

ABSTRAK

Penelitian ini mengkaji transformasi identitas organisasi RSUD Aghisna Medika Sidareja pasca akuisisi oleh PKU Muhammadiyah Gombong serta bagaimana perubahan tersebut direpresentasikan melalui *Unique Selling Point* (USP). Permasalahan penelitian berangkat dari kebutuhan rumah sakit untuk menegaskan identitas organisasi di tengah kompetisi layanan kesehatan dan dinamika perubahan kelembagaan setelah akuisisi. Tujuan penelitian ini adalah menganalisis bagaimana karakteristik identitas organisasi pada dimensi *central*, *enduring*, dan *distinctive* (Albert & Whetten) direpresentasikan, dipertahankan, dan dibentuk melalui USP pasca akuisisi. Penelitian menggunakan pendekatan kualitatif deskriptif-interpretatif dengan teknik pengumpulan data berupa wawancara mendalam, observasi, dan dokumentasi. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan atau verifikasi, disertai triangulasi sumber dan teknik untuk meningkatkan keabsahan temuan. Hasil penelitian menunjukkan bahwa transformasi identitas organisasi direpresentasikan melalui USP yang mengintegrasikan nilai kemuhammadiyah atau Al Islam Kemuhammadiyah (AIK) ke dalam budaya kerja, tata kelola, dan praktik pelayanan; keberlanjutan identitas dipertahankan melalui pelebagaan standar layanan dan internalisasi nilai secara bertahap; serta pembeda identitas dibentuk melalui kombinasi diferensiasi nilai dan layanan unggulan yang dirasakan pasien. Implikasi penelitian ini menegaskan bahwa USP berfungsi bukan hanya sebagai strategi komunikasi, tetapi juga sebagai medium penguatan identitas organisasi pasca akuisisi.

Kata kunci: identitas organisasi, unique selling point, transformasi, akuisisi rumah sakit

ABSTRACT

This study examines the transformation of the organizational identity of Aghisna Medika Sidareja General Hospital after its acquisition by PKU Muhammadiyah Gombong and how these changes are represented through Unique Selling Point (USP). The research problem stems from the hospital's need to assert its organizational identity amid competition in healthcare services and the dynamics of institutional change after the acquisition. The purpose of this study is to analyze how the characteristics of organizational identity in the central, enduring, and distinctive dimensions (Albert & Whetten) are represented, maintained, and shaped through USP after the acquisition. The study uses a descriptive-interpretative qualitative approach with data collection techniques in the form of in-depth interviews, observation, and documentation. Data analysis was conducted through the stages of data reduction, data presentation, and conclusion drawing or verification, accompanied by triangulation of sources and techniques to enhance the validity of the findings. The results of the study indicate that organizational identity transformation is represented through USPs that integrate Muhammadiyah values or Al Islam Kemuhammadiyah (AIK) into work culture, governance, and service practices; identity sustainability is maintained through the institutionalization of service standards and gradual internalization of values; and identity differentiation is formed through a combination of value differentiation and superior services as perceived by patients. The implications of this study confirm that USP functions not only as a communication strategy but also as a medium for strengthening organizational identity post-acquisition.

Keywords: organizational identity, unique selling point, transformation, acquisition, hospital