

Legal Awareness Of Hospitals In The Implementation Of The Regulation Of The Minister Of Health No. 44 Year 2018 On The Effectuation Of Hospital Health Promotion (Study At Hj. Fatimah Sulhan Pku Muhammadiyah Demak Hospital

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Abstract: Health Promotion is a process to empower the society through activities to inform, influence and assist the society to play an active role to support behavioral and environmental changes and maintain and improve health towards optimal health status. The purpose of this study was to analyze the awareness of the implementation of PKRS based on Permenkes No. 44 of 2018 at Hj. Fatimah Sulhan PKU Muhammadiyah Demak Hospital. This research uses empirical research. The results of this study explain that hospitals in the implementation of PKRS based on Permenkes No. 44/2018 focus on 2 aspects, namely PKRS management and fulfillment of PKRS standards. In the preparation carried out, hospitals must consider the rules of the PKRS guidelines that have been regulated in the regulations. These regulations must not contradict but in making internal rules, hospitals can add according to the technical needs of PKRS. The hospital has adjusted the PKRS guidelines and work program with the guidelines regulated by Permenkes No. 44/2018.

Keywords: Legal Awareness, Hospital, Health Promotion

1. Introduction

Health is a human right and one of the elements of welfare that must be realized in accordance with the ideals of the Indonesian nation as referred to in the Preamble of the 1945 Constitution of the Republic of Indonesia, namely to protect the entire Indonesian Nation and the entire Indonesian homeland and to promote general welfare, educate the nation's life, and participate in implementing world order based on independence, eternal peace and social justice. The 1945 Constitution of the Republic of Indonesia in Article 28H Paragraph (1) states that everyone has the right to live in physical and spiritual prosperity, to live in and obtain a good, prosperous and healthy environment, and has the right to obtain health services (UUD RI 1945).

Health development is an integral and most important part of national development. For this reason, various comprehensive, tiered and integrated health efforts provided by both the government and the private sector are organized to achieve national health development goals. The implementation of quality health development is able to increase awareness, willingness and ability to live healthy independently for everyone in order to realize optimal public health status. (Tarumaselej, 2020).

The hospital as one of the facilities and infrastructure to help the society in the healing period, requires support, one of which is the existence of Health Promotion carried out with advocacy strategies, social support, and community empowerment carried out by the hospital. The implementation of PKRS (*Promosi Kesehatan Rumah*

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Sakit/Hospital Health Promotion) activities can be carried out inside and outside the hospital building. The implementation of health services is more focused on improving, maintaining and protecting health, so that it is not only focused on recovering or curing disease. Hospitals as referral-level health care institutions play an important role in encouraging all stakeholders to commit to promotive and preventive efforts in preventing and reducing health risks faced by Patients, Patient Families, Hospital Human Resources, Hospital Visitors and the community, and keeping the in good health (Hidayat et al., 2021). Hospitals in improving service quality require standards to maximize the service process through Hospital Health Promotion/*Promosi Kesehatan Rumah Sakit* (PKRS) as well as the standards of Health Promotion itself including regulation, assessment, intervention, monitoring and evaluation.(Permenkes Nomor 44 Tahun 2018).

Health Promotion is carried out both for those who are sick and those who are still healthy or already healthy. For those who are sick, Health Promotion is prioritized to support or even accelerate recovery and rehabilitation in their illness, while for those who are still healthy or already healthy, Health Promotion can be useful for creating PHBS (*Perilaku Hidup Bersih dan Sehat/Clean and Healthy Living Behavior*) and supporting health improvements that can prevent them from avoiding diseases.(Setiaji & Baharza, 2021).

Because, with this Health Promotion will help increase public awareness of the importance of healthy living, both physically and mentally healthy living. Seen from any side, health is indeed one of the things that cannot be ignored. Because, health is very important in human life. Hospitals in improving service quality require standards to maximize the service process through Hospital Health Promotion/*Promosi Kesehatan Rumah Sakit* (PKRS) as well as the standards of Health Promotion itself include regulation, assessment, intervention, monitoring and evaluation.(Baedowi et al., 2022).

In implementing PKRS in hospitals, there should be a reference to see whether existing health promotion standards in the hospital are met and also patient satisfaction. According to the Ministry of Health of the Republic of Indonesia in PMK No. 44 of 2018 PKRS was prepared as an effort to improve the quality of health services in hospitals and carry out the mandate of Law no. 44 of 2009. The PKRS standards that have been developed can be used as a reference in preparing hospital accreditation instruments related to health promotion (Hendriani, A. D., & Hadi, 2020).

RS Hj. Fatimah Sulhan PKU Muhammadiyah Demak is a new hospital and implements PKRS in the implementation of health services at the hospital. As a new hospital, it is still mandatory to have a PKRS program as a means for hospital promotional media. The new category of hospital will definitely have obstacles in terms of implementation, both in terms of human resources and the facilities it has. With this, the author wants to conduct research regarding hospital awareness in implementing PKRS based on Minister of Health Regulation Number 44 of 2018.

2. Materials and Methods

This This research was conducted using an empirical legal research approach. Empirical legal research is legal research that will provide a complete understanding of the law in

the context of norms and when applied in social context (Fajar, 2010). This research is descriptive research that is used to describe and answer questions about a phenomenon or event that occurs today, both about phenomena in single variables and correlations or comparisons of various variables (Arifin, 2011). This research was conducted with primary data. Primary data is data obtained directly from the object under study in the field (Noer Triyanto Rusli, dan Trihoni Nalesti Dewi, 2023). This research was conducted by interviewing resource persons who have competence in the field of Hospital Health Promotion at Hj. Fatimah Sulhan PKU Muhammadiyah Demak Hospital and secondary data obtained through literature documents (Pratiwi, 2017) such as books, journals, and legal documents. Data collection was carried out by interviews with the hospital and the data was analyzed based on the type of questions asked. In carrying out analysis to test validity by comparing with the regulations that apply in PKRS based on the hospital PKRS Guidelines with Minister of Health number 44 of 2018.

3. Results and Discussion

3.1. Implementation of PKRS based on the Regulation of the Minister of Health of the Republic of Indonesia No. 44 of 2018

a. Rules for the Implementation of PKRS Based on Regulations

Hospitals are health service institutions that provide complete individual health services based on the 2009 Law on Hospitals. In realizing complete health services, including providing promotive and preventive services. Promotive and preventive services in hospitals are carried out in the PKRS (Hospital Health Promotion) program. According to Minister of Health Regulation Number 44 of 2018 concerning PKRS, every hospital is obliged to implement PKRS with the principles of a healthy paradigm, equality, independence, integration and continuity. PKRS implementation includes implementing PKRS management and providing PKRS standards (Fairuz & Katmini, 2022).

Health promotion in hospitals (PKRS) is an effort to develop the understanding of patients, families and hospitals visitors to play a role in healing and disease prevention efforts. Health promotion is a hospital strategy towards a better direction in terms of structuring processes and outputs that have an impact on increasing the hospital's contribution to improving public health status. (Vinha Rahma Luqman et al., 2023). Health promotion is a process of community empowerment through activities of informing, influencing and helping the community to play an active role in encouraging changes in behavior and the environment and maintaining and improving health towards an optimal level of health (Renata Anisa, Yustikasari, 2022).

Hospital Health Promotion (PKRS) based on the Minister of Health Regulation No. 44 of 2018 concerning the Implementation of Hospital Health Promotion is the process of empowering patients, patients families, hospital human resources, hospital visitors, and the community around the hospital to actively participate in the care process to support behavioral and environmental changes and maintain and improve health towards achieving optimal health status (Agustiawan, 2022). According to Permenkes No. 44 of 2018 concerning the Implementation of Hospital Health Promotion, PKRS is the process of empowering patients, patient families, hospital human resources, hospital visitors, and the society around the hospital to actively participate in the care process to support behavioral and environmental changes and maintain and improve health towards achieving optimal health status (Permenkes Nomor 44 Tahun 2018). In the hospital context, health promotion is carried out by providing information and education about health to patients,

patient families and the community in general. Promotional means that companies can use are advertising, sales promotion, public relations, personal selling, and direct marketing (Kotler, 2008).

The purpose of health promotion for patients or sick people is to support optimal treatment from sickness to health. If for healthy people, health promotion efforts can aim to prevent someone from getting sick or becoming healthier. PKRS activities should not only focus on health promotion to patients. In accordance with the definition of PKRS, the targets of PKRS activities are not only for patients but also patients families, resources in hospital, hospital visitors and even the community around the hospital. PKRS activities should be more comprehensive and broader in looking at the problem. PKRS activities that do not cover all targets in accordance with the definition of PKRS will be in vain because their function in supporting the vision and mission of the hospital will definitely be lame lame (Noerul, 2022).

The effectiveness of a treatment and care in the hospital is also influenced by the pattern of services that exist in the hospital. The attitudes and skills of the implementers, environmental factors, as well as the attitudes and lifestyle of patients and their families also greatly support the effectiveness of treatment and care in hospitals. Standard operating procedures for the implementation of health promotion in hospitals are regulated in Permenkes No. 4 of 2012 concerning technical guidelines for hospital health promotion. The Permenkes clearly outlines the importance of implementing health promotion in all hospital service units and the role of health workers as educators. Through Hospital Health Promotion (PKRS), implementers can develop understanding and knowledge of healthy visitors, as well as patients and their families about efforts to prevent and treat a disease.(Suhada & Ain, 2021).

Hospitals are currently required to follow standards set by the government through SNARS (National Hospital Accreditation Standards) to maintain the quality of hospital services in Indonesia. This standard contains the obligation for hospitals to provide education to support patient and family participation in the care process (SNARS, 2017). Health promotion is included in Management Communication and Education (MKE) Standard 6 where hospitals provide education to support patient and family participation in the care process (Ummah et al., 2022).

Hospital Health Promotion (PKRS) is a hospital effort to improve the ability of patients, clients, and community group, so that patients can be independent in accelerating their recovery and rehabilitation. The community is expected to be able to deal with potential health problems (which threaten) by preventing them, and overcome health problems that have occurred by handling them effectively and efficiently. Hospital Health Promotion (PKRS) seeks to develop the understanding of patients, families, and hospital visitors about diseases and their prevention. In addition, health promotion in hospitals seeks to arouse the awareness and interest of patients, families, and visitors and disease prevention. Therefore, Health Promotion in Hospitals is a separate part of the health service program in the hospital. (Sarah Br Sembiring et al., 2023).

The impact that can occur if PKRS is not implemented, among others, can lead to a high number of patients with unhealthy behaviors that lead to the incidence of non – communicable diseases, a large health health budget for hospitals (more than 70%),

problems improving quality and patient safety, increasing nosocomial infections that are a risk to health. The importance of health promotion in hospitals is because the effectiveness of treatment, in addition to being influenced by the existing pattern of health services, attitude and skills of the PKRS unit, is also strongly influenced by the environment, attitudes, lifestyle of patients, and families of patients and depends on the level of positive cooperation between health personnel and the patient and his family. PKRS efforts are organized using the approaches of health maintenance, health improvement (promotive), disease prevention (preventive), disease cure (curative) and health recovery (rehabilitative) to improve the ability of patients, clients and community groups. So that patients can be independent in accelerating their recovery and rehabilitation. Clients and community groups can be independent in improving health, and preventing health problems and developing community-sourced health efforts. (Ramadhona et al., 2021).

Health promotion officers, as part of hospital institutions, have the duty and responsibility to prepare and carry out health promotion activities. In addition, health promotion officers also carry out all forms of health information dissemination, develop health resources, and carry out community empowerment activities in the health sector. However, in its implementation, several obstacles were encountered during the health promotion program. These barriers are the lack of experience of promotion team members, the lack of skills, knowledge, and self-concept of local health cadres, the lack of public awareness in receiving promotional materials and the social and cultural characteristics (culture, religion, economic conditions) of the society that are less supportive; not all levels of society have received health messages from the mass media and the lack of support from related parties. (Herawati & Maryani, 2022)

The terms of the PKRS in Permenkes No. 44/2018 are regulated as follows:

- a. Organization of Hospital Health Promotion
 1. Hospitals are required to organize PKRS.
 2. Implementation of PKRS management and fulfillment of PKRS standards
 - a) Hospital Head or Director
 - b) Functional work units established by the Head or Director of the Hospital
 - c) Professional care givers in each service unit in the Hospital.
- b. Hospital Health Promotion Management
 1. Assessment
 2. Planning
 3. Implementation
 4. Monitoring and evaluation.
- c. Hospital Health Promotion Standard
- d. Organization
- e. PKRS Assessment
 1. Internal and external assessment
 2. Functional unit report every 6 months
- f. Coaching and Controlling
 1. Advocacy and socialization
 2. Technical guidance
 3. Monitoring and evaluation.

Based on the terms of the PKRS regulated in Permenkes No. 44 of 2018, it covers all aspects of implementation in terms of facilities and infrastructure for implementing PKRS activities. This Permenkes regulates in detail which can be used as a reference for hospitals in implementing PKRS which is mandatory in the implementation of hospital health service which are used as a medium for informing hospitals. Technically hospitals can develop existing rules not regulated in the Permenkes according to the needs of hospitals that do not violate applicable legal rules.

b. Implementation of PKRS at Hj. Fatimah Sulhan PKU Muhammadiyah Demak

Hospital Hj. Fatimah Sulhan PKU Muhammadiyah Demak as a health service provider located in Demak Regency remains subject to and complies with the terms of the health service implementation regulations both from the law to the regulations of the minister of health governing the implementation of health services. This is a form of obeying and complying as an institution under the auspices of Muhammadiyah which has a good reputation in Indonesia. The hospital implements PKRS as a form of compliance with the rules and is an obligation for the hospital to introduce and promote the hospital as a health service in Demak Regency.

The implementation of health services in hospitals with Islamic values is an ideal in hospital development which characterizes that Muhammadiyah in carrying out its health services does not release in terms of Islamic values in providing health services. Based on the existing health services in the hospital, the hospital has 2 SPO regarding PKRS, namely hospital health promotion guidelines and hospital health promotion work programs. The hospital health promotion guidelines are contained in the Regulation of the Director of Hj. Fatimah Sulhan PKU Muhammadiyah Demak Hospital Number: 01/PERDIR/RSFS/PKRS/I/2023 which contains the following:

CHAPTER I Introduction

- a. Definition
- b. Scope of Health Promotion
 1. In the building
 2. Outside the building
- c. Benefits
- d. Operational Limitation

Chapter II Staffing Standard

1. Qualification Standard
2. Types of PKRS Services

Chapter III Facility Standards

Chapter IV Service Flow

1. Type of Service
2. Management
3. Medical Information Service Guide
4. Effective Communication Guide
5. Effective Communication Guide
6. Midwifery Information Service Guide
7. Pharmacy Information Service Guide
8. PPI Information Service Guide
9. Patient Medical Record Service Guide

10. PKRS Marketing PR Service Guide

Chapter V Monitoring and Evaluation

Chapter VI Documents and Evidence

Chapter VII Closing

The hospital health promotion work program is contained in the rules of the Director's Regulation of Hj. Fatimah Sulhan PKU Muhammadiyah Demak Hospital Number: 02/PERDIR/RSFS/PKRS/I/2023:

- a. Background
- b. Purpose
 1. Patient
 2. Patient's Family
 3. Society
- c. Main activities and activity details
- d. How to carry out activities
- e. Target
- f. Schedule of activities
- g. Budget
- h. Activity evaluation

This effort is carried out as a form of implementing health promotion and a form of the hospital's existence as a health service partner in the community, always committed to providing excellent and quality health services. In terms of marketing carried out by the hospital as a PKRS program, it will not run smoothly. There are several obstacles that need to be overcome. This health promotion will have positive and negative impacts. Positive impacts include:

- a. Increase awareness of the importance of a healthy lifestyle
- b. Improve the health status of patients, families and the community.
- c. Reducing morbidity and mortality rates.
- d. Increase patient satisfaction with hospital services.
- e. Improve the positive image of the hospital.
- f. Increase the efficiency and effectiveness of hospital services.

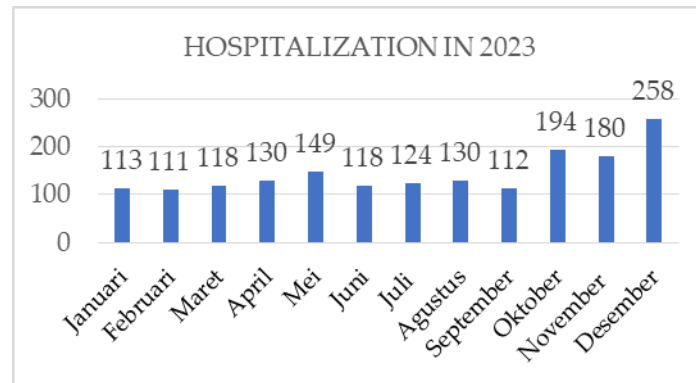
Meanwhile, negative impacts include:

- a. High cost
- b. Lack of human resources
- c. Lack of Infrastructure
- d. Lack of commitment

Based on the mechanism carried out by Hj. Fatimah Sulhan PKU Muhammadiyah Demak Hospital, it has implemented health service implementation standards based on the existing health service system in the hospital. The implementation of health services carried out by the hospital provides a mechanism related to the flow of health service registration coherently from the start of registration to the follow-up evaluation of patients who conduct health service examinations at the hospital. This system that has been running makes hospital operations run well as health service that has an impact on hospital patients who receive the benefits of health services. The hospital's strategy in introducing the

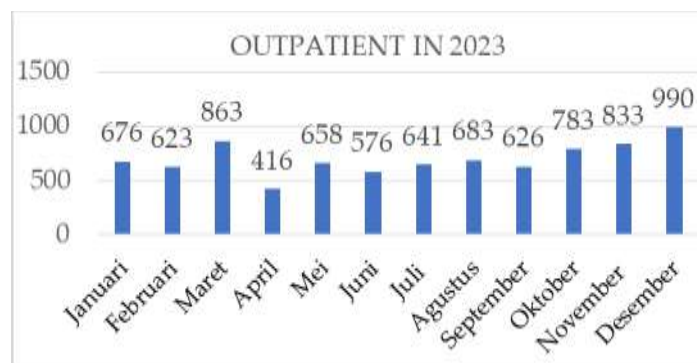
hospital to the community is carried out in several stages including:

a. Hospitalization



Data on hospitalization at Hj. Fatimah Sulhan PKU Muhammadiyah Demak Hospital in 2023, based on the graph in the diagram above, it can be concluded that there is still an increase and decrease in the number of patients who are hospitalized in the hospital. However, if observed in more detail, the graph is actually reasonable and showed the upward progressivity of hospital development, although there is a decrease but not too much and more of an upward graph. This is when associated with hospitals that are new health care facilities, hospital are able to compete with other hospital and provide good service.

b. Outpatient



Hj. Fatimah Sulhan PKU Muhammadiyah Demak Hospital’s outpatient data for 2023 is an implication of the existing PKRS program in accordance with the hospital’s SPO. The SPO regarding the PKRS guidelines and work program is running well although there are still some obstacles that occur. Based on the data in the graph, the PKRS program is running, this is based on the graph of outpatient participants who come for treatment at the hospital experiencing up and down every month. When viewed in the table above, it can be concluded that the average decrease is not too far and has a consistent upward trend in several months in 2023.

Based on the above provisions, Fatimah Sulhan PKU Muhammadiyah Dmak Hospital has adjusted the rules of Permenkes No. 44/2018 by applying the existing PKRS rules in the hospital based on hospital management and fulfillment of PKRS standards with the principles of a healthy paradigm, equality, independence, integration, and sustainability.

4. Conclusions

Hospital health promotion must be carried out by hospitals as a form of providing information on hospital health services. The implementation of PKRS is emphasized in Permenkes No. 44/2018 which regulates the guidelines for organizing PKRS in hospitals.

This regulation basically regulates the implementation of PKRS management and the fulfillment of PKRS standards. This Permenkes is used as a reference for hospitals in implementing PKRS guidelines and hospitals can make them based on hospital needs. Based on the implementation of PKRS at Hj. Fatimah Sulhan PKU Muhammadiyah Demak Hospital, the health promotion program is regulated by 2 SPO, namely the PKRS Guidelines and the PKRS work program issued by the hospital director as PKRS rules. The implementation of the hospital has adjusted to Permenkes No. 44 of 2018. Because of Hospital Health Promotion/PKRS, the hospital experienced an impact on health services that showed an upward trend in inpatient and outpatient visits in 2023. As a new hospital, it is able to synergize and compete in health services in Demak Regency. This research has implications for discussing the legal awareness of hospitals in implementing PKRS based on applicable regulations and providing an evaluation of the hospital's performance in implementing PKRS in hospitals which has been running optimally or not by providing solutions to its implementation.

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