

Energetic Rhythmic Health Service Innovation at Bojonegoro Regional Public Hospital

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Abstract:- This study aims to describe and analyze the Rhythmic Energetic service innovation implemented at Sosodoro Djatikoesoemo Bojonegoro Regional General Hospital. This innovation was analyzed using Rogers' Diffusion of Innovation theory. The research method used is descriptive research with qualitative data analysis. Data were collected through in-depth interviews, observations, and documentation. The results of the study indicate that the Rhythmic Energetic service innovation mostly meets the attributes of innovation according to Rogers' theory. However, there are still some problems, such as the community's difficulty in understanding and interacting with the program, the hospital's lack of understanding of the essence of innovation, lack of supervision in program implementation, and the program's inconsistency with what it should be. In addition, there is a shortage in the number of workers needed and some officers who have not received training. To fix these problems, Sosodoro Djatikoesoemo Bojonegoro Regional General Hospital needs to conduct regular evaluations so that the Rhythmic Energetic service innovation can provide greater benefits to the community. In addition, there needs to be an efficient division of service teams and training for officers who have not received training. Thus, Sosodoro Djatikoesoemo Bojonegoro Regional General Hospital can continue to improve the quality of public services they provide to the community.

Keywords:- Innovation, Public Service, Health Service, Energetic Rhythm.

I. INTRODUCTION

Law Number 25 of 2009 concerning Public Services in Indonesia, public services are defined as activities or a series of activities aimed at meeting service needs in accordance with laws and regulations for every citizen and resident for goods, services, and administrative services provided by public service providers. This law emphasizes the importance of general principles of good governance and corporations, as well as protection and legal certainty for the community in the provision of public services. This law also stipulates the role of the community in the provision of public services and procedures for resolving complaints.

In addition, this law also stipulates the role of the community in the implementation of public services and procedures for resolving complaints from Regional General Hospitals which are an integral part of the public service sector in Indonesia. Regional General Hospitals are responsible for providing health services to the community in accordance with the provisions stipulated in Law Number 25 of 2009 concerning Public Services. Public service standards at Regional General Hospitals cover various aspects, including outpatient registration procedures, administrative services, and providing health services to patients or the community.

Regional General Hospitals are expected to comply with the general principles of good governance and corporate principles, as well as provide legal protection and guarantees to the community in the implementation of public services. Regional General Hospitals are committed to improving the quality of their services and some of them have achieved the title of excellent public services. This reflects the seriousness and dedication of Regional General Hospitals in improving the quality of services for the satisfaction and welfare of the community served by the services provided by the government. Data from the World Health Organization (WHO) in 2015 showed that around 1.13 billion people worldwide suffer from hypertension, which means 1 in 3 people in the world have been diagnosed with this condition. The number of people with hypertension continues to increase every year, and is estimated to reach 1.5 billion people by 2025. In addition, it is estimated that every year around 9.4 million people die from hypertension and its complications.

Hypertension or high blood pressure, is often referred to as "the silent killer" because it is often without complaints. Hypertension is the single largest contributor to heart disease, kidney failure, and stroke in Indonesia. A person is diagnosed with hypertension if the results of blood pressure measurements show systolic pressure (the first number) ≥ 140 mmHg and or diastolic pressure (the second number) ≥ 90 mmHg on more than 1 (one) visit. Therefore, every public service agency is required to play a role in improving public services. Improving services in hospitals is also very necessary because by making changes to services, it will be able to improve the quality of services so that it can change the negative views of the community and can restore public trust in the organizers of these public services.

In this case, Sosodoro Djatikoesoemo Regional General Hospital provides a number of health-related services such as health services, such as outpatient, inpatient, emergency, integrated cancer services, nuclear medicine services, integrated maternal and child services, integrated intensive inpatient services, central surgery and anesthesia services, hemodialysis services, pharmacy services, radiology, laboratory, physiotherapy, nutrition, blood bank, and others. In addition, the Regional General Hospital also has an obligation to provide safe, quality, anti-discrimination, and effective health services, as well as carry out various social functions and medical records. Although the Regional General Hospital is responsible for providing quality health services, there are challenges in ensuring the sustainability and improvement of service quality, as revealed in research related to the quality of outpatient services at the Regional General Hospital. The innovation carried out by the Sosodoro Djatikoesoemo Bojonegoro Regional General Hospital was motivated by the lack of public awareness of the importance of health and healthy living.

In the digital era, health service providers are required to be more responsive in providing services based on the use of technology to create service innovations. As with the energetic rhythmic innovation carried out by the Sosodoro Djatikoesoemo Regional General Hospital which utilizes technology to improve the quality of health services. This service focuses on fast and precise cardiac emergencies, so it is expected to increase the chances of safety for people experiencing these conditions. Through this program, the Bojonegoro Regency Government shows its commitment to providing quality health services that are responsive to the needs of the community.

This Rhythmic Energetic service innovation is certainly highly anticipated by the people of Bojonegoro Regency with the hope that the Rhythmic Energetic innovation can provide significant benefits for health services in their area. They expect faster, more precise, and more accurate health services, especially in handling heart emergency cases. With this innovation, it is hoped that the community can feel an increase in access and quality of health services, so that their safety and welfare can be more guaranteed. In addition, the community's hopes also include the continuation and further development of this innovation in order to provide broader benefits for the entire Bojonegoro community. Through a commitment to continue to innovate in providing the best public services, it is hoped that the Bojonegoro community can become more productive and energetic, in line with the vision of regional development. However, from the process of running this application, several obstacles were still encountered. Based on the results of interviews and initial observations, the obstacles experienced were that the community still lacked understanding and had doubts about understanding energetic rhythmic innovation, some people did not know how to access information about energetic rhythmic innovation, and the

community did not know what the direct impact of energetic rhythmic innovation was.

II. METHODOLOGY

This research is a qualitative approach research that aims to understand the phenomenon (Moleong, 2015) and to investigate, find, describe and explain social conditions (Saryono, 2010). The type of descriptive research is a description of the variables of the research object (Punaji, 2010). The focus of this research is Relative Advantage, Compatibility, Complexity, Triability, and Observability. The sufficiency of research informants used purposive and snowball sampling techniques, in the research process, 11 primary data sources were inventoried. The data sources used are primary data sources and secondary data by means of observation, in-depth interviews and documentation. In analyzing using interactive data analysis techniques Miles and Huberman who stated that "activities in qualitative data analysis are carried out interactively and continue continuously until complete. Activities in data analysis, namely data collection, data condensation, data display and conclusion drawing/verifying" (Miles, 2014).

III. RESULTS AND DISCUSSION

➤ *Relative Advantage*

Innovation is an idea, concept, plan, practice or object that is accepted and recognized as something new from a person, group, organization, agency or institution to be implemented or adopted (Everett M. Rogers, 1983). Health is one of the basic needs of society, so health is a right for every citizen protected by the Constitution. Every country recognizes that health is the greatest capital to achieve prosperity. Therefore, improving health services is basically an investment in human resources to achieve a prosperous society. In accordance with this theory, to continue to meet the basic needs of society in the form of health, and deaths due to heart attacks and heart disorders are indeed quite high in almost all regions. So with the innovation of this Energetic Rhythmic service, it can reduce the death rate caused by heart attacks or other heart emergencies.

The advantages of Energetic Rhythmic innovation relatively refer to the advantages or advantages possessed by the Energetic Rhythmic innovation program. innovation provides its own characteristics so that people can easily use the innovation and these advantages can provide good results so that the objectives of the program can be achieved. This shows that the excellence is quite good, but evaluation is still needed so that the excellence of the Enerjik Rhythmic innovation can be further improved.

➤ *Compatibility*

Based on the results of the study, the facilities and infrastructure provided by the government, especially for the Bojonegoro Regency Health Office and all community health centers in Bojonegoro Regency as the implementers of the Rhythmic Enerjik innovation consist of an Ambulance, EKG Telemedicine, and O2 so that the facilities and infrastructure provided are adequate. Facilities and infrastructure are the most important elements to support the implementation of innovation and cannot be separated in order to achieve the goals of the Rhythmic Enerjik innovation.

This is in accordance with Everett M. Rogers' theory (1983) that the ability included in the use of hardware aspects consists of "tools that embody technology as material or physical objects," and the software aspect consists of "information bases for tools". The existence of innovation can be used to provide physical care, as well as to improve the emotional and mental health of patients. However, it is still necessary to add Facilities and Infrastructure because it is the most important element to support the implementation of Energetic Rhythmic innovation.

➤ *Complexity*

Complexity is a level at which the Ritmik Enerjik service innovation is considered difficult to use and understand. Based on the results of observations and research, the author argues that the complexity in an innovation in this case Ritmik Enerjik is inseparable from several things and in general the complexity or difficulty of the Ritmik Enerjik program is more about the different skills of its human resources even though they are available and the needs of the community if in certain situations so that the objectives of the program are not disturbed and can be achieved.

This is in accordance with Everett M. Rogers' theory (1983) that the complexity of information technology is not just equipment. Most technologies have hardware and software components that require human resources to operate them so that the innovation program can be implemented properly. Complexity in innovation refers to the level of complexity or difficulty involved in developing or implementing new ideas, innovations, or technologies. This Energetic Rhythm Program in terms of practice in the field or the results that can be felt by the community can be seen in real terms, this shows that the role of the community in the practice of innovation for the community as service users is a part or determinant in assessing the Energetic Rhythm innovation.

➤ *Triability*

Innovating is considered consistent with the values that existed in the past and the needs of the recipient. With the innovation of Energetic Rhythmic services, public services can be processed quickly and responsively. Based on the results of observations and research at the research location, in terms of

suitability, it has been carried out in accordance with the implementers of Energetic Rhythmic innovation, both from the Sosodoro Djatikoesoemo Regional General Hospital and the Public Health Center below it. The form of suitability of this Energetic Rhythmic service innovation is in accordance between health service providers and health service users or in accordance with the needs of the community.

This is in accordance with the theory of Everett M. Rogers (1983) that the suitability of innovation can be communicated through certain channels over time among members of a social system by describing an innovation as a new idea, practice, or object considered new to individuals. He explained that technology is a design for instrumental action that reduces uncertainty in the cause-and-effect relationships involved in achieving desired outcomes. Suitability in the context of innovation refers to the extent to which an idea, product, or technology matches the needs, desires, or conditions with an energetic rhythmic innovation program. The form of conformity of the Energetic Rhythmic service innovation is in accordance with the health service providers and health service users or in accordance with the needs of the community.

➤ *Observability*

Rhythmic Enerjik innovation can be accepted which has been tested and proven to have advantages or added value compared to before the innovation. Bojonegoro Regency is included in the list of finalists for the Top 99 Public Service Innovations in 2021. The innovation that achieved this achievement is Rhythmic Enerjik which was initiated by the Sosodoro Djatikoesoemo Regional General Hospital. Bojonegoro's entry into the list of finalists is based on the announcement of the Ministry of Empowerment of State Apparatus and Bureaucratic Reform on June 16, 2021 number: B/112/PP.00.05/2021 concerning the Top Public Service Innovation Finalists. Based on the results of the study, the author argues that the ability to be observed from an innovation is a very important part in assessing an innovation.

The ability to be observed in the context of innovation refers to the ability to pay attention, analyze, and understand the environment, trends, and innovative opportunities. This Energetic Rhythm program in terms of field practice or results that can be felt by the community can be seen in real terms, this shows that the role of the community in the practice of innovation for the community as service users is a part or determinant in assessing the Energetic Rhythm innovation. This is in accordance with the theory of Everett M. Rogers (1983) that with an innovation program in terms of field practice or results that can be felt by the community can be seen in real terms. So it is concluded that the role of the community in the practice of innovation for the community as service users is a part or determinant in assessing the Energetic Rhythm innovation.

IV. CONCLUSION

The advantages of energetic rhythmic innovation provide unique characteristics that make it easy for the community to utilize the innovation, and these benefits can provide positive results and achieve program goals. Suitability in the context of innovation refers to the extent to which an idea, product, or technology matches the needs, desires, or conditions through a strong and rhythmic innovation program. The form of adaptation of this energetic rhythmic service innovation is right between health service providers and health service users or meets the needs of the community.

The complexity of innovation refers to the level of complexity or difficulty associated with the development or implementation of new ideas, innovations, or technologies. The role of the community in innovation practices for the community as service users is part of the evaluation of energetic rhythmic innovation, in relation to field practices and real results in the community. The ability to be observed in the context of innovation refers to the ability to recognize, analyze, and understand the environment, trends, and innovative opportunities. Innovation capacity includes facilities and infrastructure provided by the government, especially for the Bojonegoro Regency Health Office and health centers throughout Bojonegoro Regency, as implementers of energetic rhythmic innovation.

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