

## Why Hospitals in Indonesia Must Shift Their Media Tools – A Case Study Analysis of Grha Kedoya Hospital, Jakarta

Akrom Arroisi<sup>1</sup>, Salsabila Hanoum Nurifai<sup>2</sup>, Rino Febrianno Boer<sup>3</sup>

<sup>1,2,3</sup> Communication Study in Postgraduate Programme, Institut Komunikasi dan Bisnis LSPR, Jakarta, Indonesia.

### ABSTRAK

Media digital, khususnya media sosial, telah menjadi alat komunikasi utama dalam masyarakat modern. Perubahan perilaku konsumen yang semakin mengandalkan informasi dari platform digital, termasuk Instagram, mengharuskan institusi kesehatan seperti Rumah Sakit untuk menyesuaikan strategi komunikasi mereka. Pergeseran penggunaan alat media ini, di antaranya terjadi pada Rumah Sakit di Indonesia seperti RS Grha Kedoya, Jakarta, yang semula mengandalkan media konvensional (seperti surat kabar, radio dan televisi), dan belakangan menggunakan media sosial seperti Instagram. Penelitian ini bertujuan mencari tahu apa sebab Rumah Sakit seperti RS Grha Kedoya, Jakarta mengganti alat media mereka ke media sosial. Oleh karena itu penulis melakukan analisis penggunaan media digital di RS tersebut. Oleh karena itu studi kasus dengan pendekatan deskriptif ini membahas peristiwa, perilaku, dan aktivitas serta proses yang dilalui pada media sosial Instagram Rumah Sakit Grha Kedoya (@grhakedoya). Hasil penelitian menunjukkan bahwa penggantian alat media ke media sosial karena jangkauan yang lebih luas, efektivitas biaya, interaksi dua arah, kampanye yang lebih tepat sasaran, penyampaian informasi yang cepat, dan peningkatan kesadaran merek. Dengan mengganti alat media itu, maka RS Grha Kedoya dapat meningkatkan efisiensi komunikasi internal dan eksternal, mempromosikan layanan dan program kesehatan secara lebih efektif, serta memanfaatkan data dan analisis interaksi media sosial yang terjadi untuk memahami kebutuhan dan umpan balik pasien dengan lebih baik, yang semuanya berkontribusi pada peningkatan kualitas pelayanan rumah sakit. Penelitian ini memberikan manfaat signifikan bagi ilmu pengetahuan, khususnya dalam komunikasi kesehatan, dengan memperkaya pemahaman tentang penggunaan media sosial di rumah sakit. Hasil penelitian dapat membantu mengidentifikasi strategi komunikasi yang efektif untuk menyampaikan informasi kesehatan, meningkatkan edukasi pasien, dan memperkuat hubungan antara rumah sakit dan komunitas.

**Kata Kunci:** Media Sosial; Promosi; Edukasi; Rumah Sakit.

### ABSTRACT

Digital media, especially social media, has become the primary communication tool in modern society. The shift in consumer behavior, increasingly relying on information from digital platforms, including Instagram, requires healthcare institutions like hospitals to adjust their communication strategies. This shift in media usage is occurring in hospitals in Indonesia, such as RS Grha Kedoya in Jakarta, which previously relied on conventional media (such as newspapers, radio, and television), but have recently started using social media like Instagram. This research aims to understand why hospitals like RS Grha Kedoya, Jakarta, have switched their media tools to social media. Therefore, the authors conducted an analysis of digital media usage in the hospital. Using qualitative method with a descriptive approach

---

**CONTACT Akrom Arroisi, S.I.Kom.** Communication Study in Postgraduate Programme, Institut Komunikasi dan Bisnis LSPR, Sudirman Park Jl. K.H. Mas Mansyur Kav. 35, Jakarta, Indonesia, 10220. [akromarroisi@gmail.com](mailto:akromarroisi@gmail.com).

**ARTICLE HISTORY** Submitted: August 2024, Accepted: August 2024, Published: August 2024

*as methodology, the study discusses events, behaviors, activities, and processes on the Grha Kedoya Hospital's Instagram account (@grhakedoya). The research findings indicate that the switch to social media is due to broader reach, cost-effectiveness, two-way interaction, more targeted campaigns, rapid information dissemination, and increased brand awareness. By switching to social media, RS Grha Kedoya can enhance internal and external communication efficiency, promote health services and programs more effectively, and utilize data and analysis from social media interactions to better understand patient needs and feedback, all of which contribute to improving the quality of hospital services. This research provides significant benefits to the field of knowledge, particularly in health communication, by enriching the understanding of social media usage in hospitals. The findings can help identify effective communication strategies to convey health information, enhance patient education, and strengthen the relationship between hospitals and the community.*

**Keywords:** Social Media; Promotion; Education; Hospital;

## INTRODUCTION

The mass media has long been an important tool for promoting health, with newspapers, magazines, television and radio as the main media. However, with the development of digital technology, new media such as the internet, websites, blogs and mobile applications have become an important part of people's daily lives. The use of new health promotion media offers new opportunities to reach and influence larger audiences. Therefore, it is important to conduct research on the use of media as a health promotion tool to understand its functions and outcomes. Media is a tool used in the communication process, where the communicator conveys a number of messages to the communicant through certain media. Some media that can be used to spread messages or information are print media, audio-visual media, electronic media, and digital media. Media is a means or tool used to convey messages from communicators to audiences. In this case the media most widely used in communication are the five human senses, such as eyes and ears. Messages received by the five senses are then processed by the mind to determine its reaction or attitude, then expressed in action (Cangara, 2006).

The media has the ability to reach a broad public, this makes the media widely used in conveying messages to build public opinion and awareness (Preeti, 2014). Social media is internet-based media that allows media users the opportunity to interact and present themselves, either immediately or delayed, with a wide audience or not, which drives the value of user-generated content and perceptions of interaction with others (Carr, 2015).

Media is a means or channel used to convey messages, information, or promotions to target audiences. In the context of health promotion, the media has an important role in disseminating health information, increasing public awareness, and influencing health behavior. Media for health promotion can include traditional mass media such as newspapers, magazines, television and radio, as well as digital media such as websites, blogs, social media and mobile applications. Now, technology is developing very fast. Internet-based media allows people to share information whenever and wherever they want, some people even disseminate information as if it is their own pride because they feel they have established themselves as a source of information or a source of information reference. By taking advantage of its various capabilities, the internet through social networking media has transformed into an intermediary

medium that allows anyone to easily and quickly obtain information and news. (Aidin, Loda, Hadi, & Maskat, 2021).

One type of media based on the internet is social media. Several platforms have recently appeared such as Facebook, Twitter, Instagram, TikTok and others. The platform is a new medium that allows its users to connect with one another, including those they have never met before. Modernization of technology and communication provides flexibility for people to access the information they want to know easily and quickly. The availability of internet technology indirectly creates a new generation, where the freedom and openness of knowledge is difficult to prevent. Social media has an open nature, meaning that all information can be accessed there without exception. Since all social media content is available to the public, users can even leave live comments on the news or topics they see there. New technology changes everything as it develops, one of which is how easy it is to obtain information thanks to search engines and online encyclopedias such as Wikipedia which make it easier for people to find information as clear as possible in a short time. (Nainggolan, Rondonuwu, & Waleleng, 2018; Hayati, 2021).

Social media is a group of internet-based applications that are built on the basis of web ideology and technology. Social media is able to present and translate new ways of communicating with technology that is completely different from traditional social media (Sulianta, 2015, p.6). Social media can provide opportunities for marketers to leapfrog traditional media to communicate directly with customers and enable more interactive and cost-effective conversations (Kotler, Kartajaya & Setiawan, 2017, p. 72). “Social media refers to activities, practices and behaviours among communities and people who come together online to share information, knowledge and opinions using conversational media.” (Safko & Brake, 2009).

Hospitals have the role and function of carrying out health promotion, this is stated in the Regulation of the Minister of Health of the Republic of Indonesia Number 44 of 2018 concerning the Implementation of Health Promotion, where hospitals are required to carry out health promotion to the public who consists of patients, hospital HR, hospital visitors, and the community around the hospital. Health promotion is carried out with the paradigm of health, equality, independence, integration and sustainability. According to the regulations of the Minister of Health, health promotion is a process of empowering the community through activities to inform, influence and assist the community to play an active role in encouraging behaviour and environmental changes and maintaining and improving health towards optimal health status (Kemenkes, 2018).

Hospitals have become crucial sources of information for the community, alongside the government, due to the essential nature of health services. Their role extends beyond providing curative care to include rehabilitative, promotive, and preventive services, which are vital components of the healthcare system. Recognizing this importance, hospitals are continually innovating and creating new ways to disseminate information more effectively, leveraging advancements in technology. Consequently, the authors aim to investigate the reasons behind the shift from traditional media to digital and social media by many hospitals.

In addition to providing treatment to the community, the hospital also has a duty or role to provide information to the community. Activities carried out by the hospital related to the provision of information and education are one of the programs to increase the knowledge, ability, awareness and understanding of the community regarding health care, as well as to inform the various health services owned by the hospital. Various activities that are routinely carried out by the hospital such as posyandu and basic health education in the target area, basic health education in schools, broadcasts on various radios and televisions that have collaborated with the hospital. All activities must be documented in the form of a Hospital Health Promotion Activity Report (PKRS). In addition, the hospital also uses the features provided by social media in assisting the role of public relations to distribute information about health, disease and news about the hospital itself. Social media platforms have now become a necessity for hospitals that not only provide health information or carry out marketing, but are now also believed to be able to form a global brand image regarding the effectiveness of use which can affect the reputation of a hospital.

Health promotion carried out by the hospital can provide education to patients and patient families, educate human resources in hospitals, as well as convey information and education to the community around the hospital related to health so that it can improve the health status of the community. Promotion is a channel or communication tool between companies and consumers, through which the company informs the products and services it produces as an effort to build mutually beneficial relationships.

Hospitals play a crucial role in promoting health and well-being among the community. Effective health promotion strategies are essential for educating the public about preventive measures, treatment options, and available healthcare services. Rumah Sakit Grha Kedoya, a prominent hospital in Jakarta, Indonesia, has been actively engaged in health promotion initiatives to empower individuals to make informed healthcare decisions and improve their overall health status. This study aims to investigate the media utilized by Grha Kedoya Hospital in carrying out its health promotion functions. Therefore, the research question for this study is: "Why must hospitals in Indonesia, such as Grha Kedoya Hospital, shift their media tools from traditional media to social media?" The findings of this research will contribute to a broader understanding of health promotion practices in Indonesian hospitals and inform the development of effective health communication strategies tailored to the specific needs of the community. Additionally, the study will provide valuable insights for other healthcare providers seeking to optimize their health promotion efforts and enhance their impact on public health.

Rumah Sakit (RS) Grha Kedoya Hospital, located in Kedoya Utara, Kebon Jeruk District, West Jakarta City, has become a popular choice for people in West Jakarta and its surroundings to get quality medical services. Grha Kedoya Hospital, which is highly respected, provides complete health services with advanced technology and international standard facilities. Doctors, nurses and other medical personnel who are competent and experienced in various health fields are always ready to provide the best service to patients. This medical team is committed to providing treatment that is humane, effective, and prioritises patient safety (Grha Kedoya, n.d.).

Grha Kedoya Hospital also has complete medical support facilities, such as diagnostic laboratories, radiology rooms, and emergency units that are ready to serve patients in emergency situations around the clock. These facilities allow the hospital to provide a precise and fast diagnosis so that patients can get the treatment they need right away. Grha Kedoya Hospital prioritises patient comfort in addition to the best medical services. Hospitals are well designed to create a calm and comfortable atmosphere for patients and their families. All areas are built with the aim of creating an environment that supports the healing process of patients and their recovery. Grha Kedoya Hospital not only provides medical services, but is also committed to developing itself through health research and development. They strive to always be a health centre of excellence by participating in medical research and training programs. With this, promotion is needed for this hospital so that it can compete with other hospitals that are superior (Grha Kedoya, n.d.).

Media is a means or channel used to convey messages, information, or promotions to target audiences. In the context of health promotion, the media has an important role in disseminating health information, increasing public awareness, and influencing health behavior. These media can include traditional mass media such as newspapers, magazines, television and radio, as well as digital media such as websites, blogs, social media and mobile applications. Hospitals, as a health institution that has an important role in society, also use the media as a means to carry out health promotion (Yustikasari et al., 2021).

As explained earlier, today's social media is a very useful tool as a source of information that can be used for publication and educational activities. Instagram is one such example. Therefore, as a reference for research on the use of social media Instagram as a source of information, researchers have read previous research on the subject that is considered the most relevant to use as a reference in writing this research.

In research on the Utilisation of Instagram as a Media Promotion of Social Commerce, Bro.Do's business is based on the idea that Brodo uses Instagram as a public communication tool to expand the network and information he provides through the platform as a publication platform. Instagram is quite a role for Brodo to extend Brodo's hand in conveying information and Brood products that Brodo wants to be better known by the Brodo public (Nugroho & Azzahra, 2022, p.142). This can confirm that Instagram is an important medium in conveying information to the public.

In today's digital era, the media has an increasingly crucial role in health promotion. Hospitals are not only responsible for providing health services to the community, but also in conveying information and education about health to the public. Hospitals have a role and function in carrying out health promotion, in accordance with the Regulation of the Minister of Health of the Republic of Indonesia Number 44 of 2018. Health promotion carried out by the hospital aims to empower the community through activities to inform, influence, and assist the community to play an active role in encouraging behavior and environmental changes towards optimal health status. Currently, hospitals are also faced with technological developments and social media penetration that change the way health communication and promotion are carried

out. Hospitals face challenges in utilizing social media as an effective and innovative health promotion strategy (Yustikasari et al., 2021).

Social media has an important role in promoting public health and increasing functional health literacy. In the context of hospital health promotion, social media can be used as an effective communication tool to convey health information to target audiences. Through social media, hospitals can educate patients and their families about illnesses and how to treat them, as well as provide information about health programs organised by hospitals such as posyandu, health education in schools, and other activities related to health (Yustikasari et al., 2021).

When a hospital carries out health promotion, it is necessary to pay attention to the applicable ethical regulations. This is due to the presence of competitors from other hospitals who also carry out promotions to attract public attention. The rules governing hospital business processes are included in the Law of the Republic of Indonesia Number 44 of 2009 concerning Hospitals, Minister of Health Regulation Number 1787 of 2010 concerning Advertising and Publication of Health Services, the Hospital Code of Ethics, and the Ethics Rules for Promoting Hospitals from Indonesian Hospital Association. According to the Regulation of the Minister of Health Number 1787 of 2010 concerning Advertising and Publication of Health Services, in advertising and publicising hospitals, they must comply with several conditions. The information submitted must be based on accurate data and facts and supported by valid evidence, and must be informative, educative, and responsible. Hospitals must also consider ethics in health promotion. In carrying out health promotion, hospitals must ensure that the information conveyed is not misleading or manipulated with the aim of financially benefiting the hospital. With that, every hospital that is carrying out promotions must be fully responsible for promotions that have been published (Ramadia & Oktamianti, 2023).

Hospitals must maintain the confidentiality of patient information and respect their privacy. However, even though there are ethical regulations governing health promotion, hospitals still have to carry out promotions to remain competitive with other hospitals. Hospital health promotion is part of the hospital's efforts to provide comprehensive and quality services to patients, patient families, stakeholders, and society as a whole, in order to improve the quality of health services and encourage behavioral and environmental changes to maintain and improve health. Health promotion is an effort to empower all parties involved in the hospital, including patients, patient families, hospital human resources, hospital visitors, and the community around the hospital in an effort to support behavior and environmental changes as well as maintain and improve health towards achieving optimal health status (Agustiawan, 2022).

Prohibition of health promotion content is an important step in efforts to maintain the quality of health information received by the public. This is done to prevent the dissemination of invalid or misleading information. The ban focuses on controlling content that has the potential to cause doubt or conflict in society regarding disease and treatment. Although health promotion has good goals, the negative side of health promotion also needs to be considered. One of the weaknesses of social media in health promotion is the risk of spreading inaccurate or invalid information. In addition, social media is also vulnerable to the dissemination of

information that is not medically or scientifically verified. Therefore, the role of professionals in the health sector is very important in carrying out health promotion based on social media (Belliani & Surwanti, 2021).

In carrying out social media-based health promotion, the role of health professionals is very important to ensure that the information conveyed through social media is accurate and valid. Health professionals have the necessary knowledge and expertise to evaluate and filter reliable information before disseminating it to the public via social media. In addition, they can also provide appropriate interpretations related to various health issues discussed in health promotion (Leonita & Jalinus, 2018).

In the context of health promotion, a doctor should not advertise himself directly through social media. This is because the practice of self-advertising doctors can create ethical dilemmas and can reduce public trust in the medical profession. As professionals in the health sector, a doctor should focus more on providing quality health services, and promoting health in general in the form of education and information that is beneficial to society (Sari, 2010).

Leonita and Jalinus (2018) posited that the need for accurate, precise, and up-to-date information is increasingly needed along with development of information technology is very especially in the health sector. Social media through the internet has great potential for health promotion and other health health promotion and other health interventions, and is easier to reach the target at every level Besides that, in the world of social media, there is a lot of sharing and trust in the social media community, the reputation of the hospital is affected by the use of social media. In addition, social media can be used as an effective marketing strategy for hospitals. Follow-up studies on health regulations in each country are needed to find out how effective social media is for marketing (Arif & Darmawan, 2019). In order to choose which social media to use, businesses must know what their target group or consumers are using. Hospitals mostly use the following three social media platforms: Facebook, Twitter and YouTube. All of these platforms can be used to reach individuals with specific demographics or needs and interests. The results show that there are several different ways to use the platform depending on the hospital's services (Smith, 2017).

The hospital's reputation score and total points, or overall rating, have a statistically significant correlation. This association may indicate that a hospital's social media presence can affect reputation, or that a hospital's reputation or ranking can attract social media followers (Triemstra, Poeppelman & Arora, 2018). Compared to other countries, Japanese hospitals and clinics use social media less. Social media is mainly used to interact with other people. This research can help medical institutions direct the use of social media and improve advertising on medical websites in Japan because some content distributed by medical institutions may conflict with medical advertising guidelines (Sugawara, Murakami & Narimatsu, 2020).

Although promoting hospital health through social media can provide many benefits, there are also some drawbacks that need to be considered. Not all information circulating on social media can be trusted. Some content may be unverified or contain wrong information, which may cause confusion or even harm to the public. Hospitals must be very careful in managing

personal data of patients and social media users, to prevent misuse or invasion of privacy. When an emergency or disaster situation occurs, communicating through social media must be done with care so as not to cause panic or spread inaccurate information. Hospitals may face negative comments or trolling on social media, which can damage their image if not managed wisely. Relying too much on social media in health promotion can ignore segments of society who do not have access or skills to use these platforms. Health promotion on social media must comply with applicable rules and regulations and pay attention to marketing ethics that apply in the health industry. Therefore, when using social media for health promotion, hospitals must consider these benefits and drawbacks and take appropriate steps to ensure that the information presented is accurate, useful and safe for the public. Health care institutions must be careful when using social media because research subjects show that misuse of social media can affect patient privacy and mislead patients. In addition, small mistakes on social media can damage the image of health care institutions and lead to unhealthy competition (İlgün & Uğurluoğlu, 2019)

## **METHOD**

Qualitative research methods are used in this research because it uses a descriptive approach that discusses events, behaviors, and activities, as well as the processes that are passed (Creswell & Creswell, 2018, p. 41). Based on the events that occurred, the case study used was on the social media Instagram of Grha Kedoya Hospital (@grhakedoya). The qualitative research method carried out in this study was carried out using interview techniques to sources with triangulation of data sources for validation.

The data collection techniques used in this research are observation, interview, and literature study. Researchers observed the media used by Grha Kedoya Hospital such as websites, Facebook, Instagram, TikTok and YouTube and identified health promotion content delivered to the public through these media.

The resource person in this research is the Marketing Communication Team of Grha Kedoya Hospital. The questions asked by researchers to the Marketing Communication Team were the health promotion media used, social media content, types of health information conveyed, hospital activities or events, resource persons in health promotion activities, and collaborative activities carried out by the hospital. Observers can engage in a variety of roles from non-participants to full participants. In general, the observations are open-ended where the observer asks general questions to the interviewees that allow the interviewees to freely give their views (Creswell, 2014).

## **RESULT AND DISCUSSION**

RS Grha Kedoya is a modern private hospital with comprehensive services and modern medical technology. RS Grha Kedoya which is directly operated by PT Kedoya Adyaraya Tbk ("the Company") is a type B private general hospital located at Jl.Panjang Arteri No. 26, North



Kedoya, Kebon Jeruk, West Jakarta. Grha Kedoya Hospital's health promotion is carried out through print media, audio-visual media, and face-to-face such as counseling to patients, patients' families, and the community around the hospital.

Grha Kedoya Hospital's Marketing Communication Team is responsible for planning, content creation, management and evaluation. In the preparation of content or promotional materials, the marketing communication team coordinates with related units or expert doctors in their fields to verify and obtain content approval.

Counseling, such as prevention and first aid for diseases, is one way to support health promotion programs. Patients' families, the public, surrounding communities, and partner companies receive treatment at the hospital. The most common disease suffered by patients is disease counselling. The marketing communications team worked with doctors to find resource persons. After the counselling was completed, an evaluation was conducted based on the number of participants, the facilities and infrastructure used, and the material provided.

The Covid-19 pandemic that has hit Indonesia since 2020 has changed the health promotion methods used by hospitals. If in the past print media and audio-visual media as well as individual health promotion were the most widely used media, currently health promotion programs are increasingly being carried out through social media, to publish information about certain disease education, introduction of new treatment methods, special price programs for services and other health service activities carried out by the Hospital.

**Table 1. Media Promotion RS Grha Kedoya**

<b>MEDIA TYPE</b>	<b>MEDIA FORM</b>	<b>INFORMASI TYPE</b>
Print	- Flyer size A5 - Brochure - Posters size A3 and A2 - Banners - Roll Up Banner	- Health Education - Doctor's Practice Schedule - Hospital Services - Special price promotion - Service announcement - Tariff Information
Audio Visual	Television	- Health Education - Doctor's Practice Schedule - Hospital Services - Special price promotion - Service announcement
Website	<a href="http://www.grhakedoya.com">www.grhakedoya.com</a>	- Health Education - Doctor's Practice Schedule - Hospital Services - Special price promotion - Service announcement
Social Media	- Instagram - Facebook - Tiktok - Youtube	- Health Education - Doctor's Practice Schedule - Hospital Services - Special price promotion - Service announcement

Source: Grha Kedoya Hospital. (2022). Care plus. [www.grhakedoya.com](http://www.grhakedoya.com)

Print media used by Grha Kedoya Hospital are brochures, posters, roll up banners that are distributed on each floor, starting from the public area, doctor's consultation room to the patient's inpatient room. Some of the information presented is related to disease education, introduction to hospital services, introduction of new doctors joining or announcing something from management. While audio-visual media consists of hospital education media from doctors, videos of hospital facilities and doctors' practice schedules. RS Grha Kedoya also has a website [www.grhakedoya.com](http://www.grhakedoya.com) which contains information that will be presented is the profile, motto, vision, mission and objectives of the hospital, health articles, doctor's practice schedule, investor relations, corporate governance and social responsibility.

Hospitals like Grha Kedoya Hospital should shift their media tools to social media for various reasons. Social media has a wider reach and can reach a more diverse audience compared to traditional media. This allows hospitals to communicate with potential patients and their families more effectively and efficiently. Social media allows for two-way interaction, where hospitals can respond to patients' questions and concerns in real-time, increasing patient satisfaction and trust. In addition, platforms such as Instagram allow hospitals to share health information, patient stories, and institutional achievements through engaging visual content, which can increase awareness and a positive image of the hospital in the eyes of the community. The use of social media can assist hospitals in health promotion and education campaigns, as well as providing the latest updates on new services and programs available. Thus, shifting media tools to social media is a strategic step that can support the growth and development of Grha Kedoya Hospital in today's digital era.

According to the Grha Kedoya Hospital Marketing Communication Team, health promotion programs are more effective through social media. Providing information through social media is the best solution because considering the nature of social media itself is fast, easy and wide-reaching. Information that is usually conveyed to the public through social media includes health education, introduction to hospital services, special price programs and national holidays. This relates to how hospital public relations personnel work, who are assigned to carry out hospital public relations tasks, including using social media. In the modern era of technology, public relations personnel are essential to balance trends and public demand for health with the supply that hospitals can provide as service providers. Previous research shows that the performance of hospital public relations in carrying out their duties and authorities, such as providing clarification and dissemination of health information and current issues in the media, encouraging healthy lifestyles, and providing special content about procedures in the hospital (Safitri, Bakti, and Hafiar, 2019).

One of the new media platforms actively used by Grha Kedoya Hospital is Instagram, this is due to the high number of Instagram users in Indonesia in recent years. RS Grha Kedoya is one of the many health service provider companies that utilize the use of social media. Grha Kedoya Hospital is active in sharing photos and videos in feed uploads and insta stories, the social media owned by Grha Kedoya Hospital include Instagram @grhakedoya, Facebook @grhakedoyahospital, tiktok @rsgrhakedoya and fanpage @rsgrhakedoya. Hospital reputation is influenced by the use of social media because social media communities are full of trust and sharing. In addition, social media can be used as an effective tool for hospital marketing. Future

health regulatory studies are needed to determine how effective social media is in marketing (Arif and Darmawan, 2019).

The material shared in the Instagram account is packaged to be so interesting that followers are interested in reading/seeing it. Not only is the content the focus of attention but design harmony is also a concern in creating social media content for Grha Kedoya Hospital before being uploaded to the @grhakedoya account. The process of screening social media material is also carried out through several stages in order to minimize errors or misunderstandings of information uploaded to the Grha Kedoya Hospital social media account. Instagram is a social media platform that prioritizes aesthetics, so uploading high-quality content will increase its followers. This is due to the fact that high-quality photos and videos will encourage followers to spread the content to others through the share feature or give appreciation in the form of likes. Conversely, Instagram rules govern search results; accounts that violate these rules will not be visible to other users. In addition, the Instagram search page should not recommend bad or sensitive content, especially if it is deemed unsuitable for young Instagram users (Andriani, Yustisiani & Umaroh, 2022).

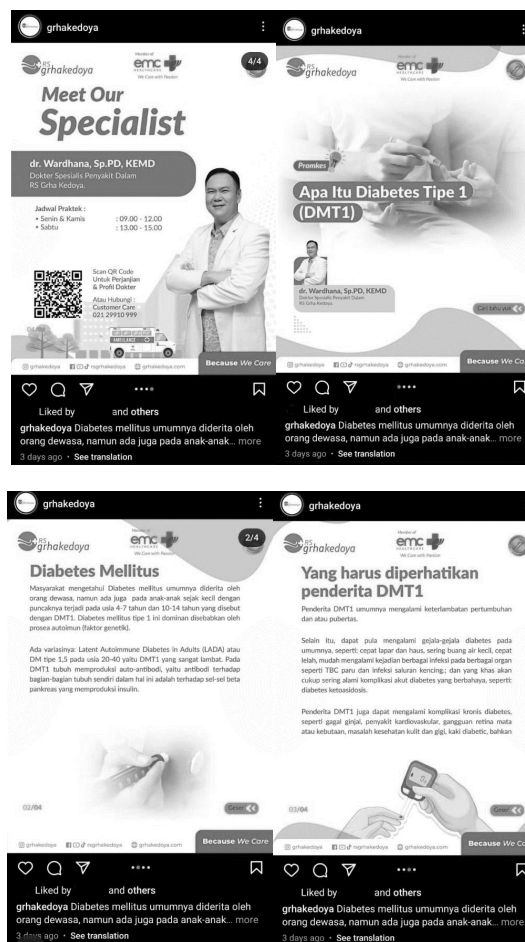
Social media content uses several tactics by using hastags (#), using captions that are better understood by the public, and according to hospital needs. To evaluate feedback from social media users, some of the things evaluated are the number of likes, comments, direct messages or direct messages on Instagram feeds and Instagram stories. Previous research also revealed that hospitals can optimize Instagram by changing profile photos. This is done because the Instagram profile becomes the page accessed by users after they view relevant content or search through Explore. In contrast, Instagram tracks keywords used as username, profile, and bio to identify user accounts before they are distributed to other users. As a result, if someone uses those keywords on their Instagram profile, their account will appear on the top search page (Andriani, Yustisiani & Umaroh, 2022). Through health promotion programs, hospitals can convey various information well to the community. In addition, health promotion is expected to improve the image of the hospital. Another health promotion program is webinars which are carried out to convey information and education to the community.

Hospitals have various professions of health workers such as doctors, nurses and other health workers, of course, have their own professional code of ethics, especially for the profession of doctors who are directly related to patients, therefore hospitals in conducting health promotion must follow the rules or professional code of ethics that apply. In conducting health promotion and education through social media, hospitals process content in such a way that information can be conveyed to the public, but still in accordance with applicable corridors.

In fact, this has been regulated in the 2012 KODEKI in article 3 concerning professional independence in the scope of the article point (2) point c which states that every doctor is prohibited from carrying out actions "...which result in the loss of professional freedom and independence,"<sup>5</sup> one of which is by involving himself, either directly or indirectly, in all forms of activities aimed at promoting or advertising himself, goods, and / or services for his personal interests and benefits, colleagues, and other groups. (Majelis Kehormatan Etik Kedokteran Indonesia, 2012).

This prohibition of advertising is reaffirmed in KODEKI 2012 article 4 regarding self-praise which reads that "Every doctor must avoid acts that are self-praising". Every doctor must maintain professionalism in informing the quality of competence and authority to fellow health professionals and / or to the public. Doctors must ensure that any information conveyed is factual and avoid all intentions and efforts to show their greatness or praise themselves through public media, such as meetings with the public, mass media, electronic media, and other technologically advanced communication media. Actions that are classified as self-praise activities are advertising the abilities/excellence of a doctor both orally and in writing, in various domestic and foreign public media. This can be in the form of writings containing superlative statements, which among other things imply the notion of "the only expert" or similar meanings with statements of excellence, uniqueness, or sophistication of personal services that tend to be misleading and show-offy, so as to create a false impression of the profession. (Majelis Kehormatan Etik Kedokteran Indonesia, 2012)

Figure 1: Health education content through Instagram feeds



Source: Hospital, G. K. (2023). Apa itu DM tipe 1. [Instagram post]. <https://www.instagram.com/p/CvLqwQnrOlu/>

Figure 1 is an example of one of the content in the Grha Kedoya hospital. The Marketing Communication team creates content to promote doctors without violating the applicable code of ethics, namely by providing health education to the public with a certain disease according

to the competence of the doctor to be promoted. The content in Figure 1 comes from a valid source and has gone through the approval process from the doctor concerned.

**Figure 2. E- Flyer Event IG Live**



Source: Hospital, G. K. (2023). Rahasia Sukses Menyusui Ibu Bekerja. [Instagram post]. <https://www.instagram.com/tv/CvW1-aZhvod/>

Figure 2 shows the promotion of doctors with educational content through a live platform on Instagram. To increase the attention of the public, prizes are given to lucky participants. Usually, several conditions are given to get the prize, including posting on the participant's personal Instagram story when participating in IG Live by mentioning Grha Kedoya Hospital Instagram. This aims to get wider exposure and publicity to the public.

**Figure 3. Hand washing education reels on Grha Kedoya Hospital Instagram**



Reference: Hospital, G. K. (2022). Yuk biasakan cuci tangan dengan benar. [Instagram reels]. <https://www.instagram.com/reel/CZ1UEr-h1se/>

RS Grha Kedoya's Instagram social media also provides health education content that is lighter and can be accepted by generation Z and millennials as decision makers for their parents so that RS Grha Kedoya becomes the choice of health services for their families. Figure 3 shows hand washing education in the form of video reels uploaded on Grha Kedoya Hospital's Instagram.

Through health promotion programs, hospitals can convey various information well to the community. In addition, health promotion is expected to improve the image of the hospital and become the choice of treatment for the community. Another health promotion program is webinars which are carried out to convey information and education to the community.

## CONCLUSIONS

Health promotion is carried out by informing, influencing and supporting the community to improve health. The health promotion media used at Grha Kedoya Hospital are print media, audio visual media and social media. Information conveyed through the media includes health education related to disease, treatment, introduction of new tools and services, doctor's practice schedules and national holidays.

Print media used by Grha Kedoya Hospital are brochures, posters, roll up banners. The information presented is related to disease education, introduction to hospital services, introduction of new doctors joining or announcement of a matter from management. While audio-visual media consists of hospital education media from doctors, videos of hospital facilities and doctors' practice schedules.

Shifting media tools to social media is a very important strategic move for Grha Kedoya Hospital. Through social media, the hospital can reach a wider and more diverse audience, enable two-way interactions that increase patient satisfaction and trust, and utilize the power of visual content to reinforce a positive image and public awareness of the services they offer. In addition, social media also serves as an effective platform for health promotion and education campaigns, which can strengthen the hospital's position as an innovative and responsive healthcare provider in the digital age. Therefore, the integration of social media in Grha Kedoya Hospital's communication and marketing strategy is the right step to face challenges and maximize opportunities in the future.

The social media used are Instagram, Facebook, Tiktok and Youtube. Information presented on social media is related to health education, hospital services and national holidays. Health promotion through social media is considered quite interesting and informative, but interaction between social media users is still low. Another health promotion program is webinars which aim to provide information and education to the community. The hospital provides various health information and education through health promotion to patients, patients' families and the community to increase the hospital's brand awareness and improve public health status.

Advertisements involving doctors should only provide information that can be professionally justified, such as public service advertisements related to certain health programs. Conversely, a doctor may dehumanize the medical profession by acting in a self-aggrandizing manner or promoting a commercial product or service. According to KODEKI 2012, it is unethical to promote a doctor or products with health and beauty claims involving doctors. Social media platforms have become one of the musts for an organization to compete in marketing trends.

Therefore, switching to digital platforms, especially social media, Grha Kedoya Hospital can improve operational efficiency, for example by reducing printing and distribution costs of promotional materials. In addition, digital media allows the hospital to manage information better, providing real-time updates on services, doctor schedules, and other health information. It also allows hospitals to get direct and quick patient feedback, which is very useful for service improvement. With social media, Grha Kedoya Hospital can build closer relationships with patients, provide health education, and increase patient loyalty. In the long run, the adoption of modern media technology can also expand the hospital's reach to a wider audience, including millennials and Gen Z who are more familiar with digital technology. Thus, this shift is not just about following the trend, but also an important step to improve the quality of service and competitiveness of hospitals in the digital era.

## REFERENCES

- Agustiawan, N. (2022). *Dampak Promosi Kesehatan Rumah Sakit (PKRS) Terhadap Loyalitas Pasien di Rumah Sakit: Sebuah Tinjauan Litelatur*.  
<https://scite.ai/reports/10.56338/mppki.v5i2.2046>
- Aidin, B. S., Loda, D. Y., Hadi, M., & Maskat, S. (2021). *Invasi Media Massa*. Media Nusa Creative (MNC Publishing).
- Andriani, P., Yustisiani, R., & Umaroh, A. K. (2022). *Instagram Analysis as Health Information media in Health office of Ngawi Regency*.
- Arif, U. F., & Darmawan, E. S. (2019, August). *The Use of Social Media As a Hospital Marketing Tool*. In *Proceedings Of The International Conference on Applied Science and Health* (Vol. 2019, pp. 902-8).
- Belliani, A., & Surwanti, A. (2021). *The Optimalisasi Promosi Kesehatan dalam Pencegahan Tuberkulosis Paru di Dinas Kesehatan Kabupaten Bangka*. *Media Publikasi Promosi Kesehatan Indonesia (MPPKI)*, 4(3), 361-367.
- Cangara, H. (2006). *Pengantar Ilmu Komunikasi*. Jakarta: PT Raja Grafindo Persada.
- Carr, C. T. (2015). *Social Media: Defining, Developing, and Divining*. *Atlantic Journal of Communication*.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches (4th ed.)*. Thousand Oaks, California, United States: SAGE Publications, Inc.
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design Qualitative, Quantitative ad Mixed Method Approaches (5th ed.)*. Los Angeles: Sage Publication, Inc.

- Grha Kedoya Hospial. (n.d). *Tentang Grha Kedoya*. [www.grhakedoya.com](http://www.grhakedoya.com)
- Grha Kedoya Hospital. (2022). Care plus. [www.grhakedoya.com](http://www.grhakedoya.com)
- Hayati, N. (2021). *Media sosial dan kekerasan berbasis gender online selama pandemi covid-19*. *Jurnal Humaya: Jurnal Hukum, Humaniora, Masyarakat, Dan Budaya*, 1(1), 43-52.
- Hospital, G. K. (2023). *Rahasia Sukses Menyusui Ibu Bekerja*. [Instagram post]. <https://www.instagram.com/tv/CvW1-aZhvod/>
- Hospital, G. K. (2022). *Yuk biasakan cuci tangan dengan benar*. [Instagram reels]. <https://www.instagram.com/reel/CZ1UEr-h1se/>
- Hospital, G. K. (2023). *Apa itu DM tipe 1*. [Instagram post]. <https://www.instagram.com/p/CvLqwQnrOlu/>
- İlgün, G., & Uğurluoğlu, Ö. (2019). How Turkish private hospitals use social media: A qualitative study. *Journal of social service research*, 45(1), 34-43.
- Kemenkes. (2018). *Peraturan Menteri Kesehatan Republik Indonesia Nomor 44 Tahun 2018 Tentang Penyelenggaraan Promosi Kesehatan Rumah Sakit*. Jakarta: Kementerian Kesehatan Republik Indonesia.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from traditional to digital*. United States: John Wiley & Sons, Inc.
- Leonita, E., & Jalinus, N. (2018). *Peran media sosial dalam upaya promosi kesehatan: Tinjauan literatur*. *INVOTEK: Jurnal Inovasi Vokasional dan Teknologi*, 18(2), 25-34.
- Majelis Kehormatan Etik Kedokteran Indonesia. *Kode etik kedokteran tahun 2012*. Jakarta: Majelis Kehormatan Etik Kedokteran Indonesia; 2012.
- Nainggolan, V., Rondonuwu, S. A., & Waleleng, G. J. (2018). *Peranan media sosial Instagram dalam interaksi sosial antar mahasiswa fakultas ilmu sosial dan politik UNSRAT Manado*. *ACTA Diurna Komunikasi*, 7(4).
- Nugroho, T. A., & Azzahra, F. C. (2022). *Pemanfaatan instagram sebagai media promosi social commerce usaha bro. Do*. *Jurnal Pustaka Komunikasi*, 5(1), 136-149.



- Permenkes, 2018. *Peraturan Menteri Kesehatan Nomor 44 Tahun 2018 Tentang Penyelenggaraan Promosi Kesehatan Rumah Sakit*. Jakarta: Kementerian Kesehatan Republik Indonesia
- Preeti. (2014). *Education and Role of Media in Education System*. International Journal of Scientific Engineering and Research (IJSER), 1.
- Ramadia, O., & Oktamianti, P. (2023). *Gambaran Strategi Bauran Pemasaran Pelayanan Kesehatan Rumah Sakit X di Jakarta Selama Pandemi Covid-19*. <https://scite.ai/reports/10.36418/syntax-literate.v8i3.11547>
- Safitri, B. V., Bakti, I., & Hafiar, H. (2019). *Profesi Humas Rumah Sakit : Antara Profesionalisme dan Humanisme*. *PRofesi Humas*, 4(1), 47–67. <http://jurnal.unpad.ac.id/profesi-humas>
- Safko, L., & Brake, D. K. (2009). *The social media bible: Tactics, Tools, And Strategies for Business Success*. Hoboken, N.J: John Wiley & Sons
- Sari, S. D. (2010). *Pelaksanaan bedah plastik dalam perspektif peraturan perundang-undangan tentang kesehatan di Indonesia (studi di Rumah Sakit Umum Daerah Dr. Moewardi Surakarta)*. <https://digilib.uns.ac.id/dokumen/detail/12330>
- Smith, K. T. (2017, July 3). *Hospital Marketing and Communications Via Social Media*. *Services Marketing Quarterly*, 38(3), 187–201. <https://doi.org/10.1080/15332969.2017.1363518>
- Sugawara, Y., Murakami, M., & Narimatsu, H. (2020, November 27). *Use of Social Media by Hospitals and Clinics in Japan: Descriptive Study*. *JMIR Medical Informatics*, 8(11), e18666. <https://doi.org/10.2196/18666>
- Sulianta, F. (2015). *Keajaiban Sosial Media*. Jakarta: PT Elex Media Komputindo.
- Triemstra, J. D., Poeppelman, R. S., & Arora, V. M. (2018, November 8). *Correlations Between Hospitals' Social Media Presence and Reputation Score and Ranking: Cross-Sectional Analysis*. *Journal of Medical Internet Research*, 20(11), e289. <https://doi.org/10.2196/jmir.9713>
- Yustikasari, Y., Anissa, R. N., & Dewi, R. (2021). *Pelatihan Promosi Kesehatan pada Tenaga Kesehatan di Jawa Barat*. <https://scite.ai/reports/10.37535/102003220211>