

Implementation of Standard Operating Procedures (SOP) Policies for Prime Health Services to the Public in the Face of the New Normal Era

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ABSTRACT

This research aims to be able to find out and analyze the implementation of Standard Operating Procedures (SOP) as a policy for prime public health services during the new normal era due to the Covid-19 pandemic outbreak which resulted in an increase in demand for public health services that occurred at the Landak regional public hospital. West Kalimantan province. In addition, to know and analyze what are the driving and inhibiting factors in implementing the SOP for health services. which is implemented by the Landak Regional General Hospital in West Kalimantan. In this study the authors analyzed the data using a qualitative descriptive approach which included several stages or a series of data collection techniques, namely observation, interviews, and documentation. The main subject are those who can provide the information and data needed by the author in fulfilling the preparation of this research. The results obtained in this research show quite good results, in the same direction and in accordance with the established SOP. In this study, we also found some findings of phenomena that occur in the implementation of SOP policies, but these things become a variation in their application in the field. The implementation of policies contained in the SOP is running quite well, the parties involved in it carry out existing health service procedures so that they can provide excellent service in accordance with what is needed in facing the new normal era.

Keywords: Excellent Service; Health Services; Implementation; Standard Operating Procedured (SOP)

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1. INTRODUCTION

The purpose of an order or procedure in a service area is among other things to maintain the consistency of work performance levels in carrying out a task, can be used as a reference for fellow workers, to avoid failure in work, explain the flow of tasks or work processes, can be used as a measuring tool for value things and as historical documents when new revisions are made. The tool that can be used to maximize the goal of providing excellent service is the Standard Operating Procedured (SOP). In every institution must be has an adaptive and effective SOP, or in other words it can maximize the existing potential and provide comfort and security for those who play a role in it, in this case the hospital is one of the institutions engaged in health public services.

The place chosen to be the object of this research is the general hospital in the city or Ngabang sub-district, Landak district in the province of West Kalimantan. This hospital was chosen because it is the only hospital in the city or sub-district of Ngabang that serves 372,609 thousand residents. Therefore, as in the previous discussion, where the population is quite large, facing a pandemic period and currently facing the new normal era, and are required to always provide excellent health services, for the author this phenomenon is very interesting to discuss and a choice right outlined in a scientific research paper entitled Implementation of Standard Operating Procedures (SOP) for Prime Health Services to the Community in Facing the New Normal Era at General Hospital Landak, West Kalimantan.

Talking about health services, one of the institutions that has a very important role in providing health services to the community is the hospital. The existence of a hospital as a health service institution is regulated in Law No.44 of 2009. The hospital plays an important role in the health service system and is a health service institution that has organized medical professional staff, and inpatient facilities, by

providing medical and nursing services, and related services 24 hours per day, 7 days per week and provide comprehensive health services to the public, both curative and preventive. In addition, the hospital also functions as a place for education for health workers and a place for research. Good health services provide effective, safe and high-quality services to those who need them, supported by adequate resources. For the Ministry of Health, it is actually not just carrying out the mandate of the constitution and laws, but in a meaningful way, the direct relationship between health status and the level of productivity of the population of a country is indisputable. The better the health status of the population of a country, the better the economic level.

It will further accelerate the improvement of people's welfare in the country. The Ministry of Health established a policy to focus more attention on health services for the poor and underprivileged. The rationale is in addition to fulfilling government obligations, but also based on studies and experiences that there will be accelerated improvement in health indicators if the focus is more on health services.

Users of hospital services, in this case patients demand quality services, not only regarding recovery from physical illness or improving their health status, but also regarding satisfaction with attitudes, always availability of adequate facilities and infrastructure and a physical environment that can provide comfort. Patient satisfaction depends on the quality of service provided. Service is all the efforts made by employees to fulfill the desires of their customers with services to be provided. Patient is one indicator of the quality of service we provide and patient satisfaction is an asset to get more patients and to get loyal patients. Loyal patients will reuse the same health services when they need it back. Even loyal patients will invite or recommend others to use these health service facilities.

A service is said to be good by the patient, determined by the fact whether the service provided can meet the patient's needs, by using the patient's perception of the service received (satisfying or disappointing, including the length of service time). Satisfaction starts from acceptance of the patient from the first time he arrives, until the patient leaves the hospital.

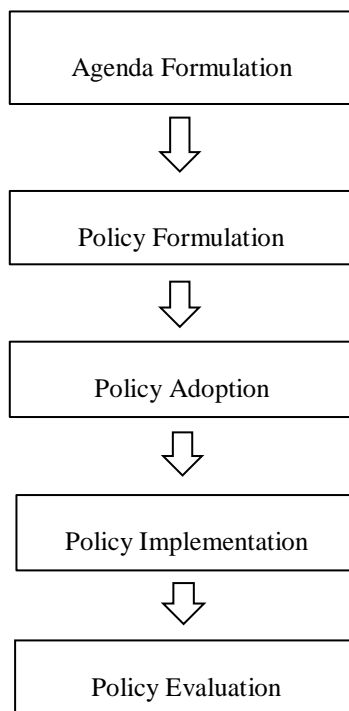
To achieve patient satisfaction, of course, by making efforts to provide health services in quality health institutions. In other words, officers and institutions provide good, effective and efficient services. The appearance of satisfaction in a patient can be influenced by several things, namely: because the nature of the service received can provide a sense of satisfaction, the attitude of the officers who provide the health services themselves and the forms of communication and services provided.

The demands in health services are increasingly being felt at this time, the existence of the Covid-19 virus pandemic outbreak since the end of 2019 until now has greatly troubled the community and made the public health aspect a top priority, parties involved in the health service division must be able to provide services as much as possible to be able to fight the Covid-19 pandemic outbreak in Indonesia, especially those in public hospitals in the city or Ngabang sub-district, Landak district, West Kalimantan. This hospital is one of the hospitals that receives, serves and provides care for Covid-19 patients.

2. LITERATURE REVIEW

The role of the administrative function is very important, it is proven that in a bureaucratic system of public health services such as hospitals, they also use the same knowledge and directly educate about the application of public service management. Indonesia, with its large population, certainly has many demands for welfare, so the main issue is the growing demand for health services which has an impact on the obligations of hospitals as one of the public service providers. This incident created the view that the most important aspect towards welfare is the health aspect, in the phenomena that have been discovered and mentioned previously, the role of public health services must be able to show its best side in serving the needs of the community related to the health sector. The new normal era is a new challenge that must be faced to create stability in life, because considering that the health aspect is the main aspect that can affect all other aspects of life.

Therefore, to provide good public service, it must have good references, public policy is needed to be able to organize all aspects of state life. The notion of policy has meaning by some experts, according to Danim (2005: 20-23) in (Haerul et al., 2016) that policy is a series of actions that have a specific purpose which is followed and carried out by an actor or a group of actors to solve a particular problem. The following Figure 1 is an overview of several stages in making a public policy.



Source: Winarno (2012) in (Haerul et al., 2016)

Figure 1. Stages of public policy

Implementation is the process of implementing a rule or order. According to (D. Rahmat, 2017) concludes that implementation is a process to assess, evaluate and measure whether a regulation or policy can work well or not. Another opinion was also expressed according to (Haerul et al., 2016) implementation is an activity in implementing programs that have been formulated to achieve organizational goals. From some of the above meanings, the writer can conclude that implementation is a process in the form of action, implementation or application of a policy or regulation that has been designed in such a way as to achieve the objectives, which can be known about the suitability of its application and can be continued to the next stage, namely the evaluation stage which aims to know the impact and use it as a fix.

According to (Alman et al., 2018) Policy implementation is an activity that aims to provide direction so that the goals or objectives of the policy can be realized as a result of activities to provide direction so that the goals or objectives of the policy can be realized as a result of the activities of policy makers. Another understanding of the implementation of policy itself according to Dunn (2003: 132) in (Haerul et al., 2016) Public policy implementation is the control of policy actions within a certain period of time. According to Widodo (2007: 88) in (Haerul et al., 2016) argues that, Policy implementation is a business process to create a policy that is still abstract in nature. Some of the above meanings, the authors conclude that the implementation of public policy is a real or real form of policy that has been implemented within a predetermined period of time in the public interest itself.

Some theories from experts on policy implementation, one of which is the theory of George C. Edward Edward III in (Alman et al., 2018) has the view that policy implementation is influenced by four variables, including communication, resource, disposition, and bureaucratic structure.

Communication

Communication is one of the successful implementations of policies requiring the implementer to know what should be done, knowing the location where the goals and objectives of the policy must be transmitted to the target group, so that it will reduce the implementation distortion. Here are 3 (three) indicators that can be used to measure the success of communication variables, including: (1) Transmission, is a distribution or delivery if it is delivered well it will be able to produce a good implementation as well. Transmission occurs through the person who will signal the information to the recipient of the information in other words how the information conveyed. An incident that usually occurs in the distribution of communication is a misunderstanding (miscommunication). (2) Clarity, communication received by policy implementers (street-levelbureuarats) must be clear and not confusing (not ambiguous / ambiguous). Otherwise, it will divert the objectives to be achieved by the policies that have been set. (3)

Consistency, namely instructions or orders given in doing something. Communication must be consistent and clear to implement or enforce. If the instructions or orders given frequently change, it tends to be the recipient of the information whose job is also the executor to be confused.

Resource

Policies that have been well communicated (clear and consistent), must have good resources to implement them. These resources can be human resources, in other words having expertise in accordance with what is their area of expertise.

Disposition

Disposition is the character and characteristics possessed by people who carry out policies (implementors), for example by having an attitude of commitment, honesty, and democratic character. Therefore, if the implementor is able to run policies or regulations properly, such as what is appropriate and what is there, then it can be ascertained that the implementor has a good disposition that is as expected, and vice versa, a bad disposition will hinder policy implementation.

Bureaucratic Structure

The organizational structure has a significant influence, because in it the policies themselves have been played or implemented. For example, aspects of the organizational structure are the Standard Operating Procedure (SOP) and fragmentation, in other words having procedures, the emergence of a hierarchy, a division of labor, and the existence of implicit relationships.

3. METHODS

The qualitative approach is the approach that the author will use in this study. A qualitative approach according to (Ahyar et al., 2020) Developing as a research method in the context of problems regarding social, cultural and human behavior phenomena. According to (P. S. Rahmat, 2009) research using a qualitative approach aims to get a general understanding of the social reality of the participant's perspective.

This type of research uses a descriptive type of research with a qualitative approach. The purpose of using this approach is to describe systematically, factually and accurately certain social phenomena, which intend to describe in detail the facts and existing data. This research is also referred to as an approach that has natural characteristics or as it is (Natural Setting), without being changed in the form of symbols or numbers. Qualitative research in this study aims to provide a descriptive description of the data obtained from the research location.

An understanding of the meaning of a qualitative approach if it is concluded briefly that this qualitative approach has broad and deep insight into the field to be studied, can create a rapport to everyone in the social situation to be studied, explore data sources with participant observation and in-depth interviews. triangulation and other sources, then able to analyze qualitative data inductively continuously starting from descriptive analysis, domains, components, and cultural or cultural themes, able to test the credibility, dependability, confirmability and transferability of research results, able to produce knowledge findings, construct phenomena , new hypothesis or science, able to make reports systematically, clearly, completely and in detail, able to make abstract research results, and make articles to be published in scientific journals, and have the ability.

The focus of research in this research is to limit studies and research fields of study, because without a research focus, researchers will be trapped in the abundance of data obtained in the field, therefore the focus of research has a very important role in guiding and directing the course of research, through research focus, information obtained from the research location in accordance with the context of the problem to be studied. The research focus in this research is that it can be seen from the theory as the basis, namely the theory of implementation as the main theory and supported by other supporting theories in line with what is the subject matter and the existing writing system.

Sources of information in this study were obtained using purposive sampling method, based on the researchers' considerations. Sources of information selected by purposive sampling are as samples of data sources that are determined intentionally by the researcher, usually based on certain criteria or considerations. The use of purposive sampling aims to take samples subjectively, assuming that the sample taken is representative (representative) for the researcher, so that data collection directly at the source can be carried out proportionally for the accuracy of the research. Communicate the results of research to the wider community.

4. RESULTS AND DISCUSSION

The Standard Operating Procedure (SOP) can greatly help a better service implementation, the purpose of the Standard Operating Procedure (SOP) is to maximize the service provided to the service recipient. SOPs must be adaptive, effective or in other words can optimize existing potential and provide comfort and safety for those in it, Landak Hospital is one of the institutions engaged in public health services, especially during the new era when the covid-pandemic appeared. 19.

The implementation of the Standard Operating Procedure (SOP) policy has been carried out, namely by complying with every existing health protocol procedure such as checking body temperature, using protective clothing, masks, face shields, and cleaning yourself after making contact with patients with Covid-19. Not only that, for non-covid-19 patient services, health protocol steps are still carried out to prevent potential transmission.

The application of Standard Operating Procedure (SOP) for these patients is going well, there is also a phenomenon that can be found is the limited medical personnel who treat patients, so that the services provided need more time considering that it is not only patients who have Covid-19.

5. CONCLUSION

Based on the explanation above, what can be obtained is the rules or order in health services which will become an obligation that should be implemented, then it becomes reference standards or benchmarks in its implementation. The success of a policy cannot be separated from the role of the actors who implement these obligations and whether the policies that emerge can fulfill what the community wants.

The implementation of policies contained in the SOP is running quite well, the parties involved in it carry out existing health service procedures so that they can provide excellent service in accordance with what is needed in facing the new normal era.

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