

Supplement

Instagram Optimization as Digital Marketing Media: Study at a Private Hospital in Batu City

Optimalisasi Instagram sebagai Media Digital Marketing: Belajar di Rumah Sakit Swasta di Kota Batu

Nico Christian Sunaryo¹, Wiwin Indriani², Nikma Fitriasari³

^{1,3}Master Program in Hospital Management Faculty of Medicine Universitas Brawijaya Malang

²Bhayangkara Hasta Brata Hospital Batu

ABSTRACT

During the COVID-19 pandemic, up-to-date information becomes a necessity for the public, and social media, especially Instagram, play a significant role in digital marketing, including hospitals. The Instagram account of a private hospital in Batu City had a decreasing performance and has become inactive since the COVID-19 pandemic outbreak. This study aimed to find a solution to the decreasing performance of the hospital's Instagram account to increase visits, trust, and patient satisfaction. This research was a quasi-experimental study with a pre- and post-test design without control conducted from September to October 2021. The intervention carried out was conducting training on optimizing the Instagram features. The research sample was ten people obtained through the total sampling method. The data were analyzed using a descriptive analysis test. The training was carried out twice in a period of one week. The first training session discussed the basic features of Instagram and their use, and discussions on the technical aspects of content creation were done in the second session. Measurement of training understanding was carried out by pre-test and post-test. All points in the questionnaire showed positive points of increasing knowledge after the training. Instagram optimization training at the hospital in Batu City can improve staff understanding of digital marketing and is expected to expand the business and introduce the hospital to new patients.

Keywords: COVID-19, digital marketing, hospital, Instagram, training

ABSTRAK

Di masa pandemi COVID-19, informasi terkini menjadi kebutuhan masyarakat, dan media sosial, khususnya Instagram, berperan signifikan dalam pemasaran digital, termasuk rumah sakit. Akun Instagram salah satu rumah sakit swasta di Kota Batu mengalami penurunan kinerja dan tidak aktif sejak merebaknya pandemi COVID-19. Penelitian ini bertujuan untuk mencari solusi penurunan kinerja akun Instagram rumah sakit untuk meningkatkan kunjungan, kepercayaan, dan kepuasan pasien. Penelitian ini merupakan penelitian *quasi-experimental* dengan desain *pre and post test without control* yang dilaksanakan pada bulan September hingga Oktober 2021. Intervensi yang dilakukan adalah melakukan pelatihan optimasi fitur Instagram. Sampel penelitian adalah sepuluh orang yang diperoleh melalui metode total sampling. Analisis data menggunakan uji analisis deskriptif. Pelatihan dilakukan dua kali dalam kurun waktu satu minggu. Sesi pelatihan pertama membahas fitur-fitur dasar Instagram dan penggunaannya, dan diskusi tentang aspek teknis pembuatan konten dilakukan di sesi kedua. Pengukuran pemahaman pelatihan dilakukan dengan *pre-test* dan *post-test*. Semua poin dalam kuesioner menunjukkan poin positif peningkatan pengetahuan setelah pelatihan. Pelatihan optimasi Instagram pada rumah sakit di Kota Batu dapat meningkatkan pemahaman staf tentang digital marketing dan diharapkan dapat memperluas bisnis dan memperkenalkan rumah sakit kepada pasien baru.

Kata Kunci: COVID-19, Instagram, pelatihan, pemasaran digital, rumah sakit

Correspondence: Nico Christian Sunaryo. Master Program in Hospital Management Faculty of Medicine Universitas Brawijaya Malang, Jl. Veteran Malang Tel. +6281231777934 Email: dr.nicocsunaryo@gmail.com

DOI: http://dx.doi.org/10.21776/Article_in_Press