Strengths, Weakness, Opportunities and Threats) The goal is to find important aspects of strength, opportunity (external aspects), and find a strategy of umpteenth service strategy at Puskesmas Purwodadi I Grobogan Regency that is innovative in the future.

### **Study Results**

#### **Power Factor**

- a. Health Services during the Covid-19 pandemic at Purwodadi Health Center 1 provision of First Level Health Facilities (FKTP) in the Covid-19 pandemic
- b. Inventing, detecting and responding to Covid-19 in the prevention and control of Covid-19 to control the number of cases.
- c. Utilize the resources at its disposal effectively and efficiently in breaking the chain of transmission, both at the level of individuals, families and communities.

#### **Weakness Factors**

- a. The concern of the wider community to come check themselves into health facilities (faskes) for fear of contracting Covid-19.

- b. Proper, fast and complete health information is not yet understood by people who need health services in health centers.
- c. Requires adaptation of health services since the Covid-19 Pandemic, because Puskesmas is the vanguard in serving public health in its region.

#### Opportunity Factor

- a. Tightening health protocols by affirming to the public who come to the Health Center, if not using a mask will not be served.
- b. Carry out preventive activities for people who come to puskesmas by checking whether they have symptoms of Covid-19 or not

#### Challenge Factor

- a. Lack of Puskesmas facilities for all services both public services and special services covid-19
- b. Lack of public awareness to adhere to health protocols, and underestimate the impact of covid-19 and reluctant to adhere to health protocols
- c. Lack of health workers who have skills related to covid-19
- d. Providing education to the public to be avoided from Covid-19 through social media, door to door (results of interviews with informants, observations, August 26-31, 2021)

### **SWOT Analysis**

The SWOT analysis based on The Concept of David (1993) analysis is based on strength-weakness-opportunity-threat. SWOT analysis helps in the final conclusion of the assessment using the Internal Factor Evaluation (IFE) matrix covering strengths and weaknesses, and the External Factor Evaluation (EFE) matrix includes opportunities and challenges.

The SWOT matrix shows eight squares, that is, the two boxes on the left represent external factors (opportunities and threats), the two boxes on the top represent internal factors (strengths and weaknesses), and the other four boxes represent strategic issues. Meeting. Between external factors and internal factors. According to the research of Setiawan Hari Purnomo and Zulkieflimansyah (1999), based on the results of SWOT analysis, there are four alternative strategies, namely SO, WO, ST and WT strategies.

Alternative strategies are the result of swot analysis matrix that results in so, WO, ST and WT strategies. Alternative strategies are produced at least 4 pieces of strategy as a result of SWOT matrix analysis. The resulting strategy (Summary, 2011) is as follows:

- a. Therefore, the strategy is based on the way the mind uses all its power to seize and exploit opportunities as much as possible.
- b. Saint. This strategy is a strategy that uses the power you must overcome the threat.
- c. WO Strategy The application of this strategy is based on taking advantage of existing opportunities by minimizing existing weaknesses.

- d. WT strategy This strategy is based on business activities aimed at minimizing the existing weaknesses and avoiding threats.

### SWOT Analysis Stepsng

(Purwanto, 2006) to analyze SWOT leaders (managers) using 4 (four) strategic steps, namely:

- a. So (Strengths-Opportunities) strategy is a strategy used by utilizing or optimizing the power you have to take advantage of various opportunities.
- b. WO (Weaknesses-Opportunities) strategy is a strategy that is used as optimally as possible to minimize existing weaknesses in order to take advantage of various opportunities.
- c. Strengths-Threats are strategies used by harnessing or optimizing forces to reduce threats.
- d. WT (Weaknesses-Threats) strategy is a strategy used to reduce weaknesses in order to minimize or avoid threats.

### SWOT Matrix

Based on the swot analysis pattern above can be described the results of the analysis that can be described in the matrix as follows:

	<b>STRENGTHS</b>	<b>WEAKNESES</b>
SWOT	<ol style="list-style-type: none"> <li>1. Purwodadi Health Center's health services during the Covid-19 pandemic 1 provision of First Level Health Facilities (FKTP) in the Covid-19 pandemic</li> <li>2. Perform invention, detection and response in the prevention and control of Covid-19 to control the number of cases.</li> <li>3. Utilize the resources at its disposal effectively and efficiently in breaking the chain of transmission, both at the individual, family and community levels.</li> </ol>	<ol style="list-style-type: none"> <li>1. The concern of the wider community to come check themselves into health facilities (faskes) for fear of contracting Covid-19.</li> <li>2. Proper, fast and complete health information is not yet understood by people who need health services in health centers</li> <li>3. Since the Covid-19 pandemic, health services need to be adjusted, because Puskesmas is a pioneer in serving public health in the area.</li> </ol>

<b>OPPORTUNITIES</b>	<b>STRATEGI SO</b>	<b>STRATEGI WO</b>
1. The district government provides assistance in services in the midst of the Covid-19 pandemic. 2. Health service assists services at Puskesmas. 3. People can understand the health protocols implemented since the beginning of the Covid-19 pandemic.	1. Build cooperation between Health Centers, Subdistricts, Village Heads, community leaders, to build public awareness. 2. Inform the Health Protocol Procedures to the public through meetings, put up banners, billboards etc.	1. Improving the quality of officers in the process of licensing to the community. 2. Add facilities of service with renovation of buildings to facilitate health services 3. Emphasize the use of double masks for officers and the public who come to the Health Center.
<b>THREATS</b>	<b>STRATEGI ST</b>	<b>STRATEGI WT</b>
1. 1. The danger of spreading the Covid-19 virus. 2. 2. Low public interest in following government policy on covid-19 3. 3. Low level of public education to understand various policies related to covid-19.	1. Conduct regular coaching about the dangers of Covid-19 so that the community more adheres to the praturan health protocol. 2. Improve health care procedures with strict health protocols.	1. Provide guidance to the people who come to the Health Center, to comply with the health regulations applied. 2. Reminding the public to maintain health protocols through social media, banners, billboards etc.

Based on the results of swot analysis in the matrix above can be explained the strategy carried out by Puskesmas Purwodadi I in health services during the Covid-19 Pandemic as follows:

1. Strength-Opportunities Strategy (SO)
  - a. Building cooperation between Health Centers, Subdistricts, Village Heads, community leaders, to build public awareness.
  - b. Informing the Health Protocol Procedures to the public through meetings, putting up banners, billboards etc.
2. Weaknesses-Opportunities Strategy (WO)
  - a. Improving the quality of officers in the process of dissing to the community.
  - b. Add facilities of service with building renovations to facilitate health services
  - c. Emphasize the use of double masks for officers and the public who come to the Health Center.
3. Strength- Threats Strategy (ST)
  - a. Conducting regular coaching about the dangers of Covid-19 so that the community more adheres to the praturan health protocol.

- b. Improve health care procedures with strict health protocols.
- 4. Weaknesses-Threats Strategy (WT)
  - a. Giving a briefing to the people who come to the Health Center, to obey the health regulations applied.
  - b. Reminding the public to maintain health protocols through social media, banners, billboards etc.

### **Conclusion**

Health care strategy carried out by Puskesmas Purwodadi I has taken advantage of the weaknesses that have to capture better service opportunities by:

- a. Improving the quality of officers in the process of dissing to the community.
- b. Add facilities of service with building renovations to facilitate health services.
- c. Emphasize the use of double masks for officers and the public who come to the Health Center.

Likewise, there are weaknesses that face challenges in health services during the Covid-19 Pandemic by:

- a. Giving a briefing to the people who come to the Health Center, to obey the health regulations applied.
- b. Reminding the public to maintain health protocols through social media, banners, billboards etc.

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