

**Strategi Implementasi Pemanfaatan Teknologi Informasi di Rumah Sakit Mitra Medika Bondowoso dengan Metode SWOT. *Utilization of Information Technology Implementation Strategy at Mitra Medika Hospital Bondowoso by SWOT Method***

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***ABSTRACT***

*Information technology plays an important role as a supporter of the daily activities as well as in the organization and investment. The management wanted to assess the installation of information systems in hospitals based on the benefits of information technology for hospital services system goal is to provide information to facilitate data management and facilitate managerial decision making. Therefore we need the implementation strategy of hospital management information system to improve health services and hospital data processing optimization. One analysis that can be used to plan the implementation strategy of the company is with a SWOT analysis. This research uses quantitative deskriptif by distributing questionnaires in the calculation of the weighting and rating. in the calculation of the matrix SWOT RS Mitra Medika are in the quadrant where the strengths and opportunities more dominant to carry out implementation strategy of the use of information technology in the RS Mitra Medika Bondowoso, the Management Information Systems RS Mitra Medika Bondowoso has the strength and good opportunities that can exploit opportunities.*

Kata Kunci : SIMRS, Strategi Implementasi, SWOT