



## SOCIAL MEDIA AND HOSPITAL REPUTATION DURING PANDEMIC

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### ABSTRACT

The outbreak of the Covid-19 virus that hit the world, including Indonesia, brought significant changes to the hospital sector. Not only changes in service to patients with strict health protocols, but the acceleration of hospital digitization has also increased significantly. Using social media is a surefire way to maintain the hospital's reputation amid public distrust that hospitals have the competence and caring attitude. The limited facilities owned by the hospital, health workers who were also infected with COVID-19, negative news from the media, and how the hospital cares about educating the public in the midst of a pandemic. Instagram is one of the social media platforms with 2 billion active users every month, no doubt many hospitals use Instagram as a supporting medium. This study aims to reveal how Instagram supports the reputation of hospitals during the pandemic. This study uses a qualitative descriptive method with an in-depth Instagram content analysis approach from three hospitals: JIH Solo Hospital, Solo Baru Indriati Hospital, and PKU Muhammadiyah Hospital Solo of October - December 2021. Using Herbert Baum's theory on reputation, the research has revealed that social media provides positive support in three parts: reliability, where hospitals provide quality services following community expectations, and providing the best service. Trustworthiness is where people believe, feel safe, and feel prideful in doing treatment at the hospital. Responsibility is where the hospital responds to complaints quickly and is friendly to the surrounding environment. It can be seen from the engagement of likes, views, and comments from the public in every upload on Instagram. The typology of messages presented by the three hospitals has the same categories: promotional content, educational content, and publication content.

**Keywords:** Social Media, Instagram, Hospital, Reputation, Pandemic

### 1. INTRODUCTION

The significant changes caused by the emergence of the outbreak, namely the corona-19 virus, not only hit the tourism sector and the economy, but hospitals also experienced extraordinary changes both in terms of services and digitalization. Hospitals are the center of attention during a pandemic. Hospitals are considered the most unsafe place during the Covid-19 pandemic. Therefore, hospitals need to continue to show a good image and reputation to the public. Hospitals must be able to provide a sense of security to visitors who are not only patients but also healthy people who want to know their health conditions or routine checks [1].

The hospital has the ability and a sense of care for the community. They are providing solutions to the community to problems that arise during the COVID-19 pandemic. Hospitals can do several things to increase public trust during a pandemic: strengthen internal communication, support strategic management, and good public communication [2].

Social media users have experienced a significant increase during the pandemic. It is stated that in 2021 social media users in Indonesia will reach 170

million, according to a release from dataindonesia. Id. The pandemic that requires people to work from home is also one factor that increases internet users, especially social media. The Covid-19 pandemic has accelerated the process of digitizing society [3].

The obligation to work and study from home makes internet access users higher. Social media has various platforms with their respective criteria and features as well as their target users. The most widely accessed social media in Indonesia are Facebook, Youtube, Instagram, and TikTok, as released by wearesocial.com; social media has a role in delivering messages from communicators to communicants.

Instagram has 2 billion users every month. With various features, this social media is in great demand by almost all circles. In Indonesia, the number of Instagram users reaches 99.15 million, equivalent to 35.7% of the total population. Judging from the reach of advertisements on Instagram, around 52.3% of the user audience is female and 47.7% male, according to data released from dataindonesia. Id, the content on Instagram is very diverse, ranging from education to entertainment.

All industrial sectors, both private and state-owned companies, currently use Instagram as a medium to reach their audience. The hospital is no exception. During the COVID-19 pandemic, the hospital is trying to increase its positive reputation through social media, one of which is Instagram. The limitations of the community in accessing information offline make hospitals have to think hard to continue providing optimal services online. Hospitals have competence and care during the covid-19 pandemic, and those who come to the hospital are not only Covid-19 patients but also patients with other diseases, even healthy people who come for just medical checkups or post-operative recovery. Hospitals commit to continue to provide a sense of security for patients amid the COVID-19 pandemic [4].

According to Doney and Cannon, corporate reputation relates to the history or history of the company, especially concerning other parties, whether they have a better relationship or not. Company reputation is one of the factors that can influence consumer purchasing decisions for a product or service from a company. Reputation or brand becomes a problem of attitudes and beliefs towards brand awareness and image [5].

From this definition, it can be concluded that a positive hospital reputation will create a sense of security and increase public trust in taking treatment at the hospital. Indicators of reputation, according to Selnes's research, our good name and the reputation of competitors are widely known and easy to remember [6].

Herbert Baum revealed that four essential elements could build a company's reputation to be solid and reasonable, namely: 1. Reliability, namely the reliability of the company in the eyes of consumers, the more reliable or capable the company is seen in the eyes of consumers, the better the company. 2. Credibility where the more credible a company is in the eyes of its constituents; credibility is the quality, capability, or strength that can create a sense of trust. 3. Trustworthiness: The more trusted the company, the better its reputation: 4. Responsibility or social responsibility. The more responsible company is in the eyes of consumers, the better the image that appears [7].

Surakarta is one of the big cities in Central Java province; with its culture, Surakarta, better known as the city of Solo, is the city with the highest transmission rate during the pandemic, primarily confined between June-July 2021. Hospitals are the center of attention and people's hope amid a pandemic. The use of social media is one of the hospital's surefire steps in increasing a positive image during the COVID-19 pandemic. The high number of social media users is expected to be the most effective medium in conveying messages from the hospital to the public. In this study, we took three samples of hospital Instagram accounts, namely JIH Solo Hospital with an @rs.jihsolo account, Indriati Solo Baru Hospital with an @rs.indriati account, and PKU Muhammadiyah Solo Hospital with an @pkusolo account. The three

hospitals have 4-star to 6-star international KARS accreditation achievements in the city of Solo. The three hospitals have Instagram social media with the highest number of followers in the city of Solo.

This study explores how social media, especially Instagram, can support the reputation of hospitals during a pandemic. The theory of reputation is seen from the aspect of reputation reinforcement, according to Herbert Baum, namely reliability, credibility, trustworthiness, and responsibility. Through the content uploaded by the hospital's Instagram, it is hoped that it will be able to provide a positive image of the three hospitals so that public trust will increase along with the positive image built by the hospital during the pandemic.

## 2. METHODOLOGY

This study uses a qualitative descriptive research design with content analysis of the Instagram content of the three hospitals, namely RS JIH Solo, RS Indriati Solo Baru, and RS PKU Muhammadiyah Solo. The Instagram content analyzed is in the range of October - December 2021. In that range, a new type of variant appears, namely Omicron which is the point of wave 3 of the COVID-19 pandemic. This content analysis method describes and outlines what messages the hospital wants to convey to the community through uploaded content in the form of photos and videos. This analytical technique studies human behavior indirectly through analysis of their communications, such as books, texts, newspapers, songs, advertisements, and all types of communication that can be analyzed [8]. Descriptive understanding is research by making a systematic, factual, and accurate description of the facts and characteristics of a particular population or object.

## 3. RESULTS AND DISCUSSION

The reputation of hospitals is at stake when the COVID-19 pandemic hits the world, including Indonesia. The hospital must convince the public by providing a security sense for the community. The hospital has the competence and a sense of care for the community during the covid-19 pandemic. Hospitals have solutions for people's needs. The COVID-19 pandemic has accelerated the digitization process in all sectors, including the hospital sector, which has increased sharply. The use of the internet, both in services and strengthening branding, is the best alternative that can be done during the Covid-19 pandemic. Almost half of Indonesia's population accessed the internet to find news or confirm that the news was circulating [9].

Instagram social media is seen as the most effective medium to convey the message that the hospital wants to convey to the public. Instagram is the most influential media, where monthly users reach almost 2 billion, according to the release by dataindonesia.id in

2021. With various content features and existing filter packaging, Instagram is increasingly in demand by the public. Menu processing photos or videos to beautify the appearance is the biggest reason for media users. Instagram has several followers from each account. With these followers, we are able to invite more people who are intertwined with the messages we upload [10].

We can access Instagram from various iOS, Android, and Windows smartphones. Instagram has a feature that can make direct photo shoots and photo and video editing features. The uploaded content will appear in the feed of followers, and they will be able to interact by giving likes, comments, or shares of the upload. In addition, Instagram also provides a private chat feature or better known as direct message or DM. To continue to provide the services needed by its current users, Instagram also has fundamental features. Where this feature is almost the same as TikTok, Instagram has the advantage of live broadcasting or Instagram live and can be uploaded to Instagram TV.

From October to December 2021, the JIH Solo Hospital Instagram account uploaded 51 pieces of content in photos and videos, while the Indriati Solo Baru Hospital Instagram account had 73 pieces of content, and PKU Muhammadiyah Solo Hospital had 66 uploaded content.

**Table 1.** Number of Hospital Instagram Content uploaded during October – December 2021

No	Instagram account Hospital	Number of Followers	Photo Content	Video Content
1	@rs.jihsolo	30.5 K	48	3
2	@rs.indriati	22.9 K	59	14
3	@pkusolo	11.9 K	61	5

(analysis result)

From the results of the analysis of the Instagram content uploaded by the three hospitals, it has the same typology of messages to the audience. The researchers here identify three groups: educational content, promotional content, and publication content. Educational content contains photo or video that provides much information, learning, and education about health to the public. The content is trying to understand the public about a disease, ways to prevent disease, calls for healthy living, recognizing disease symptoms, and health information that the public must know. Promotional content usually contains programs in the hospital, such as swab programs at affordable costs, special programs for giving birth in hospitals with new methods, and inpatient room service programs with all special facilities, such as hotels. While the typology of publication content is usually more about the hospital's branding, this content contains things such as sayings for celebrating holidays, sayings for warning health days, for example,

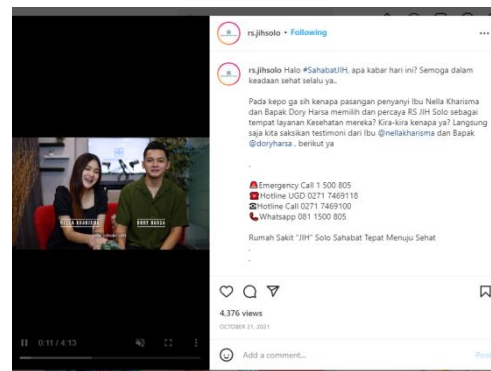
commemorating cancer day, heroes day, and mother's day. In addition, hospital activities can be published, such as the signing of MoUs with third parties, and hospital achievements.

**Table 2.** Number of Hospital Instagram Engagements uploaded during October – December 2021

No	Hospital	Total like	Total Viewer s	Total comme nts
1	JIH Solo Hospital	50k	120k	302
2	Indriati Hospital Solobaru	67k	97k	312
3	Hospital, PKU Muhammadiyah Solo	32k	87k	125

(analysis result)

Based on the data above and the reputation aspect conveyed by Herbert Baum regarding reliability that the @rs.jihsolo account can show the ability to serve patients well. This can be seen from several posts that span the time of October - December 2021, one of which is reliability in handling birth cases with testimony that given the patient was able to generate 4376 views and positive comments so that it made a good reputation for @rs.jihsolo. This reliability is shown by the content with the typology of publication content, namely testimonials and also educational content, such as the one uploaded by @rs.indriati with the title Ask the Doctor, this video was able to penetrate 3077 viewers and 14 comments from the public to increase the hospital's Instagram engagement. That hospitals can provide quality services following community expectations and the best and excellent service despite existing limitations due to the on-going COVID-19 pandemic.



**Figure 1**

An example of @rs.jihsolo's post must be reliable with the type of message/published content.

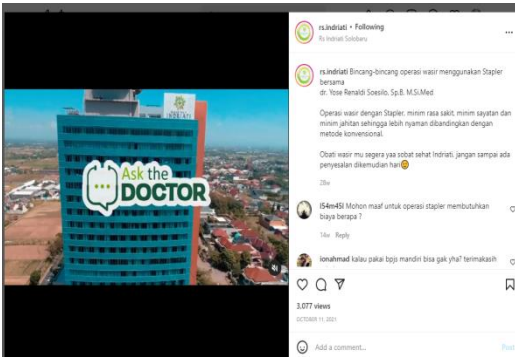


Figure 2.

Example of post @rs.indriati reliability aspect with message type/educational content

Through the high community trustworthiness in posts uploaded by @rs.jihsolo, @rs.indriati, and @pkusolo, they can give trust with the number of likes and views of the post so that a positive reputation appears towards the hospital. Uploads that increase hospital trust, one of which is publication content with the title collaboration with BPJS, has 418 likes, collaboration as a form of @rs.jihsolo's commitment to providing services to the community as a work accident service center with BPJS. @rs.indriati collaborated in capturing the moment of birth at the Indriati Hospital Solobaru. This can attract public trust with viewer 2247 in an upload to capture the most beautiful moment of the birth of a baby on November 11, 2021. Even during a pandemic, this does not affect people to continue to take treatment or hospital care. Because of the trust and security that the hospital offers in its Instagram posts. where people believe, feel safe, and have a sense of pride in doing treatment at the hospital



Figure 3.

Example post@rs.jihsolothe aspect of trustworthiness with the type of message/published content



Figure 4.

Example of post @rs.indriati trustworthiness aspect with message type/publish content.

The responsibility aspect can be seen from @rs.jihsolo's post when receiving an award from BAPETEN 2021 that RS JIH Solo is very concerned about services related to the effects of nuclear radiation on patients. @pkusolo also has promotional content that increases responsibility to the public, especially during this pandemic. PKU Muhammadiyah Solo Hospital is the only hospital in the city of Solo that has a breakthrough in food service for hospital visitors or the public who want to order diet menus from home at PKU de Café. In addition, the vaccine and immunization services offered by the hospital are also a form of concern for the pandemic. They want the community to have immune immunity against the COVID-19 virus immediately. Responsibility where the hospital responds to complaints quickly and is friendly to the surrounding environment



Figure 5.

Example post @rs.jihsolo aspect of responsibility with the type of message/promotional content



**Figure 6.**

Example post @pkusolo aspect of responsibility with the type of message/published content

#### 4. CONCLUSION

Social media significantly influences the public, especially during a pandemic where the digitization process has increased significantly. The hospital's reputation is an essential thing that must be maintained during the COVID-19 pandemic. Hospitals are a sector that is heavily affected by the COVID-19 pandemic. With all the problems experienced by hospitals, namely the use of social media, is the most effective way to maintain the hospital's reputation amid public distrust that hospitals have competence and caring attitude. The limitations of the facilities owned by the hospital, health workers who have been infected with COVID-19, negative news from the media, and how the hospital cares about educating the public in the midst of a pandemic. Using Herbert Baum's theory related to the reputation aspect, this study revealed that social media provides positive support in three aspects. Namely, reliability, where hospitals provide service quality following community expectations, providing the best service even though it is still in the covid-19 pandemic. Trustworthiness is where people believe, feel safe, and have a sense of pride in doing treatment at the hospital related to the above delivery. Those who come to the hospital are not only Covid-19 patients but patients with other diseases and even healthy people who go for routine medical checkups. Post-operation. Responsibility where the hospital responds to complaints quickly and is friendly to the surrounding environment. It is seen from the engagement of likes, views, and comments from the public in every upload on Instagram. The typology of messages presented by the three hospitals has the same categories: promotional content, educational content, and publication content. It is undeniable that social media dramatically supports the reputation of hospitals during the COVID-19 pandemic.

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