
Comparison Of Hospital Marketing Team Knowledge Before And After Digital Marketing Strategy Training

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ABSTRACT

Umi Barokah Boyolali Hospital is a type D hospital in Boyolali Regency. Currently, the marketing team at Umi Barokah Boyolali Hospital is starting to pioneer the development of digital marketing efforts through various social media which is expected to increase patient visits. Problems that exist in terms of marketing include high competition between hospitals which is one of the factors that patient visits at Umi Barokah Hospital Boyolali tend to fluctuate, the marketing team's lack of knowledge regarding Digital Marketing, there are still many job desks for each member of the marketing team that are not yet ideal and the lack of supporting equipment results in less than optimal digital marketing efforts. The marketing strategy that is currently being implemented is still not optimal considering that views on various social media for hospitals are still lacking. This research carried out an intervention to measure the knowledge of the marketing team before and after carrying out training related to the Digital Marketing Hospital Transformation Strategy which combines Media Content Marketing, Collaboration Transformation, Expanding Social Media Networks, Optimizing Patient Services through digital marketing. The research was carried out in August 2024 at Umi Barokah Boyolali Hospital. The subjects in this research were the Hospital marketing team of 16 people consisting of the social media, public relations and customer relations sections of Umi Barokah Boyolali Hospital. After carrying out the pre-test and post-test, the median pre-test knowledge score was 40, while The median post-test knowledge score was 80. The results of bivariate analysis were $p=0.000$. There was a significant difference in participants' knowledge before and after training.

KEYWORDS

Digital Marketing, Hospital Transformation, Strategy, Training



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INTRODUCTION

Umi Barokah Boyolali Hospital is a private hospital with type D which is one of the private hospitals formed to provide services to the community in the form of services that prioritize service in carrying out its activities based on customer satisfaction. Umi Barokah Boyolali Hospital is currently developing to offer health services with target service coverage in Boyolali Regency. Currently, the marketing team at Umi Barokah Boyolali Hospital is starting to develop marketing efforts which are expected to increase patient visits. High competition between hospitals is one of the factors that patient visits at Umi Barokah Boyolali Hospital tend to fluctuate. The marketing team's lack of knowledge regarding Digital Marketing, the large number of job desks for each member of the marketing team and the lack of supporting equipment result in digital marketing efforts being less than optimal. The marketing strategy that is currently being implemented is still not optimal considering that views on various social media for hospitals are still lacking. The solutions offered include, among others, providing education regarding the Digital Marketing Hospital Transformation Strategy, providing education regarding the Digital Marketing Hospital Transformation Strategy method which can be applied in hospitals, Digital Marketing Hospital Transformation Strategy Training which combines Media Content Marketing, Collaboration Transformation, Expanding Social Media Networks , Optimizing Patient Services through digital marketing. The methods used in this research include increasing the marketing team's knowledge regarding the Digital Marketing Hospital Transformation Strategy to increase the number of patient visits, increasing the marketing team's skills in implementing the Digital Marketing Hospital Transformation Strategy, improving and developing strategies to produce user interfaces for collecting customer data, and Mentoring.

Umi Barokah Boyolali Hospital is a type D hospital which is located at Jalan Prof Soeharso No.6 Kiringan, Boyolali, Central Java. In facing competition among the many hospitals that exist in the area covered by Umi Barokah Boyolali Hospital, various efforts have been made by the marketing team consisting of the core marketing team, the Hospital Development Team, Public Relations and IT, including by posting service information on the Hospital's Instagram. , create talk shows, educational videos and advertisements for hospital services which are broadcast via the hospital's YouTube channel and upload videos of types of services and hospital profiles on Tiktok. However, from the various efforts that have been made by the marketing team, it turns out that they feel they are not optimal enough, this is proven by the number of patient visits which have not increased significantly, visitors on YouTube channels, Tiktok social media and Instagram social media are still low.

RESEARCH METHOD

This research uses the method quasi experimental with design one group pretest-posttest design. Respondents will given a test before treatment. Independent variable in this research is participation respondents in *Digital Marketing Hospital Transformation* training, while the dependent variable is knowledge of *Digital Marketing Hospital Transformation*. Knowledge is defined as the ability to answer questions on a questionnaire correctly.

RESULT AND DISCUSSION

The subject population consisted of 16 who were the Hospital marketing team of 16 people consisting of the social media, public relations and customer relations sections of Umi Barokah Boyolali Hospital. Respondents also consisted of various ages ranging from 23 – 38 years old. All respondents filled out the knowledge questionnaire completely so that 16 samples could be analyzed. From the normality test it was found that the data was normally distributed so the paired T test was used. The paired T test is used to determine whether there is a difference in the means of two samples that are related to each other. In this case it is a pre-test and post-test. In this paired T test there are two types of hypotheses, namely H_0 and H_a . H_0 is defined as there is no difference in knowledge between before and after training, while H_a is defined as there is a difference in knowledge between before and after training. In making decisions, this technique takes the condition that if $p > 0.05$ then H_0 is accepted or there is no difference between before and after training. If $p < 0.05$ is found, then H_0 is rejected or there is a difference between before and after training. From the results of the analysis using the paired T test, it was found that there was no marketing team whose knowledge had decreased before and after the training. Meanwhile, the marketing team whose knowledge has increased is 16 people. No marketing team has the same knowledge before and after training. Meanwhile, the results of the comparative analysis of knowledge during the pre-test and post-test resulted in $p=0.000$. The results of the analysis state that the p value is 0.000, which means the p value < 0.005 . This can be interpreted as saying that H_0 is rejected, which shows that there is a significant difference in the cadres' knowledge between before and after training. The results of research data analysis show that there is a significant difference in the level of knowledge of the marketing team before training and after training. This is in line with research conducted at the Umi Barokah Boyolali Hospital regarding increasing the knowledge of the Hospital marketing team through *Digital Marketing Hospital Transformation* training. The results showed that there was an increase in the knowledge and skills of the marketing team regarding *Digital Marketing Hospital Transformation* training.

CONCLUSION

There is a significant difference regarding the marketing team's knowledge between before and after *Digital Marketing Hospital Transformation* training at Umi Barokah Boyolali Hospital.

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