



Implementation of the "Some" Communication Model on Social Media Marketing of Bayukarta Karawang Hospital

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Abstract

As the current hospital in Indonesia has shifted toward profit oriented, one of the causes is that Indonesia's entry into a free-market system that requires us to change our perspective on hospitals, (manajemen.net, 26th June 2020). As the age and technology developed, social media is considered to be an effective and efficient marketing medium for hospitals. Social media is one of the few that make it easier for people to get information on things because social media is easily accessible to all. The purpose of this research is to learn about Bayukarta's hospital marketing strategies through social media of Instagram. The research used concept theory "The Circular Model of SOME" (share, optimize, manage, engage) by Regina Luttrell. Methods used case research with qualitative descriptive approaches and data-collection techniques with interviews, observations. As a result of this research, Bayukarta's hospital chose social media Instagram towards increasingly growing social media users and matched Bayukarta's hospital target market. Bayukarta Hospital's Marketing propagates information about products or services offered to audiences through a post on the social media account Instagram @rs.bayukarta, before posting content done by collecting photos of products or services, events, promotions and discounts. The social instagram of bayukarta hospital is staffed by social media admins to respond to individual comments or questions of followers. To build a trust in Bayukarta Hospital consumers involves competent medical professionals and health-care professionals.

Introduction

As hospitals in Indonesia are increasingly developing nowadays, they are shifting towards profit oriented, one of the causes is Indonesia's entry into a free market competition system which requires us to change our perspective on hospitals. The current situation is no longer possible if hospitals are only positioned as non-profit institutions or institutions that operate solely on a social basis. As we know, with the emergence of PERMENKES 56 of 2014, business opportunities have opened up (Hasnida et al., 2021), resulting in the impact of the number of hospitals continuing to increase, making each hospital compete with each other to get customers, therefore a good hospital marketing strategy is needed so that it will be able to help hospitals. continue to survive the competition and develop for the better, (manajemenrumahsakit.net, 26 June 2020).

To be able to compete in the world of hospital business, it is also necessary to develop a more communicative marketing model, seeing that there is a big influence on the development of information and communication technology (Bahrini & Qaffas, 2019) which can be used via

the internet in an application that can be accessed from a smartphone which currently has a big influence in various aspects, one of which is within the scope of social and economic aspects, many companies also use it to carry out marketing communications via digital media, with the hope that messages regarding the products or services offered by the company can be conveyed quickly and effectively to customers and consumers. Marketing communications through digital media or commonly known as digital marketing is an effort to inform and promote a brand using digital media that can reach consumers and customers in a timely, personal and relevant manner (Peter & Dalla, 2021). By carrying out digital marketing communications, companies can distribute more easily. and providing new information or news (Press Release), whether in the form of reporting (text), photos and news. Regarding marketing communications through digital media, this is not only carried out (Juska, 2021) by company agencies that have a function in the field of goods production, but also by companies that have a function as a service, one of which is a service that operates in the health sector, namely hospital, (Noor, 2018).

It cannot be denied that currently hospitals are in reality not much different from other companies that market goods or services, whose goals are the same, namely to develop, generate profits and maintain survival in addition to serving society (Ray et al., 2019). Taking into account the very rapid development of business today and the entry into the era of globalization, there is a fairly high level of competition among the players. Every hospital tries to be the best from other competitors. In facing this competition, special attention is needed regarding how far the hospital has grown and progressed in facing the competition. If not, the hospital will sink and be unable to compete or go bankrupt (Sabran, 2019).

Along with the development of the times and technology, social media has developed which is considered to be an effective and efficient marketing medium. Social media is a medium that makes it easier for people to get information about various things because social media can be easily accessed by all groups. Some well-known social media are YouTube, Facebook, websites, email, Instagram, and many others (Arum Wahyuni Purbohastuti: 2017). Bayukarta Hospital also utilizes social media as a hospital marketing method. Bayukarta Hospital to utilize social media, especially Facebook, Whatsapp, and Instagram as a means of carrying out health promotion using live interactive methods in the form of question and answer activities between the public and doctors directly.

If we look at the information media that are currently popular or that people like, they are Facebook, Instagram and WhatsApp (Nuseir, 2020). It can be seen from the data below that YouTube is the platform most frequently used by social media users in Indonesia aged 16 to 64 years. The percentage of users who access YouTube reaches 88%. The next most frequently accessed social media is WhatsApp at 84%, Facebook at 82%, and Instagram at 79%. For information, the average time Indonesian people spend accessing social media is 3 hours 26 minutes. The total number of active social media users is 160 million or 59% of the total population of Indonesia. 99% of social media users surf via cellphone, (katadata.com, 2020)

The social media currently being used by Bayukarta Hospital is Instagram with a total of 5,614 followers following the hospital's Instagram, these followers are located in Karawang, Jakarta, Bekasi, Tangerang and Depok. The followers who follow the Bayukarta Hospital Instagram are mostly aged 25-34 years, and the gender of the followers is mostly female, making up 66.5% of the total Bayukarta Hospital Instagram followers. The social media used by Bayukarta Hospital is not only Instagram but there is also YouTube, Facebook and WhatsApp, but the one that is actively used at the moment is Instagram social media. Based on this, if you look at the social media users who follow hospital accounts and social media users nowadays as well as the marketing media developed by hospitals, then there are opportunities that can be taken by hospitals to develop media or marketing models that can be an opportunity to attract as many consumers as possible. Based on this, researchers will look for more in-depth

information, for input and evaluation material so that they can develop in managing social media marketing for Bayukarta Hospital by studying several good references from books and journals. The Circular Model of SOME (share, optimize, manage, engage) is a communication model created by Regina Luttrell which is based on fundamental support from the Cluetrain Manifesto and Grunig's symmetrical two-way communication model (Zhou et al., 2021). This communication model is expected to make it easier for social media practitioners to plan communication on social media.

It is hoped that the results of the research will become input and evaluation material for hospitals to develop social media which is being managed by the hospital in accordance with marketing targets so that hospitals can attract new consumers and survive and be successful in competition. Hospitals are required to have a creative and innovative nature which must be Always ready to face market changes. One effort that can be done is to follow developments in information technology by using social media marketing. Social media marketing is a method that is increasingly being enjoyed. This is caused by the increasing development of various social media facilities in cyberspace. Social media marketing can make someone more aware of the existence of a hospital through various information shared on social media. With this method, the hope of hospitals is that people can become familiar with the types of services provided by hospitals through social media. The aim of this research is to find out an overview of the implementation of the "SOME" communication model on social media marketing at Bayukarta Karawang Hospital which is currently developing.

Methods

Research Type or Design

qualitative research with the aim of finding out a description of the implementation of the "SOME" communication model on social media marketing for Bayukarta Hospital which is currently developing based on 4 aspects of the communication model according to Regina Luttrell. Descriptive research, according to Sugiyono (2017), is research that is used by describing or illustrating the data that has been collected as it is without the intention of making conclusions that apply to the general public or generalizations that aim to analyze the data.

Object of research

According to Sugiyono, 2010 (quoted in Azhari, 2017) states that the object of research is a scientific target to obtain data with a certain purpose and use about something objective, valid and reliable about something (certain variables). The object of this research is the development of social media in marketing efforts using the 4 aspect communication model approach according to *Regina Luttel*.

Research subject

According to Arikunto in 2016, research subjects define research subjects as objects, things or people to which data for research variables are attached, and which are at issue. Based on the definition above, the subject of this research is the social media used by the marketing department of Bayukarta Karawang Hospital, with the selection of social media based on those who are active and have lots of followers compared to other social media owned by Bayukarta Karawang Hospital.

Data Collection Instruments and Techniques

This research uses a checklist sheet instrument used for data collection, which was developed from the communication model according to *Regina Luttel* which consists of the aspects of *share, optimize, manage, manage*, which were then developed into checklist statement items. According to Sugiyono, 2017, a checklist is a list containing the subjects and aspects that will be observed.

In this research, the data sources used are primary data sources, field observations and interviews

Data Processing and Analysis Techniques

The data analysis mechanism in this research uses univariate analysis. Univariate analysis was carried out to determine the frequency and percentage distribution description of the independent and dependent variables, according to (Notoatmodjo, 2015) in the research of Widodo (2016).

Results and Discussion

Background And Brief History Of Bayukarta Karawang Hospital

The existence of the Bayukarta Hospital is a manifestation of the Pasundan Christian Church's service, starting in 1940 out of the Pasundan Christian Church's concern for the local community who were suffering from illness to become a place of treatment for the sick. In 1940, after the Dutch completely abandoned their control in Indonesia, the management of Zending Hospital Bayukarta (which later became Bayukarta Hospital) was handed over to the Pasundan Christian Church. The Pasundan Christian Church (GKP) then formed the Pasundan Christian Church Hospital Foundation (YBRS GKP) on July 20 1949 and then in 1968, the management of Bayukarta Hospital was officially carried out by GKP through YBRS GKP.

Bayukarta Hospital was originally a maternity hospital (in 1932) located in Adiarsa village and managed by several health workers at that time who provided health services whose existence was felt by the local community. In 1940 the status of the maternity hospital was upgraded to an auxiliary hospital and moved to the village of Warung Buah where it remains today. However, at that time due to the Japanese occupation, the Auxiliary Hospital was temporarily closed and did not provide services. The existence of the Bayukarta Hospital is a manifestation of the Pasundan Christian Church's service, starting from the Pasundan Christian Church's concern for the local community who suffer from illness and becoming a place of treatment for the sick. In 1962, its function as an Auxiliary Hospital was reopened as a Medical Center and Maternity Clinic. In 1970 the Medical Center and Maternity Clinic became the Bayukarta Hospital with a service capacity of 45 beds.

Bayukarta Hospital is the first private hospital in Karawang Regency, precisely located at Jalan Kertabumi no. 44 Karawang, Established on July 20 1940, based on a notarial deed by Dr. Herlien, SH Jalan Jend. Ahmad Yani number 261 Bandung 40114. made by sister number: C-57 HT.03.02. In 2002, the Bayukarta Karawang Hospital was officially approved. The Bayukarta Hospital is managed by the Pasundan Christian Church Hospital Agency (GKP), with an area of 28,960 m² and has a total of 626 employees and then obtained permission to establish a hospital from the Health Service Number: 503/SK. 778 – PPI/2010 dated 08 February 2010, according to the Karawang Hospital regulatory guidelines.

Bayukarta Hospital Marketing Unit

The role of Marketing is to foster healthy and productive relationships between the Hospital and the public (*Group of People*), both internal and external publics of the Hospital. The Marketing Department emerged because of the demands of the need to build and maintain the image of the Hospital and provide Customer Service Satisfaction efforts to clients/customers. The duties of the Marketing department include: Coordinating marketing activities for the Hospital, carrying out promotional activities to introduce the services available at the Hospital to the public/consumers, so that they want to take advantage of the health services available at Bayukarta Hospital. Apart from that, we also continuously collaborate with the mass media for hospital needs.

Bayukarta Hospital uses social media as a promotional tool and also provides information about services available at the hospital. After deeper observation, the method used is the SOME method, where Luttrell introduces a model for social media planning, namely the SOME circular model for social communication. which consists of sharing, optimizing, managing and engaging. Bayukarta Hospital has carried out these four aspects, but they have not focused on them any further.

Overview of the Implementation of Research Results

In this research, to obtain results that are relevant to the research objective, namely to determine the implementation of social media management on hospital marketing, the author conducted observations and interviews with related parties regarding this problem. This research was conducted at Bayukarta Hospital and was observed on Instagram social media. This research was conducted to obtain data that is in accordance with the research method and described descriptively, so the author explains the results of this research with a focus on a problem, namely regarding the implementation of the "SOME" communication model on social media marketing at Bayukarta Hospital. To analyze hospital Instagram social media, researchers used the concept of *The Circular Model of SOME*, a concept created by Regina Luttrell to make it easier for social media practitioners to carry out marketing activities on social media. Based on interviews conducted, researchers found several research results that provided sufficient information. Here are the results:

Sharing activities carried out by hospitals are activities in the form of communication that disseminate messages in the form of information about the products or services offered by the hospital to the audience using the media. Social media used by hospitals can promote products or services not only with writing, but can also be done using images or even videos and the images or videos contain information or messages that consumers need . Consumers can easily find out about the products or services offered so they can save promotional costs and time spent . *Sharing* activities are aimed at achieving maximum information in creating knowledge for the audience , as said by Shendy as an employee of the hospital's marketing communications department. Bayukarta Karawang Hospital has other social media accounts for its promotional activities, namely *Facebook* and *YouTube* , but these two social media accounts are not as active as *Instagram social media* because the number of followers using *Facebook* and *YouTube* has decreased in interest, so Bayukarta Karawang Hospital is currently only actively posting on social media. Instagram because the use of Instagram is quite large. *Instagram* as a social media has recently had a dual function, not only as a medium for friendship, but also as a marketing medium. Instagram provides an opportunity for hospitals to interact directly with the audience while providing the latest information about hospital products or services. Shendy stated that the share value is higher, namely 85% , because after the content is created it will be uploaded via *Instagram* belonging to the Bayukarta Karawang Hospital , namely @ rs. Bayukarta, after that the content link will be distributed through employee groups to share with personal instagram account.



Figure 1. Product content, services and health podcasts at Bayukarta Hospital

From the results of the interview, it can be concluded that the sharing activities carried out by the Bayukarta Karawang Hospital Instagram account can attract consumer attention and can build trust through the content that is shared because it not only posts photos or images but also information about available services, existing discount promos. at Bayukarta Karawang Hospital as well as information about health.

Karawang Hospital does starts from small things, namely by utilizing the bio feature on Instagram so that marketing activities on social media are more optimal. Include gmaps or the location where the hospital is located, include *a web link* that can directly access a telephone number that can be contacted if someone wants to ask about the services available or the schedule of the doctor on duty that day so that the hospital always *takes part in authentic communications* . From the results of the interview, at the stage of optimizing Instagram social media, hospitals do this by placing the hospital logo on their *Instagram profile photo with the aim of making consumers remember the hospital, then including all information related to the hospital in the hospital's Instagram bio* to make it easier for consumers so that if consumers which will provide feedback to the hospital regarding whether things are positive or not, the hospital will listen to what consumers are talking about so that the hospital can understand what is missing in the message or information that has been conveyed via social media, beforehand the hospital optimizes the content provided. will be shared, it will be adjusted to follow hospital rules, such as the photo style and language used in the caption must also follow hospital etiquette and can attract consumers to come to the hospital.



Figure 2. feedback from consumers in live streaming content

Based on the table above, the Optimize value reaches 75%. Optimizing content that has been shared, by selecting information that is clear, on target, and can be understood by the community around Instagram users, with the hope that there will be feedback on this information.

Furthermore, the management aspect of a social media account requires good and regular management to achieve the goals of social media activities. For this reason, a plan is needed before running social media. Management is very important for every individual or group activity in an organization to achieve the desired goals. Managing social media requires human resources , knowledge and skills so that activities become more effective or can produce action to achieve success. Researchers interpreted from the interview results that the management process carried out by the hospital's Instagram social media used social media *Insight* to monitor *Instagram social media* and serve as evaluation material for future programs . Hospital marketing has a social media admin, namely Shendy , who is tasked with posting promos, events or information about the hospital and responding to comments from his *followers* . Apart from that, the hospital's Instagram social media also provides *real-time* interaction by making *live broadcasts* when *the event* takes place to make it more real-time. *Instagram* features such as *Instastory* are used by hospitals to carry out live broadcasts with the aim of reminding their

followers that at the hospital there is an event or event such as blood donation , acoustics from Bayukarta's internal band . The feedback management carried out by the hospital is to respond to consumer comments quickly, in a friendly manner and the language used is polite and can be understood by its *followers*.



Figure 3. interaction between hospitals and followers

Bayukarta Karawang Hospital has a social media admin whose job is to reply to incoming comments in language that can be understood by its followers and if it gets a lot of likes, it means that the message or information shared on Instagram social media reaches the recipient of the message or followers. Hospitals consider their followers or consumers as their friends because consumers are the most important part in every business they run, without consumers the business will not run . From the results of observations, incoming comments are often ignored and not answered because there is no assistance in managing hospital social media and there are no applicable standards for marketing, especially in the hospital marketing communications unit. So this management process is only 50%, because the lack of time to create content results in less than perfect results. Manage content creation in real time or according to current conditions, so that the content created will be useful for the surrounding community. In this case, the researchers saw that the hospital had not been able to optimize the time for creating content, so it was deemed that the results were still lacking.

The fourth spec is *Engage* , In this research, the engagement process carried out by *Instagram* social media hospital always try to involve competent people in the health sector, so that consumers have confidence and trust in the services offered by the hospital, so that in terms of the process of involving this it is at a value of 95%, in this case the hospital always consults with the people concerned , who is competent in the field where content or live streaming will be created that also involves consumers in the content . Moreover, marketing always collaborates with doctors to create content that is useful for society in accordance with current trends.



Figure 4. content that involves competent people

This research will discuss 4 aspects of the influence of social media management via Instagram, according to Regina Lutlerr. Based on the research results, it was found that these aspects were still not implemented well. With a lot of work and a lack of management in content creation time.

Content and information media shared by Bayukarta Hospital

The research results found that 85% of this aspect was carried out, with content creation planning that had been designed by the communication marketing department at the hospital . In this stage, the marketing department shares the results via social media, especially on the *Instagram account @rs.bayukarta*. Observation results and interviews conducted by researchers saw that this *sharing aspect* is very effective among large agencies, because the more people share, the more people will see and know what the content is. The effect is very good for the hospital, promoting it is free but has more value for the hospital because it will attract consumers to come to the hospital to have their health checked. Apart from that, researchers looked at several other influences such as; There are many other health institutions that want to offer cooperation regarding health.



Figure 5. collaboration between Bayukarta Hospital and Mandaya Hospital

Content and information media optimized by Bayukarta Hospital

Based on the results of field observations and interviews, researchers saw that the *optimization aspect* at Bayukarta Hospital was quite good. Optimize all work by sharing a message on social media, then the public who receives the message or information will provide *feedback* by discussing the subject positively or not. The thing that must be paid attention to in this aspect is that the marketing department and the hospital must be willing to listen to every input, complaint or suggestion from customers. Both directly and comments on Instagram accounts and other social media. Because if this is not paid attention to, it will have a negative impact on the image of the hospital.



Figure 6. consumer feedback on hospital services

Content and information media managed by Bayukarta Hospital

Next, the researcher looked at the management aspect, in this case the researcher saw that the hospital was lacking in terms of management. Because the scheduling of content creation has not been organized, this content creation is done suddenly and there is not enough time to create it. The creation time will affect the results of the content, not only managing the content but also having to pay attention to customer desires. The marketing department and hospitals must know what customers want today. In the digital age, many competitors are competing to attract customers with content to create content that is as interesting as possible.

Results of this research The marketing department is not very capable of managing content creation scheduling. If you see that this aspect is very important, the impact will be very good if the marketing department can manage the scheduling, or an SOP can be created for the marketing communications department.

Content and information media engaged by Bayukarta Hospital

Next, *the Engage* or involving aspect. Based on the results of observations and interviews, the marketing team really involves very competent people, such as doctors, public relations, managers according to the field and content to be created. This needs to be done because the effect will be good for the hospital. The hospital will gain the trust of customers, so that the hospital will gain profits.

Conclusion

Based on the results and discussions obtained from interviews and observations, the conclusion of this research is that Bayukarta Hospital uses social media in its marketing efforts, social media which includes information about the hospital and the services available at the hospital and what products provided by the hospital to support health services, and on social media there is also information regarding health promotion involving competent experts, so that the information disseminated can grow consumers' trust in the services and products provided by the hospital.

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