

How Is The Implementation of Social Media Marketing In The Hospital Industry?

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ABSTRACT

Keywords:

Hospital; marketing 5.0;
social media

The hospital industry with a variety of increasingly strict government rules and increasing hospital choices creates tough competition. The purpose of this study is to find out how is the implementation of social media marketing in the hospital industry?. In private hospitals, a good marketing strategy is needed to continue to increase public trust. In the era of marketing 5.0 (technology with humanity) requires hospitals to continue to innovate in terms of services and technology. Social media marketing is one way to image the hospital in the eyes of the public. Marketing using social media has low capital and is easy to do. Delta Surya Hospital is one of the type C private hospitals in Sidoarjo that has applied the principles of social media marketing. The data was taken in November 2022 by analyzing the hospital's social media, namely Instagram, YouTube, and TikTok. The results of the data were compared with similar journals that already existed.



Introduction

The increase in internet usage in Indonesia has a significant value, based on research data from collaboration between the Indonesian Internet Service Providers Association (APJII) and the Center for Communication Studies (PusKaKom) shows the growth of internet use continues to increase (Bejtkovský, 2020). The results of a 2016 survey showed 88.1 million people use the internet with 79 million active on social media. This is a very good opportunity to use social media as a marketing ground both in the field of production and services (SA & Pujiyanto, 2021).

According to Boone and Kotler 2007, marketing is the process of planning and determining concepts, giving / determining prices, promotion, and distribution of ideas, goods, services, organizations, and even forming and maintaining relationships that will later satisfy / realize individual and organizational goals (Felix, Rauschnabel, & Hinsch, 2017). Marketing talks about "meeting needs profitability" or identification of human needs. Social media is a forum designed to facilitate two-way or interactive social interaction (Malvey, Beardsley, Howse, & Ruff, 2015). So, it can be concluded that social media marketing is a relationship between organizations and consumers through a social media platform. Social media marketing is also done through third parties, namely social media-based websites (Viniya, GV, & KS, 2019). Social media can market or promote a

product or service, namely Facebook, Twitter, YouTube, Instagram, tiktok, WhatsApp, and other marketplaces such as Shopee, Tokopedia, amazon, and many more (Mahadewi, Heryana, Herwanto, & Surip, 2020).

The practice of social media marketing applies to the business of providing goods and the hospital business. To achieve the goal of social marketing in the first hospital business, we must know the behavior of hospital consumers (Nadaraja & Yazdanifard, 2013). Hospital consumer behavior is decision-making that requires evaluation, usefulness, excellence, and services that individuals want to get. Delta Surya Hospital is one of the type C private hospitals in Sidoarjo. It was established in 1990, with 190 TTs in 2022. It is located in the city center near the Sidoarjo toll gate (Khiong, 2022). The number of private hospitals in the Sidoarjo area requires Delta Surya Hospital to continue to innovate, including marketing. Social media marketing is one way that Delta Surya Hospital has done (Soelistyowati, 2018).

In an era where social media has become one of the primary tools in marketing strategies, the healthcare industry is no exception in harnessing its power. The implementation of social media marketing within the context of hospitals offers significant potential in expanding reach, fostering closer interaction with patients, and strengthening brand image (Yulianto, 2020). However, a fundamental question arises: how exactly is social media marketing implemented in an industry as sensitive as healthcare? Understanding the intricacies and impacts of social media marketing in the hospital industry requires careful research and in-depth analysis (Mwangi, 2018). With a focus on this goal, this study aims to explore the strategies, trends, and effects of implementing social media marketing in hospitals, shedding new light on the role of social media in transforming marketing within the realm of healthcare (Widjayanti, 2011).

The novelty of this study lies in its comprehensive examination of the implementation of social media marketing specifically within the hospital industry. While social media marketing has been widely studied in various sectors, its application and effectiveness in the healthcare domain present unique challenges and opportunities. This research delves into unexplored territories by analyzing how hospitals utilize social media platforms to engage with patients, build brand awareness, and enhance their marketing strategies. By investigating current trends, best practices, and the impacts of social media marketing within hospitals, this study contributes valuable insights to both the academic literature and practical strategies for healthcare marketers. Through its focused exploration, this research aims to uncover innovative approaches and shed light on the distinct dynamics of social media marketing within the healthcare context.

The objective of this research is to delve into the intricacies of social media marketing implementation within the hospital industry. It aims to unravel the multifaceted role of platforms such as Facebook, Twitter, Instagram, and LinkedIn in engaging with patients and amplifying brand awareness. By identifying prevailing trends and best practices specific to social media marketing in hospitals, the study seeks to unearth effective strategies that can be employed to achieve marketing objectives efficiently. Furthermore, it endeavors to evaluate the impact of these implemented strategies on crucial aspects like brand image, patient satisfaction, and overall marketing goals within hospital settings (Hackworth & Kunz, 2010).

In terms of benefits, this research stands to significantly contribute to the existing body of knowledge by providing novel insights into the evolving landscape of hospital marketing through social media platforms. It offers practical guidance and

recommendations tailored to hospitals, aiding them in the development and refinement of their social media marketing strategies. Moreover, by harnessing social media as a communication tool, hospitals can improve service quality by facilitating easier access to information, gathering feedback, and fostering meaningful patient engagement. Ultimately, this research aims to bolster brand awareness for hospitals, thereby enhancing their visibility and reinforcing their reputation within their respective communities through strategic social media initiatives.

Research Methods

The approach used by researchers is a qualitative approach using descriptive methods. Qualitative research is research that aims to understand the phenomena of research topics such as behavior, perception, motivation to act and others holistically

The descriptive method is a method that only presents empirical data on language use without considering the right or wrong use of language (Sugiyono, 2016). The purpose of the description method is to make a systematic, factual, and accurate description, picture or painting of the facts, properties and relationships between the phenomena investigated.

Results and Discussion

Table I Media Sosial Marketing RS Delta Surya – November 2022

Social Media	Number of Posts	Post Content	Jumlah Subscriber / Follower	Average Number of Likes and Comments on Each Post
Youtube	2	Doctor's Talk	59	15 like 1-3 Comments per post → Comment content: Greet the resource person (specialist)
Instagram	21	Info on poly specialist services combined with <i>social marketing</i> , Islamic quotes every Friday, <i>Sunday Clinic</i> service info, healthy lifestyle promotion, announcement of registration flow, greetings for holidays (Heroes Day, HKN, World Diabetes Day, AIDS Day), <i>Instagram Live</i> with specialist doctors (<i>Meet Our</i>	4.102	60 like Four comments per post → Comment content: asking for poly schedules, service complaints, BPJS service flow, promotions from outside parties, vaccine service costs

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		<i>Specialist</i>), Doctor talk		
Tiktok	3	Promotion of dental and oral specialists, promotion of internal medicine specialists, promotion of 24-hour pharmacy service	19	80 viewers Three like No comments



Figure I Instagram Engagement Analytics: An Overview

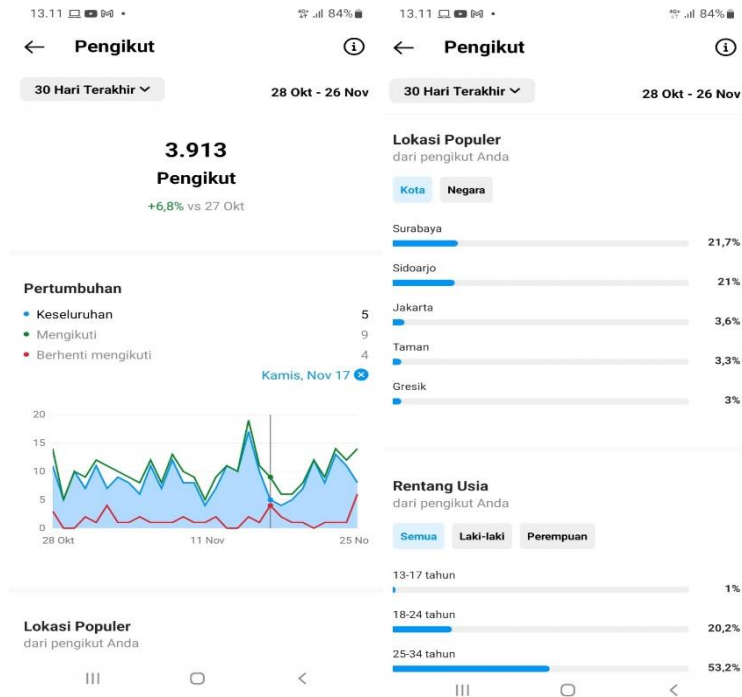


Figure 2 Engagement Analysis Instagram: Pengikut

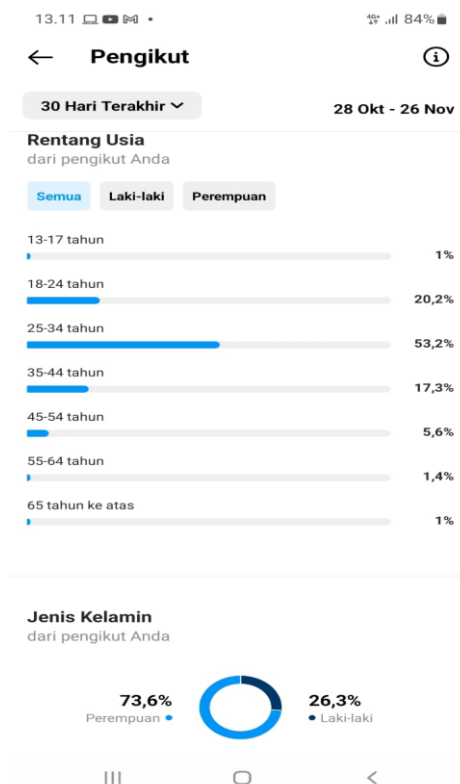


Figure 3 Instagram Engagement Analytics: Age Range and Gender of Followers

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Figure 4 Instagram Engagement Analytics: Most Active Time



Figure 5 Engagement Analysis Instagram: Insight Akun



Figure 6 Social Media Socialization of Delta Surya Hospital

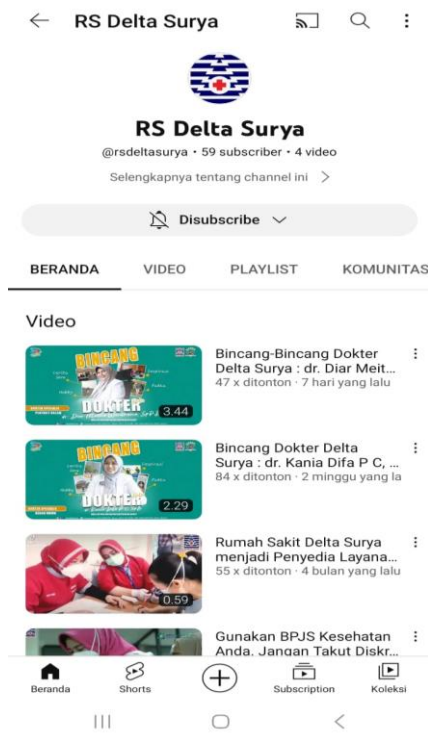


Figure 7 Youtube Home of RS Delta Surya

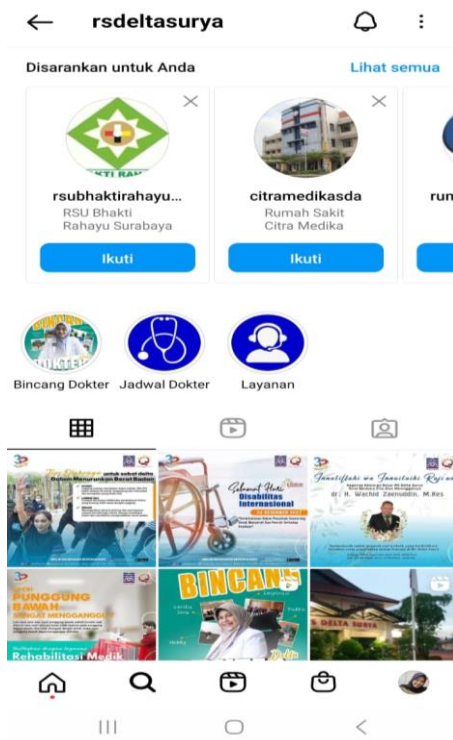


Figure 8 Delta Surya Hospital Instagram Homepage

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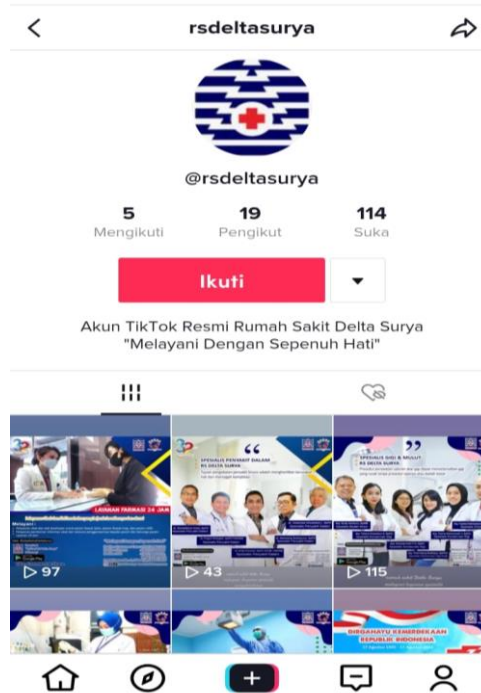


Figure 9 Delta Surya Hospital Instagram Homepage

Delta Surya Hospital has three types of social media that are actively used, namely Instagram, YouTube, and Tiktok. Of the three social media platforms, not all are activated regularly. Instagram ranked first with the highest number of posts, with 21 posts in November, followed by Tiktok with three posts and YouTube with two.

1. Instagram

Instagram is one of the social media platforms where users can edit and upload photos and short videos through videos on Instagram. Users can add captions to each upload, use hashtags and geotags to index these posts and make them searchable by other users within the app.

Instagram is the most actively used social media site by Delta Surya Hospital, with 4,102 followers and 21 posts in November. The content of posts on Instagram has a variety of themes and repeats every week. A flyer with the theme of the spirit of Monday will be uploaded every Monday. Tuesdays, Wednesdays, and Thursdays branding services and specialist doctors. Friday religious quotes and Saturday Sunday Clinic service branding. Another theme in November is Meet Our Specialist, an Instagram Live theme that carries biodata and interviews with specialists at Delta Surya Hospital. This theme increases Instagram viewers' knowledge about the specialist's Delta Surya Hospital owns. The average number of likes and comments on each post is 60 likes and four comments on each post. The content of the comments asks about the poly schedule at the hospital, the flow of BPJS services, how to register, and the cost of vaccine services. In addition, there are comments containing complaints about service. The existence of social media not only makes it easier for hospitals to promote services but also makes it easier for followers to give complaints. Good complaint management is needed to deal with this. For complaints found on Instagram in November, there was no answer from the hospital; this dissatisfied followers because of the company's interrupted management. The complaint handling process is adjusted to the source of the customer's problem, so follow-up in the form of answers to comments is needed.

Delta Surya Hospital uses Instagram Business Vitur to evaluate the development of social media and find out the target market for social media. There was a 6.8% increase in followers or an additional 252 accounts in November compared to October. Four accounts unfollow Instagram. There was a 30% drop in accounts interacting in November. From this, it can be concluded that many new followers, but not all, see material uploads from hospitals. From the results of account insights, it appears that 90% of those who reach uploads from Instagram are followers, and 10% are not followers of the account.

Instagram followers of popular locations are 21.7% from Surabaya, 21% from Sidoarjo, 3.6% from Jakarta, 3.3% from Taman, and 3% from Gresik. The age range of followers is highest in the age range of 25-34 years at 53.2%, the age range of 18-24 years is 20.2%, and the age range of 35-44 years is 17.3%. By gender, 73.6% of followers were female, and 26.3% were male. Most followers look at Instagram social media from 9 am – 6 pm.

The hospital has used the features provided on Instagram, such as hashtags and reels, providing information on the H-1 registration link, emergency telephone numbers that will be connected to the emergency room, doctor schedules, what services are available, and Live visitors. This makes it very easy for followers or viewers of the hospital's Instagram to get the desired service.

2. Youtube

Another social media owned by Delta Surya Hospital is YouTube. Youtube is one of the social media that contains video uploads from users. In November, Delta Surya Hospital had only uploaded two videos, and there were only 4 video uploads. A video upload in November containing a doctor's talk was one of the themes that carried interviews about biodata from specialist doctors. Has 59 subscribers, with an average of 15 likes and 1-3 comments per video. The content of the comments is to greet the source, in this case, a specialist.

The management of Delta Surya Hospital rarely uses YouTube social media as a marketing medium. It takes more time and energy to make a video than an image. According to a study conducted by Smith, 2017 in the United States, they are stated that in choosing which social media to use, companies need to know which platform is used by their customers or the desired target group. Various social media platforms can be used to reach people with specific demographics or with specific needs and interests. The findings revealed some differences in using other platforms depending on hospital services.

From the results of interviews with hospitals, the YouTube platform is one of the suitable media to promote hospital services, judging from the average visit obtained by most consumers in the age range of 20-50 years. This is in line with data presented by CNN Indonesia, 2015 states that the largest YouTube audience is in the age of teenagers – adults, namely in the age range of >18 years, with users in the age range of 18-29 years having the highest number of 81%. To develop the YouTube platform, it is necessary to analyze the YouTube audience, which should be monitored regularly by hospitals so that the uploads provided align with the market from hospital YouTube viewers. Here are some explanations for YouTube audience metrics.

Table 2 Youtube Audience Metrics

Returning audience	The number of viewers who have watched your channel and returned in the selected period.
New audience	The number of viewers who watched your channel for the first period. Viewers who watch from a private browser, have deleted their watch history, or have not watched your channel in more than a year will be considered new viewers.
Unique audience	Estimated number of viewers who watched your content within the selected date range.
Subscriber	The number of viewers who have subscribed to your channel.
Total subscribers	The number of customers who have access to various benefits. This number includes customers who recently canceled their subscriptions.
Active customers	Number of subscribers with an active paid subscription. This number excludes customers who recently canceled their subscriptions.
Acquired customers	Number of new subscribers who signed up for the subscription.
Cancel a subscription	Number of subscribers who canceled subscriptions.
Customers who go	Number of subscribers who lost access after canceling a subscription.
Watch time (hours)	The amount of time viewers spend watching your videos.
Serving	Legitimate view counts for your channel or videos.
Average views per viewer	The average number of times each viewer watched this particular video in this period.
Average percentage viewed	The average percentage of videos your viewers watch per view.
Average view duration	Estimated average minutes watched per view for the selected video and date range.

3. Tiktok

Another social media owned by Delta Surya Hospital is Tiktok. Has a follower count of 19, with three posts in November out of 5 posts in the total posts. The post's content promotes specialist doctors and 24-hour pharmacy services. Has an average of 80 views and three likes on each post but no comments.

TikTok is one of the social media platforms that allows its users to create short videos for up to 3 minutes, supported by music features, filters, and various other creative features. TikTok allows its users to become content creators through its simple and convenient application. This is what makes TikTok more attractive than other competitors.

The results of an interview with the digital marketing team of Delta Surya Hospital stated that TikTok social media has not been a priority in promoting hospital services. This is due to the slow addition of followers from the beginning of TikTok, unlike Instagram, which continues to experience an increase in followers every month.

4. Comparison of Results with Journals

Mahadewi, 2020 wrote in an article entitled Marketing Mix Study Using Social Media in Hospital, which took KPJ Permata Hospital as the hospital studied. The article explains that one of the marketing strategies that can be used is marketing using social media. In addition to the meager cost required, social media is also easy to use. The use of social media as a marketing medium has increased significantly. Social media also makes it easy to exchange opinions, discuss, and disseminate content that helps achieve hospital goals. Andreas Kaplan and Michael Haenlin, 2010 explain that social media is a group of internet-based applications that makes it easy to create creative content.

The questionnaire about the relationship between social media and marketing services distributed to inpatient and outpatient visitors of Kpj Permata Hijau Hospital found that seven parameters can affect a hospital's success in building an image of customers through social media. The results of consumer response ranked first with a percentage of 55%, showing the image of the hospital at 45%, giving positive support to consumers at 45%, participating in conversations at 44%, following ongoing trends at 40%, creating a robust online community 39%, inviting other content creators to support the image 39%. In addition, knowledge about consumer habits helps KPJ Permata Hijau Hospital discover what consumers want. There are five stages to knowing this: analyzing needs and wants, finding information and evaluating resources, purchasing determination, and post-purchase habits.

Analysis of the relationship between internet use and the decision to choose KPJ Hospital was carried out based on social media owned by the hospital. Social media has a vital role in promoting KPJ Hospital so that people know about the facilities and services owned by the hospital. Through social media, KPJ Hospital consumers communicate with each other and exchange information about the experience they have gained at the hospital.

Delta Surya Hospital has already started digital marketing by looking at its market potential. However, some of the posts given have not met the seven parameters of building an image through social media, as has been done by KPJ Hospital. The comment column on Delta Surya Hospital's social media has not yet become a forum for interactive communication between the hospital and consumers or between consumers. However, the development of the Instagram platform has been quite good in adding followers. So that at least more people know about the services owned by the hospital. The application of social media marketing in hospital services continues to grow daily. For the results to be achieved more optimally, basic knowledge is needed about who the target market will be captured from social media and how to make posts that follow trends and are enjoyable. Consistency is needed when uploading and answering comments from followers. The next suggestion for social media marketing is to collect data directly from hospital service users, both inpatient and outpatient, about social media that the hospital has owned. In addition, further observations are needed about the effects of social media marketing on hospital goals; one example is an increase in the number of patients, which will affect increasing hospital revenue.

Conclusion

The application of social media marketing in hospital services continues to grow every day. In order for the results to be achieved more optimally, basic knowledge is needed about who the target market will be captured from social media, how to make posts that follow trends and are interesting, and consistency is needed in uploading and answering comments from followers. The next suggestion for social media marketing is to collect data directly from hospital service users both inpatient and outpatient about social media that has been owned by the hospital. In addition, further observations are needed about the effects of social media marketing on hospital goals, one example is an increase in the number of patients which will have an effect on increasing hospital revenue.

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