

THE ROLE OF INSTAGRAM IN IMPROVING THE REPUTATION OF PRIVATE HOSPITALS

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ABSTRACT

The shift in people's habits is influenced by the development of technology. Social media is the most effective tool to convey messages to the public. Instagram is the best choice for private hospitals to promote themselves. Instagram features are able to attract public attention to increase public interaction with the hospital. The purpose of the research is to find out how the role of Instagram in improving the reputation of private hospitals in the city of Surakarta. The method in this study is descriptive qualitative with a content analysis approach of the interactions that occur and the content patterns of the three private hospitals JIH, Indriati, and Kasih Ibu in the time frame of October - December 2023. Using Herbert Baum's Reputation theory related to 4 aspects: reliability where the hospital provides the best service according to public expectations through content uploads. Trustworthiness where the community believes from content uploads and interactions and a sense of pride in doing treatment. Responsibility where the hospital responds quickly to incoming feedback via inbox or Instagram comments. Credibility where the hospital is able to show reliability in service through content uploads. The four aspects of reputation can be seen through engagement like, viewer, repost, and comment. Through these content uploads, the hospital's reputation is positive. The content typology of the three private hospitals is grouped into 3 namely educational content, promotion and publication where the three types of content are able to improve the reputation of private hospitals.

KEYWORDS

Instagram, Reputation, Private Hospital



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INTRODUCTION

The development of digital technology has shifted people's habits in fulfilling their need for information. Social media is the most effective media in the effort to disseminate information to the public (Ningrum & Herna, 2023). Social media is favoured by many people to find information, education or entertainment needs. Based on data from the Indonesian Internet Service Providers Association (APJII) in February 2024, 221 million Indonesians use digital services. Social media is the most popular media because of its wide coverage, fast and cheap. Instagram is the most popular social media after YouTube. Instagram is ranked second with 122 million users or 47.3% of the Indonesian population based on data released by databoks. Katadata in early 2024. Instagram has many interesting features so that user interest is high. People use Instagram

to fulfil their needs for information, shopping, health, education and entertainment. Instagram has complete features that are very visually appealing (Lestari, Rahmanto, & Satyawati, 2022). Currently, it is not only to fulfil the need for information but Instagram is also used as a promotional media for an agency or company or even a hospital. Social media is an online media where users can easily participate, share, and create content including blogs, social networks or social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are probably the most common forms of social media used by people around the world (Sari & Basit, 2020). Social media is always associated with uses that make human activities easier. Everyone is able to use it without difficulty to meet diverse information needs without communication boundaries (Rahmah, Rhynanti, Ulu, & Saputra, 2024). Social Media is a medium for processing and disseminating information that is very flexible and can be utilised by users without being limited by social, economic and political group segments. This convenience builds a relationship or group in cyberspace that is not limited by differences in status or class in society (Laksana & Hidayati, 2024).

Hospitals use Instagram social media to disseminate information from internal to the general public. Hospital reputation relates to the history or history of the hospital in dealing with other parties, whether the relationship is good or not (Sari & Basit, 2020). Reputation is one of the factors that influence consumer purchasing decisions for products or services from a company, as revealed by Doney and Cannon that reputation is a matter of attitude and trust towards brand awareness and image (Purnomo & Febri Mustika, 2021). Hospitals must pay attention to their reputation because hospitals must build a sense of security and increase the trust of the people who take medical action at the hospital. With the shifting habits of today's society where they prefer to seek information through social media, therefore hospitals must also pay attention to their social media to influence the public (Naufalia & Ali, 2023).

To build a reputation, Herbert Baum revealed that there are four important aspects that must be fulfilled so that the reputation of the hospital can be achieved properly, namely the Reliability aspect, the Credibility aspect, the Trustworthiness aspect and the Responsibility aspect (Burgoon, 2016). Where this aspect has a description related to the reliability of the hospital in the eyes of the community, the more reliable and competent the hospital is in the eyes of the community, the more positive the value of the reputation. The more credible the hospital is in the eyes of the community, the more positive the reputation value will be, credibility is identical to good quality. Hospitals that gain a lot of trust from the community certainly have a positive reputation. Hospitals that have good social responsibility will automatically have a positive reputation in the community (Griffin, Ledbetter, & Sparks, 2018). Social media can be a medium for hospitals to build a reputation with a wider reach of the community.

As one of the rising cities, Surakarta City has its own charm in managing all its potential resources. Hospitals in the city of Surakarta are an option for the community to do treatment or just routine health checks or medical check-ups (Aryani & Murtiariyati, 2022). Surakarta City, which is located in Central Java Province, has 19 hospitals consisting of 15 general hospitals and 4 specialised hospitals based on BPS data for Surakarta City. Private hospitals that in fact must be more active to attract public trust choose to use social media in an effort to improve their reputation (Soyusiawaty & Choirul, 2017). In this study, researchers took three private hospitals of the same type, namely JIH Solo Hospital, Indriati Solobaru Hospital, and Kasih Ibu Solo Hospital. The accreditation of these private hospitals obtained the same achievement, namely plenary accreditation. The three hospitals have a high number of followers for Instagram social media and are similar in terms of their target market.

The researcher tried to describe the role of each Instagram account of the three private hospitals JIH Solo, Indriati Solobaru Hospital, and Kasih Ibu Solo Hospital in an effort to increase a positive reputation in the community. Researchers used Herbert Baum's reputation theory related to four aspects, namely reliability, credibility, trustworthiness and responsibility. The analysis was conducted through content uploaded by the three hospitals as well as interviews by public relations from the private hospitals. The Instagram account of JIH hospital is @rs.jihsolo for the Instagram account of Indriati Solobaru hospital is @rs.indriati and the Instagram account of Kasih Ibu Solo Hospital is @rskasihibu_solo. The benefits that can be taken from social media business are to improve branding, as reputation management and as a medium of service to customers and the responses we can provide. (R. Widayanti)

Private hospitals must have more initiative to attract public trust to do treatment at the hospital. Private hospital public relations must have a strategy to win the competition. Instagram is the best choice for disseminating information that the private hospital wants to convey (Arum Puspitasari & Afifi, 2022). With a relatively more affordable cost and a shift in people's habits in the digital era where they prefer to search for information via Instagram and conduct questions and answers through chat owned by Instagram (Rahmah et al., 2024). Fast and precise service is the key to winning the competition between private hospitals. People will tend to have services that are easy, fast and comfortable.

RESEARCH METHOD

This research uses a qualitative descriptive type. Researchers try to describe the message that the hospital wants to convey through the content posted on Instagram, then create a pattern of content objectives and combine the results of interviews from hospital public relations so that data can be drawn conclusions regarding the reputation achieved by the hospital (Purnomo & Febri Mustika, 2021). The data analysis technique used by researchers is pattern matching. This descriptive research uses word data information found during the research process and then analysed and presented in the form of words arranged systematically and sequentially (Pawito, 2007). Researchers used content data from posts made by JIH Solo Hospital @rs.jihsolo Indriyati Hospital @rs.indriati and Kasih Ibu Solo Hospital @rskasihibu_solo

RESULT AND DISCUSSION

Instagram social media is used by hospitals as the most effective media to reach the public in order to improve the reputation of private hospitals, especially those located in Solo City. Instagram has followers called followers (Nur Aswad, Prayudi, & Rochayanti, 2023). Instagram has various features for its users to utilise so that the information that users want to convey to their followers can be maximised. People today tend to prefer video and audio in their content. Private hospitals try to provide interesting information to increase public trust (Lestari, Rahmanto, & Satyawan, 2023). Private hospitals compete to win public trust in conducting treatment through Instagram by beautifying the appearance of the content.

In the span of October to December 2023, researchers tried to analyse the content uploaded by the three private hospital Instagram accounts, namely JIH Solo Hospital, Indriati Solobaru Hospital and Kasih Ibu Solo Hospital to obtain data. Researchers set the choice of the time span because the condition of Solo City is in the rainy season based on BMKG data so that people are predicted to use internet services more to fulfil their health information needs compared to coming directly to related service units. When entering the

rainy season, it is usually accompanied by an increase in cases of diseases such as dengue fever. From the three private hospital Instagram accounts, the following data were obtained:

Table 1. Private Hospital Instagram Account

Akun IG RS	Konten	Reel	Post
@rs.jihsolo	68 konten	9 video	59 poster/ foto
@rs.indriati	62 konten	38 video	24 poster/ foto
@rskasihibu.solo	100 konten	29 video	71 poster/ foto

From the description of the data above that during the three-month period from October to December 2023 the Private Hospital that uploaded the most posts was Kasih Ibu Solo Hospital. Based on the results of interviews with public relations of Kasih Ibu Hospital that in that time span there are many agendas that want to be informed to the public, one of which is the Kasih Ibu Hospital event as a medical partner of the FIFA U-17 WORLCUP 2023 held in Solo City. In addition, parenting class events at schools such as SD IT Insan Mulia, Pelita Nusantara Christian School where the hospital collaborates with schools in health education efforts. Based on the table above, the highest video content is Indriati Hospital, where there are 38 video reels. The results of interviews related to more videos uploaded than posters according to Indriati Hospital Public Relations that in that time span Indriati Hospital collaborated with local influencers, namely Sudirman topics so that several collaboration videos were uploaded to increase viewers. This strategy is considered effective by Indriati Hospital Public Relations because the viewers of the video reel uploaded on Instagram get high attention from the public.

Table 2. Private Hospital Instagram Account

Akun IG RS	Reel	Like	Viewer
@rs.jihsolo	9 video	1.564	24,400
@rs.indriati	38 video	4.465	99,100
@rskasihibu.solo	29 video	299	11,400

Based on the table above, Indriati Hospital has the highest number of video content viewers, reaching 99,100, this is according to the results of an interview with the public relations of Indriati Hospital that to increase the Instagram algorithm it is necessary to invite influencers in its content. Influencers will direct their followers to view content on our Instagram account. In addition to the high number of viewers, the reputation of Indriati Hospital can also be seen from the number of likes on posters or photos uploaded. Based on the table above, Indriati Hospital got 4,465 likes far above the JIH Solo hospital which only got the highest like at 1,564 even for Kasih Ibu Hospital only reached 299 or in the hundreds for post likes. This is interesting to describe that activities that are considered good, or cooperation that is considered positive when carried out offline but cannot increase the number of likes owned by the content of the Kasih Ibu Hospital. Activities that are carried out well offline are not necessarily of positive value when uploaded as content on social media. Based on data and interview results, it can be seen that educational activities or collaboration with organisations have not been able to beat collaboration with influencers for content strategies through Instagram. Even with a very small number of videos, only 9 JIH solo hospitals were able to get 24,400 views and likes in the thousands. Based on the table above, the number of videos uploaded does not affect the highest number of viewers or likes, but is influenced by the content of the video reel content. Cyberspace society is unpredictable so it takes a lot of strategies to try so that conclusions can be drawn from the patterns generated by each uploaded content. Based on the material of the content uploaded by the hospital, it has a similar pattern where the content contains things about

hospital promotion, health-related education, publications or hospital activities that are being carried out, and quizzes to interact with followers.

Based on the table above, it can also be analysed regarding reputation seen from the Trustworthiness aspect where the higher the followers, the more trusted the hospital is by the community so that this has a positive impact on private hospitals in carrying out hospital operations. The higher the number of likes, responses and feedback from followers indicates that the Trustworthiness aspect is positive. Indriati Hospital has the highest trustworthiness compared to JIH Hospital and Kasih Ibu Hospital. Based on the comparison of the amount of content from the table above for JIH Hospital has the highest positive value related to the reputation aspect of Credibility, this is analysed based on the amount of content uploaded, with 9 contents JIH hospital is able to attract viewers as much as 24,400 on a comparative scale JIH hospital has the highest positive value in Credibility compared to the other two hospitals. JIH hospital has the power to attract public trust with only 9 uploaded contents.



Figure 1. Conten Quiz

Based on the content above, JIH Hospital received the highest number of likes with 1,495 likes 1,595 comments and 892 reposts to other Instagram accounts. This data includes the highest data where a content is able to attract the attention of the public to participate and interact with the content posted by JIH hospital. This has a positive impact as stated by the public relations of JIH Hospital that the number of visits and information seekers through the call centre has increased along with the high interaction that occurs on the JIH Solo Hospital intsgam.



Figure 2. Conten Reel JIH

The content uploaded by JIH Hospital in the form of a video into a reel post on 19 December 2023 had the highest number of interactions, where the video was watched by 27,400 people, 1024 people liked the video and 48 people reposted the video reel post. Based on Herbert Baum's Reliability aspect of reputation theory, the content above has the ability to convince the public to have a health check at JIH Hospital, by featuring specialists who are reliable and have a good reputation, it is able to attract the attention of the public to give a positive response, with a short video duration being able to explain all the messages that are owned in an effort to attract the attention of Instagram users.



Figure 3. Conten Viral AI

In a post uploaded by Indriati Solo Hospital on 1 November 2023, it received high interaction in a period of 3 months, namely October - December 2023, as many as 1,567 people liked the post, and 63 people commented and 92 people reposted the post. This certainly increases the reputation of the hospital where viral content, namely the use of artificial intelligence, is able to attract the attention of the public to give positive value to

Indriati Hospital. Fomo related to the use of viral content does have its own charm because the algorithm of Instagram is able to spread the content to many followers, not only followers of the account but to other followers who like content with a similar theme.



Figure 4. Conten Reel Indriati

Indriati Hospital collaborated with a creative content account to increase interaction with followers on Instagram. Based on the video reel uploaded on 25 November 2023, it was viewed by 57,800 Instagram users. The video reel post shows the facility services at Indriati Solo Hospital by cooperating with the influencer, namely the @gemarkuliner.com account and getting 957 likes from Instagram users then getting feedback as much as 109 and the counter was reposted by 59 Instagram users. This has a positive impact on the reputation of Indriati Hospital where content that engages influencers is able to attract the attention of Instagram users and get high feedback which contains positive comments on the service facilities at Indriati Solo Hospital. The Trustworthiness aspect in reputation theory is positive in this content where the creator account is able to increase public trust regarding the services and facilities owned by Indriati Hospital. Public trust increases with the emergence of content from influencers who have a large number of followers so that the experiences shared by these influencers affect the level of public trust and the increased interaction created from the content.

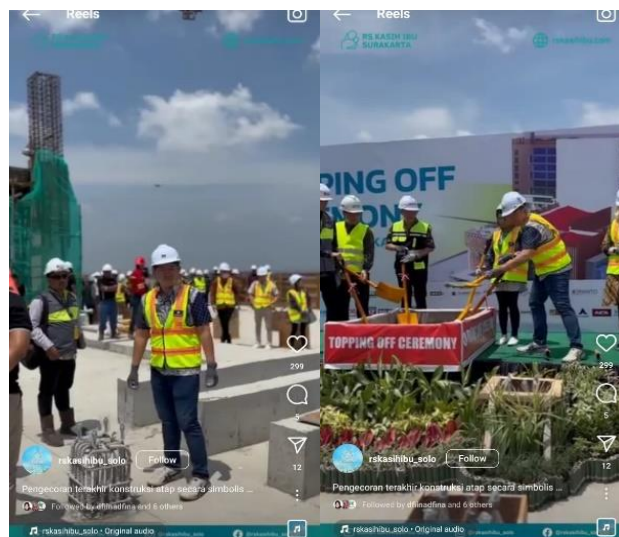


Figure 5. Conten Reel RS. Kasih Ibu

In managing the Instagram account of Kasih Ibu Hospital, it optimises content that comes from activities within the hospital. This is according to the hospital's public relations because the hospital's value will be more original if the content is sourced from activities within the hospital. Kasih Ibu Hospital has not partnered with content creators to increase interaction. Based on the video reel uploaded on 21 December 2023 with content material, namely the Topping off Ceremony of Kasih Ibu Solo Hospital, getting the highest number of viewers in the post October - December 2023 period. The originality of this content is able to attract the attention of Instagram users to see the development of the Hospital which is one of the choices of treatment for Solo residents. The content received 299 likes from users and 5 feedback comments and was reposted 12x by Instagram users.

The content uploaded by JIH, Indriati and Kasih Ibu Hospitals in the period October - December 2023 researchers grouped into three content categories namely educational content, promotion, and publication. Educational content contains material related to education to Instagram users regarding health information that can increase the knowledge of users, the purpose of this content is to increase the insight of Instagram users to better understand and understand the world of health. Promotional content contains matters relating to the promotion of the hospital. This content relates to how to advance the trading business of the hospital to gain good trust. Provides information related to promos that can be enjoyed by Instagram users to do treatment at the hospital. Promo content categories such as content that informs health packages related to the costs and facilities obtained when performing medical procedures or examinations at the hospital. Such as the content of circumcision services during school holidays posted by RS JIH Solo on 5 December 2023. Another example is the promo content uploaded by RS Indriati with the theme of Botox treatment uploaded on 18 December 2023 where RS Indriati provides promos with attractive prices for these treatments. Kasih Ibu Hospital also has pregnant program service content with the title Insemination with special fees posted on 23 October 2023.



Figure 6. Conten Promosi RS JIH, Indriati, Kasih Ibu

From the results of Instagram content analysis, the following authors present the content categories and the number uploaded by the three hospitals JIH, Indriati and Kasih Ibu. In the table below, the content presented can be in the form of posters or video reels.

Table 3. Conten Instagram

Akun IG RS	Edukasi	Promosi	Publikasi
@rs.jihsolo	31 konten	14 konten	23 konten
@rs.indriati	14 konten	25 konten	23 konten
@rskasihibu.solo	48 konten	22 konten	30 konten

The publication content contains material related to the publication of activities in the hospital and the celebration of holidays passed in the research period from October to December 2023. Quiz content and career information are also included in the publication content category which is an effort by the hospital to publish the information they want to share with Instagram users. Content with quiz and career material is content created to get good feedback to Instagram users. The higher the users who interact and respond, the more positive the value of the hospital's reputation. In contrast to promotional content where this content is indeed created to increase patient visits to the hospital for treatment or health checks. Promotional content is dominated by information related to service packages owned by the hospital. The cost of treatment and discounted fees are also displayed in the content to make it easier for users to estimate costs when later conducting health checks at the hospital. The introduction of facility services including building and poly is also included in the promotional content category. Indriati Hospital and JIH Hospital have used influencers or content creators to increase the number of viewers and the impact of cooperation with content creators is very positive, this can be seen from the researcher's analysis related to the response given by Instagram users, both from the number of likes, comments, reposts and the increasing number of feedback in the hospital's inbox and call centre. This is in accordance with what was conveyed by the public relations of the two hospitals that by cooperating with influencers, there was an increase in Instagram insights.

The category of educational content uploaded by private hospitals has the value of the Responsibility aspect, where hospitals provide health information that is packaged attractively such as talk shows, poster education or seminars. Private hospitals have a high sense of social responsibility to educate the public regarding awareness of healthy living with interesting content. Such as the language of heart disease, education related to diabetes and other health education that is needed by the community. The value of hospital reputation is more positive when educational content is more than promotional content.

CONCLUSION

Instagram is the most effective medium chosen by private hospitals to improve their reputation in the community. The shift in the behaviour of Indonesian society today is the very high use of social media. So that private hospitals choose to use this media in their publications. Instagram has many interesting features that can increase the interaction of private hospitals with the community. The role of Instagram in efforts to improve reputation is very influential in this era. JIH Hospital uses a strategy by creating little content but has high interaction. Kasih Ibu Hospital has a lot of content and is uploaded periodically but has not been able to beat the interaction achievements of JIH Hospital and Indriati Hospital. The strategies used by JIH and Indriati Hospitals are almost the same, namely by collaborating with content creators or influencers to increase viewers. This is different from what is done by Kasih Ibu Hospital where Kasih Ibu Hospital prefers to use content resulting from cooperation with partners, namely schools and other partners. Kasih Ibu Hospital displays more content of the results of the activities carried out.

The content uploaded by JIH Hospital, Indriati Hospital and Kasih Ibu Hospital have similar patterns although with different strategies. The pattern of content uploaded by the three private hospitals is divided into three groups, namely educational content, promotion and publication. Judging from the aspects of reputation theory that the three groups of content provide positive values for aspects of Reliability, Credibility, Trustworthiness and Responsibility. Where the more reliable, credible, trustworthy and caring about social environmental conditions can increase public confidence to conduct health checks at the private hospital. The variety of service options uploaded as promotional

content is able to improve the reliability aspect of the hospital's reputation. Based on the number of interactions established through Instagram, JIH Solo Hospital is able to improve reputation based on the trustworthiness aspect where people increasingly believe in what is displayed from the content. The role of Instagram account managed by JIH Solo Hospital is able to increase positive reputation seen from the aspects of reliability, credibility, trustworthiness and caring attitude towards the social environment.

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