



Social Media as a Platform for Information: Study in the Marketing Departement at Hospital X

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Abstract. The Instagram social media platform is used to disseminate information digitally by displaying images, text and videos. Hospital X utilizes Insta-gram social media as a promotional medium to facilitate the dissemination of health information and introduce a service or product that is widely available. Quantitative descriptive research using secondary data in the form of data on digital activity reports for February - April 2023 obtained from the hospital's Insta- gram account at RS X. The results of the study show that the Instagram Engage-ment Rate at RS X is the Instagram engagement rate qualification at 2.43%. The number of engagements on a quarterly basis increased from February (1026), March (1479) and April (2519). The average engagement rate for the quarter pe-riod was 29.21% with the highest ERR in uploads of heart education content with a score of 2.72%, 136 likes, 5 comments, 17 shares and 5802 reached, while the lowest ERR is in uploads. promotional content for the MCU service package with a score of 1.72%, 15 likes, 0 comments, 1 share and 929 reached. The use of engagement collaboration features increased by 4%.

Keywords: Instagram Engagement, promotional medium, health service

1. Introduction

The development of digital technology is developing very quickly, of course even health service providers are currently utilizing digital technology in marketing their services. One of the social media platforms that is often used to spread information is Instagram, based on data from Napoleon Cat, there are 98.38 million people who have used Instagram in Indonesia as of October 2022 [20]. Efforts that must be made by hospitals to improve health services are to carry out promotions by providing convenience in accessing information on services and products produced by hospitals to pa- tients directly or indirectly.

Instagram is a digital promotional media that can disseminate information by displaying pictures, writing and videos. Hospital X utilizes Instagram social media as a

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promotional medium that can help facilitate the dissemination of health information and introduce a service or product that is widely available at Hospital X. Social media makes it easier for hospitals to find out what patients want from hospital facilities through comments and messages sent by Instagram users, so that hospitals can provide facilities according to patient needs. To find out how effective promotion using Instagram must be effective, to find out Instagram, engagement calculations can be carried out. Previous research entitled "Analysis of Content Content for Post Instagram Accounts @Menantea.Toko in Building Engagement Followers" in December 2021 found that 154 Instagram accounts @menantea.toko uploaded had an engagement rate of 21.35% when viewed as a whole interaction [5].

Based on hospital X's Instagram data it is known that the use of Instagram in February 2023 obtained an engagement rate percentage of 1%, it is known that the number of engagements is not in accordance with the engagement score classification standard which must achieve a minimum of 2.43% on each upload, so it is necessary to calculate engagement on Instagram Hospital X to see how effective Instagram is as a media for promoting health services

2. Literature review

The hospital is a health provider service that provides complete individual health services that provide inpatient, outpatient and emergency services. Health Promotion is efforts to increase public knowledge of health through learning so that they can understand the importance of individual and community health[4].

The aim of Health Promotion is to provide information about health so as to increase public awareness of personal health. The promotion function is to introduce information about the products or services offered, invite potential customers, maintain the image and impression of the business that is built so that it remains relevant to increase value in the business that is being carried out, to be a solution in an effort to simplify other business processes The benefit of promotion is to maintain the level of consumer retention and loyalty. The retention rate is useful for explaining the desire of consumers to survive and return to making transactions at a business. Loyalty level is an element used to explain consumer choices in conducting business transactions. Building communication media between businesses and consumers can convey various information related to business innovations to customers at a relatively lower cost of money. The use of social media can be done for promotion because it is easier to increase profit margins. Bringing in new consumers through old consumers, with the term word of mouth, promotions can be easily carried out because with consumers' satisfaction with our products or services, they will automatically promote them to friends or relatives so that product or service information will be widely disseminated [21].

Media Promotion in the Digital Era or Digital Marketing is a marketing activity for a product or service carried out through digital media, with the aim of reaching as many

customers as possible in an efficient and relevant way. This type of website digital marketing, in the digital era as it is today, consumers are more often looking for a product or service online. Therefore, a website is a primary need for companies or service providers. Influencer Marketing, this marketing is a combination of traditional and digital marketing and is similar to an endorsement system using celebrity services. Social Media Marketing, the use of social media can reach various age groups and backgrounds because social media is very easy to use. Marketing through social media can build an image brand and increase exposure to the target market. The features provided are also one of the attractions for companies or service providers to use for promotions [3]

Health Promotion Media Is a tool used to convey information or messages about health to the whole community to increase health knowledge among the public (Ministry of Health of the Republic of Indonesia, 2020). Purpose of Using Promotional Media is make it easier to convey information, reducing communication with the lecture method, reducing differences in perception of information and attract people by displaying pictures and writing [24].

Types of Health Promotion Media (1) Print media as a tool to convey messages through paper, such as posters, brochures, newspapers, magazines and others. (2) electronic media, disseminate information using mobile media, visible and audible. Such as television, radio, video and film (3) Outdoor media Submission of information through print and electronic media, such as billboards, banners, exhibitions, banners and others. Digital Marketing is a marketing activity for a product or service carried out through digital media, with the aim of reaching as many customers as possible in an efficient and relevant way.

One type of social media platform that is used as promotional media Instagram is a social media application that can share content through pictures, videos and writing online. Instagram comes from the words "insta" and "gram", the meaning of the word "insta" comes from the word instant, like photos instantly. The word "gram" comes from the word "telegram" which means sending messages or information to other people quickly. The features available in the Instagram application, such as the feature for uploading photos or videos to feeds which can be edited using filters, the like & comment feature so that users can like and comment on photos and the following feature which aims to allow users to connect with other people [2].

Benefits of Instagram is interact between users instagram is not only for sharing uploads, but there are features for sending messages between Instagram users. As an entertainment medium Along with the development and changes in social life, now Instagram has become a medium of entertainment. There have been many animator accounts that have uploaded entertainment content. Online business media The number of people using Instagram has increased, so it can be an opportunity for marketing or product sales to develop quickly.

To find out the effectiveness of using Instagram, it is necessary to calculate engagement. Engagement rate is a term often used by workers in the digital marketing field, which is a measure of the level of interaction in content that has been spread on social media, this feature can provide information regarding the interest of social media users in uploaded content [22].

2.1 Types of engagement rates:

2.1.1 Engagement Rate based on Reach (ERR)

The most common and simple calculation, calculates based on the number of people interacting with the given content. The following formula is used to calculate ERR:

$$ERR = \frac{\text{Jumlah Engagement per - post}}{\text{Jumlah Reach per - post}} \times 100 \quad (1)$$

2.1.2 Engagement Rate based on Impression (ERI)

Calculation by measuring how often a content appears on the user's screen. The following formula is used in calculating ERI as follows

$$ERI = \frac{\text{Jumlah Engagement per - post}}{\text{Jumlah Impression}} \times 100 \quad (2)$$

2.1.3 Engagement Rate by Views (ERV)

The calculation used to measure Engagement Rate on uploads is in the form of videos. The following formula is used in calculating the ERV as follows:

$$ERV = \frac{\text{Jumlah Engagement dalam Post Video}}{\text{Jumlah Views Video}} \times 100 \quad (3)$$

2.1.4 Engagement Rate by Post (ERP)

Calculation by measuring the number of people who interact with the content displayed [11]. The following formula is used to calculate ERP as follows:

$$ERP = \frac{\text{Jumlah Engagement dalam satu post}}{\text{Jumlah Followers}} \times 100 \quad (4)$$

2.1.5 Engagement Rate Classification Score

To find out the effectiveness of the Engagement rate of an Instagram account, it can be seen from the score achieved in table 1 below.

Table 1. Engagement Score Classification

<i>Followers</i>	<i>Skor Engagement Rate (%)</i>
> 1.000.000	1.97%
100.000 – 1.000 000	2.05%
20.000 – 100.000	2.25%
5.000 – 20.000	2.43%
1.000 – 5.000	5.60%

Source: (Phlanx, 2023)

In table 1, it can be seen that the engagement rate score differs based on the number of followers. Instagram with more than followers 1,000,000 users has an engagement score of 1.97%, with followers between 100,000 – 1,000,000 has a score of 2.05%, followers between 20,000 – 100,000 has a score of 2.25%, with a number of followers between 5,000 – 20,000 has an engagement score engagement of 5.60%. An upload will be said to be effective if the engagement rate cannot be less than the engagement score classification standard.

3. Methodology

Quantitative descriptive research at the X hospital marketing unit, conducted from February to May 2023, the data used is in the form of secondary data taken from the Instagram media of hospital X. Data processing in the calculation of engagement rates uses like, comment and share data, and uses reach data. Then the data is processed to produce the percentage of Engagement Rate by Reach in each upload. Presentation of data using tables and narration.

4. Results and Discussion

4.1 Instagram hospital X Overview of Engagement Rate (ER).

Instagram hospital X (@hospitalX) since 2016 has a number of followers of 17,000 users, with a total of 1,994 uploaded content on Instagram feeds and reels. Instagram is one of the social media that is used to provide information about health, doctor schedule information, promotion of hospital services and others. To find out the effectiveness of using Instagram in carrying out health promotion can be measured by the engagement rate, so that you know the percentage of engagement which can be seen from the number of followers, likes, comments and shares contained in each Instagram upload. Hospital X's Instagram account has 17.2k followers to date. Based on the number of followers, the classification of the ER score can be seen in table 1, hospital X Instagram followers are 17.2 thousand and are in the 5,000 – 20,000 classification so that the Engagement rate score is 2.43%.

4.2 Quarterly Engagement Overview

Based on research conducted for 3 months, engagement data was obtained in February, March and April 2023. That the number of engagements has increased every month.

4.2.1 February, the engagement rate was 1026, with 827 likes, 24 comments and 130 shares.

4.2.2 In March, the engagement rate was 1479, with 1707 likes, 161 comments and 166 shares.

4.2.3 In April, the engagement rate was 2519, with 181,221 likes, 1108 comments and 1441 shares.

4.3 Calculation of the average Engagement Rate (ER)

Based on the ER calculation formula, hospital X's instagram accounts on a quarterly basis are as follows:

$$\bar{x}ER = \frac{\text{Total ER}}{\text{Total Followers}} \times 100$$

$$\bar{x}ER = \frac{5024}{17200} \times 100 = 29.21\%$$

Based on the calculation results, Hospital X's Instagram account has a total engagement rate of 5024 with a total of 17,200 thousand followers during the quarterly period with an ER score of 29.21%. The results of these calculations, Hospital X's Instagram account has a different engagement rate than Hermina Jatinegara Hospital with an ER score classification of 21.64% [4]. To find out how much interaction there is between the audience and the upload, you can use the Engagement Rate Reach (ERR) calculation with the following formula

$$ERR = \frac{\text{Total Engagement}}{\text{Total Reach per-post}} \times 100$$

Calculations with this formula are more accurate because of the features reached includes followers and non-followers.

To calculate the average engagement, you can use the following formula [15]. An overview of uploads using the ERR formula to produce the percentage with the most range.

$$\bar{x}ERR = \frac{\text{Jumlah ERR}}{\text{Jumlah Postingan}} \times 100$$

$$ERR = \frac{\text{Total Engagement}}{\text{Total Reach per - post}} \times 100$$

$$ERR = \frac{158}{5801} \times 100 = 2,72\%$$

That the results of the ERR calculation on educational content have a total of 136 likes, 5 comments, 17 shares, and 5,801 reach. The result of the engagement score on uploads is 2.72%, this result shows that educational content has a higher score than the ER score classification provisions, which is equal to 2.43%.

The upload description uses the ERR formula to produce a percentage with the least range as follows.

$$ERR = \frac{\text{Total Engagement}}{\text{Total Reach per - post}} \times 100$$

$$ERR = \frac{16}{929} \times 100 = 1,72\%$$

Based on the ERR calculation results, educational content has 15 likes, 0 comments, 1 share, and 929 reach. The uploaded score is 1.72%, this result shows that MCU service marketing content has a lower score than provisions for the classification of the ER score that is equal to 2.43%.

4.4 Use of the Collaborator Feature

Currently Instagram has a new feature called "Collabs", this feature is used to collaborate in uploading reels and feeds content. With this feature, data from the number of likes to comments will be divided between the two accounts that are collaborating [14]. The use of this feature has been implemented on Instagram Hospital X, collaborating with celebrities with the account name @dindazani who endorse delivery services at X Hospital. With this feature, followers of the @dindazani In-stagram account can provide interaction to the upload, so as to increase the number engagement on hospital X's Instagram account. Based on the ERR formula, the

$$ERR = \frac{\text{Total Engagement}}{\text{Total Reach per - post}} \times 100$$

$$ERR = \frac{179.641}{3.191.531} \times 100 = 6\%$$

Calculation for hospital X Instagram account uploads is as follows:

Based on the results of the ERR calculation, the content that collaborated had 177,896 likes, 795 comments, 950 shares, and 1,000 reaches. The result of the up-load score is 6%, this result shows that the engagement rate on hospital X's Insta- gram account has increased by 4%. This proves that collaboration features can be used to carry out very effective promotions to increase engagement rates for ser- vice provider accounts or health products

5. Conclusion

Based on the results obtained, it can be concluded X hospital uses Instagram since 2016 until now it has a total number of followers of 17.2 thousand and a total of 1,981

uploads and based on the qualifications of the Engagement Rate sourced from phlanx, the Instagram hospital X Engagement Rate is at 2.43%.

Number of Engagements on a quarterly basis, engagement numbers have increased from February, March and April, in February you get a total engagement of 1026, in March you get 1479, and in April you get 2519 and the average engagement rate for the quarterly period is 29.21%.

Calculation of Engagement Rate by Reach (ERR), The highest number of ERRs was found in heart education content uploads with a score of 2.72%. This content received 136 likes, 5 comments, 17 shares and 5802 reaches, and the lowest number of ERRs is in the upload of promotional content for the MCU service package with a score of 1.72%. This content received 15 likes, 0 comments, 1 share and 929 reaches. Use of Collaboration Features, Collaborating with the @dindazani Instagram account, so that the Engagement percentage increased to 4%.

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