ABSTRACT

EVALUATION OF HEALTH PROMOTION STANDARDS AT BATARA SIANG REGIONAL PUBLIC HOSPITAL OF PANGKAJENE KEPULAUAN REGENCY

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Health promotion in hospitals is a strategic effort to increase the comprehension and active role of patients, families, staff, visitors, and the community to prevent and cure diseases. This study aims to evaluate hospital health promotion standards following the Minister of Health Regulation Number. 44 of 2018.

This research was conducted at the Batara Siang *Regional Public Hospital, for two months from April to May 2025*, Pangkajene Kepulauan (Pangkep) *Regency, using a qualitative method with a descriptive approach, involving in-depth interviews with 14 informants who knew about health promotion, observation, and documentation.*

The results of the study show that the implementation of health promotion in this hospital has been performed well in several aspects, but still faces obstacles in several ways. Standard I is not optimal, where the hospital strategic plan regulation only includes the PKRS *program in 2025-2029,* PKRS *funding has not been explicitly listed in the hospital's Budget Business Plan, inadequate human resource competencies and incomplete facilities. Standard II assessment of hospital staff, visitors, and the surrounding community has not been maximized. Standard III health promotion interventions for patients and families are running well and fully recorded in medical records and* SIMGOS *Hospital, but interventions for hospital human resources have not been refregenerative. In Standard IV, monitoring and evaluation have not been carried out continuously. In general, the implementation of* PKRS *at* Batara Siang *Hospital,* Pangkep *Regency, has not been optimal.*

Keywords *: Evaluation, Health Promotion, Hospitals*

Translated by:
The AgencyES
Language Institute
File No.: 562-S2-225006