

ANALISIS *STRENGTH*, *WEAKNESS*, *OPPORTUNITY*, *THREATS* (SWOT) DALAM IMPLEMENTASI *TELEMEDICINE* DI RSU QUEEN LATIFA YOGYAKARTA

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INTISARI

Latar Belakang : Berdasarkan hasil wawancara yang dilakukan, RSU Queen Latifa Yogyakarta telah menerapkan *telemedicine* mulai tahun 2021 dengan media konsultasi menggunakan *zoom* dan *whatsapp*. Namun dalam penerapan *telemedicine* perlu diketahui faktor internal dan eksternal yang mempengaruhi penerapan sistem *telemedicine*.

Tujuan Penelitian : Menganalisis kekuatan, kelemahan, peluang, ancaman (SWOT) dalam penerapan *telemedicine* di RSU Queen Latifa Yogyakarta.

Metode Penelitian : Metode deskriptif kualitatif dengan desain penelitian studi kasus, menggunakan wawancara semi terstruktur terhadap 6 orang informan, analisis data yang digunakan adalah pengumpulan data, reduksi data, dan penyajian data.

Hasil : *Strength* (kekuatan) dalam implementasi *telemedicine* antara lain sdm tercukupi, infrastruktur terfasilitasi, sistem *telemedicine* terintegrasi, kemudahan layanan konsultasi, kemudahan penggunaan teknologi komunikasi, kualitas komunikasi antar unit, pemanfaatan teknologi, kualitas keamanan data. *Weakness* (kelemahan) ketidakakuratan data pasien, kinerja sistem, kendala infrastruktur, pengeluaran biaya, promosi terbatas, *capacity building*, belum ada regulasi, kendala pemberian terapi, kendala penegakkan diagnosis, edukasi obat terbatas, kurangnya kualitas gambar, resistensi pasien, belum tercover asuransi, kurangnya peran petugas dalam *telemedicine*, kendala jadwal konsultasi, kepuasan pasien. *Opportunity* (peluang) peningkatan jumlah kunjungan pasien, pengembangan aplikasi, peningkatan promosi, akses layanan. *Threats* (ancaman) persaingan, keterbatasan teknologi *telemedicine*, resistensi petugas

Kesimpulan : Implementasi *telemedicine* mempunyai indikator yang penting dari masing-masing variabel SWOT.

Kata Kunci : *Telemedicine*, SWOT.

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**ANALYSIS OF STRENGTH, WEAKNESS, OPPORTUNITY, THREATS
(SWOT) IN THE IMPLEMENTATION OF TELEMEDICINE AT RSU
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ABSTRACT

Background : Based on the results of interviews conducted, RSU Queen Latifa Yogyakarta has implemented telemedicine starting in 2021 with consultation media using zoom and whatsapp. However, in implementing telemedicine, it is necessary to know the internal and external factors that influence the implementation of the telemedicine system.

Purpose : Analyze strengths, weaknesses, opportunities, threats (SWOT) in the implementation of telemedicine at RSU Queen Latifa Yogyakarta.

Method : Qualitative descriptive method with a case study research design, using semi-structured interviews with 6 informants, data analysis used is data collection, data reduction, and data presentation.

Result : Strengths in implementing telemedicine include adequate human resources, facilitated infrastructure, integrated telemedicine system, ease of consultation services, ease of use of communication technology, quality of communication between units, use of technology, quality of data security. Weakness (weakness) inaccurate patient data, system performance, infrastructure constraints, cost expenditure, limited promotion, capacity building, no regulations, constraints on providing therapy, constraints on establishing a diagnosis, limited drug education, lack of image quality, patient resistance, not yet covered by insurance, lack of role of officers in telemedicine, constraints on consultation schedules, patient satisfaction. Opportunity (opportunity) to increase the number of patient visits, application development, increase promotions, access to services. Threats (threats) competition, limitations of telemedicine technology, officer resistance.

Conclusion : The implementation of telemedicine has important indicators for each SWOT variable.

Keywords : Telemedicine, SWOT.

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