

ABSTRACT

Franky Maltha. No.BP 05192051. Lubuk Sikaping Public Hospital in Increasing the Healthy Service. Study program of Public Administration. Social and political science faculty. Andalas University. Padang, 2012. Guided by : Drs. Yoserizal, M.Si and Desna Aromatica, S.AP, M.AP.

The Purpose of this research is to describe the strategy which is carried by Lubuk Sikaping Public Hospital completely with the problem that have to be faced in increasing the public healthy service of society. The background of this research is the law number 25 in 2009 about public service and the law number 32 in 2004 about region government. Based on that laws, the region goverment must giving the healthy service in aimed to increase the public healthy.

This research uses analyze descriptive method with the qualitative aproach the facts, datas, and informations are reached by using interview, documentation, and observation technique. This research uses Kotten's theory of strategy. The types of strategy are organization strategy, programe strategy, supported resource strategy and institution strategy.

The result of this research is to show that Lubuk Sikaping Public Hospital is not totally approve the quality of service and it is not carry yet. This is caused by limited of human resource, instrument, and financial that Lubuk Sikaping Public Hospital have.

Keywords : Strategy, Problem, Service.