



Original Article

The Marketing Communication Strategy of RSIA Bunda Jakarta Through Instagram Social Media to Enhance Brand Awareness

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Abstract:

The development of the health sector in Indonesia has made significant progress, reflected in the increase in the number of hospitals in Indonesia. As the sector grows, people are increasingly realizing the importance of quality healthcare. This phenomenon is the basis for strategic steps of hospitals, such as RSIA Bunda Jakarta which utilizes Social Media, especially Instagram, as the main means of carrying out marketing activities. This research uses the basis of marketing communication theory, especially in the context of message & media strategy. This research adopts qualitative methodology with a descriptive approach. Data are obtained by data collection techniques through observation, interviews and documentation. The results showed that RSIA Bunda Jakarta has set their marketing goals on Instagram as the main means of maintaining existence and increasing brand awareness. The right segmentation of the female and Gen Z audience confirms RSIA Bunda Jakarta's understanding of the preferences and needs of their target market. The messaging strategy is supported by accurate medical information, engaging educational content, and active interaction with the audience thus strengthening credibility. As well as at the media strategy stage, adjusting Instagram content and features to audience needs, choosing the right upload time, and utilizing influencer moments and engagement. Overall, this study concluded that the marketing team of RSIA Bunda Jakarta itself has succeeded in carrying out marketing communication strategies through Instagram to increase brand awareness.



<https://jurnal.usk.ac.id/riwayat>

Keywords: Strategy, Marketing Communications, RSIA Bunda Jakarta, Instagram Brand awareness

Introduction

The phenomenon of the improvement in the health sector in Indonesia correlates with the urgent needs of the community for health services, especially since the emergence of the COVID-19 pandemic. National Gross Domestic Product (GDP) data for the year 2021 recorded a growth rate in the health sector reaching 10.46%, surpassing other sectors (Yuwono, 2021). In line with this growth trend, there has been a significant increase in the number of hospitals in Indonesia. This increase is reflected in the analysis of hospital distribution data across Indonesia, indicating a growing trend of widespread distribution. According to data from the Central Statistics Agency (BPS), the total number of hospitals in Indonesia reached 3,072 units in 2022, showing an increase of 0.99% compared to the previous year, which recorded 3,042 units. Out of the total 3,072 units, General Hospitals (RSU) dominated with a total of 2,561 units, followed by Special Hospitals (RSK) with a total of 511 units.

According to Dr. Oscar Primadi (2021), the Secretary-General of the Ministry of Health, the development of the health sector from 2020 to 2024 is intended to improve health services towards universal health coverage, especially by enhancing basic health services and promotive and preventive efforts, supported by the utilization of technology and innovation. In the era of the 4.0 industrial revolution, the use of technology for health institutions such as hospitals provides patients with ease of access to health services, information about the quality of hospital services, education on disease diagnosis, and the selection of hospitals and treatments according to the patient's needs (Chilukuri & Van Kuiken, 2017). In this context, the use of technology for hospitals is not only a supporter of health service efficiency for patients but can also be the key to designing more effective and affordable marketing strategies through the use of information and communication technology, namely the internet and social media.



Figure 1 Data on Internet and Social Media Users in Indonesia
Source: Hootsuite We Are Social Indonesia Website (2023)

The 4.0 digital revolution has created a profound transformation in individual habits, from communication to learning and accessing information. In this modern era, society has shifted from conventional to digital technology, such as the use of smartphones and online-based platforms. In line with this, the penetration of internet and social media users continues to increase every year. Based on the latest data from Hootsuite, internet and social media users in Indonesia in 2023 show a significant increase in recent years. Out of a total population of 276.4 million, there are 353.8 million connected mobile devices, exceeding the population with a penetration rate of 128%. Furthermore, internet users reached 212.9 million, or about 77% of the total population, and active social media

users reached 167 million, or about 60.4% of the total population. This data proves that society is increasingly connected digitally.

The increased use of social media can be utilized not only as a means of entertainment but also as an effective marketing communication strategy. From a company's perspective, the growth of social media usage is considered a significant potential to optimize a broad market share. The use of social media allows companies to interact and engage more personally with their audience. Therefore, a well-planned marketing strategy is needed to build deeper relationships, expand brand coverage, and create a positive perception among the audience.

The criteria for social media that can function as a marketing communication strategy include several aspects, such as media that support the marketing communication strategy through various tools or features, media with a high level of usage in society, media that can reach a wide audience, and media that allows for more segmented target audiences ([Kusuma & Sugandi, 2018](#)). In this context, Instagram stands out as a platform that meets these criteria :

a. Various features and tools:

Instagram provides a variety of features such as reels, stories, IGTV, and other features. Each of these features allows companies to creatively convey marketing messages and introduce diversity in communication approaches.

b. High level of usage in society:

As one of the most popular social media platforms globally, Instagram has a large user base. Not only on a global scale, but Instagram's popularity is also reflected in Indonesia.

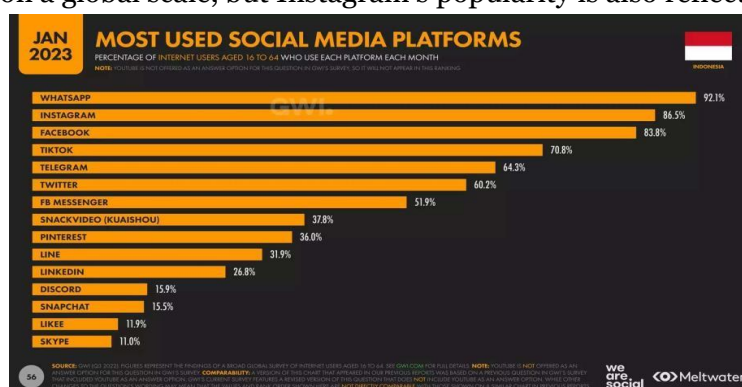


Figure 2 Most Used Social Media in Indonesia

Source: Hootsuite We Are Social Indonesia Website (2023)

In Figure 2, it can be seen that Instagram ranks second after WhatsApp. According to data from Hootsuite, Instagram users in Indonesia increased from 84.8% to 86.5% of the population in a year.

c. Reaching a wider audience:

Instagram has a global reach that helps companies connect with audiences in various regions. Features such as the use of local languages, hashtags, and location-related content can be used to personalize messages and attract the attention of audiences from different regions.

d. Targeting segmented audiences:

Instagram's ability to target audiences in a segmented way also provides flexibility in reaching more specific market segments. With segmentation features, companies can tailor their marketing messages based on geographical location, specific interests, or demographic characteristics.

Overall, the diversity of features, a large user base, global reach, and precise targeting capabilities make Instagram a highly relevant and efficient choice for companies looking to optimize their marketing communication strategies, especially for hospitals as healthcare service providers. With significant user growth, hospitals can utilize Instagram as a platform to disseminate health information, showcase innovative services, and highlight medical achievements. Not only that, visual content such as images and videos can be used to promote health education, introduce medical teams, and build good relationships with the community. The visualization process that occurs in social media can create a perception or response for users who see it, thus creating a positive or negative image (Kertamukti, 2015). In addition to visual content visualization strategies, the marketing team also needs to understand the characteristics of the Instagram audience to ensure that the intended message is well-received.



Figure 3 Number of Instagram Users
Source: Data Indonesia Website (2023)

Based on data obtained from Napoleon Cat, the number of Instagram users in Indonesia reached 116.16 million as of August 2023. Demographic analysis shows an interesting pattern where 55.5% of users are female and 44.5% are male. In terms of age, the majority of users come from Generation Z and Millennials, with 39.1% from the 18–24 age group and 28.7% from the 25–34 age group. Considering the dominance of Instagram users in Indonesia, it is necessary to form a marketing strategy that aligns with the characteristics and preferences of these generations, allowing hospitals to optimize their marketing success on this platform by creating relevant and engaging content for Generation Z and Millennials.

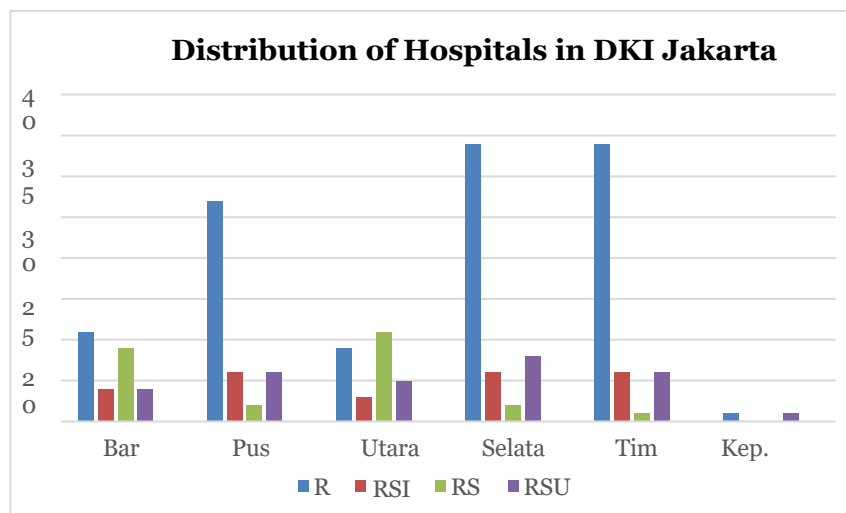
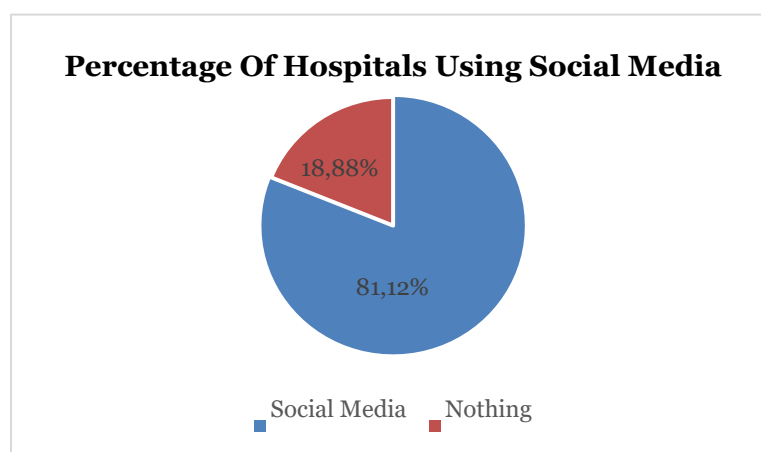


Figure 4 Distribution Data of Hospitals in DKI Jakarta**Source: Ministry of Health Website (2023)**

The use of Instagram for hospitals can be utilized to introduce their identity and create differentiation from other hospitals. In this context, identity includes values, vision, mission, and special characteristics that distinguish the hospital from others. Moreover, considering the phenomenon of the growing number of hospitals, especially in the DKI Jakarta area, Instagram becomes a crucial strategy to highlight the uniqueness and attractiveness of hospitals amid increasing competition. Based on data from the Ministry of Health website, the total number of hospitals in the DKI Jakarta area in 2023 reached 196 units spread across North, East, West, South, Central, and the Thousand Islands. Hospitals in each area consist of four types: RS (Hospital), RSIA (Mother and Child Hospital), RSU (General Hospital), and RSUD (Regional General Hospital), each with different unit counts. North Jakarta with a total of 28 units, East Jakarta with a total of 47 units, West Jakarta with a total of 28 units, South Jakarta with a total of 50 units, Central Jakarta with a total of 41 units, and the Thousand Islands with a total of 2 units. Thus, the development of the health sector in the DKI Jakarta area is increasing in line with the number of hospitals available in each region. With a significant number of hospitals, social media provides an opportunity for hospitals to convey health information, showcase flagship services, as well as values and special characteristics that differentiate each hospital. The use of social media is a vital strategy to build and maintain the existence and positive image of hospitals among the public.

**Figure 5 Number of Hospitals Using Social Media****Source: Researcher's Compilation (2023)**

From the non-participant observation conducted by the researcher in November 2023 to evaluate the utilization of social media, particularly Instagram, as a marketing tool by hospitals in the DKI Jakarta area based on data obtained from the Ministry of Health website, it was found that 81.12% of the total hospitals in that region have adopted social media for their marketing activities. Out of the total of 196 hospitals in the DKI Jakarta area, 159 have utilized social media, especially Instagram, for various purposes such as promotion, education, information, etc. This result indicates that Instagram has become a prioritized platform for healthcare institutions. From this observation, it can be concluded that hospitals in the DKI Jakarta area have shown progressive adaptation to technology. With 81.12% of hospitals actively using social media, they are not only expanding the reach of information but also enhancing community engagement.

One of the hospitals in South Jakarta, Bunda Jakarta Maternity Hospital (RSIA), has

followed the trend by utilizing Instagram to build a more comprehensive profile. RSIA Bunda Jakarta, under the umbrella of RS Bunda Group, was established on March 27, 1973, located at Jalan Teuku Cik Ditiro No. 28, Menteng, Central Jakarta. Founded by Dr. Rizal Sini, SpOG, RSIA Bunda Jakarta has set its vision and mission with a strong commitment to providing comprehensive healthcare, especially for mothers and infants. Specializing primarily in pregnancy and childbirth, RSIA Bunda Jakarta offers excellent facilities by applying innovative medical technology to aid in the health development of patients, particularly mothers and children. Various flagship services include endoscopy center, NICU or PICU, 3D or 4D ultrasound, laparoscopy, and ERACS method. These services are designed to provide optimal healthcare to patients, especially mothers, from the early stages of pregnancy to the childbirth process. In addition to technologically advanced services, RSIA Bunda Jakarta also provides adequate facilities for patients, including various types of inpatient rooms, children's playrooms, 24-hour monitored baby care rooms, 24-hour Emergency Unit (UGD), and comfortable delivery rooms. With the excellence of services and various facilities offered, RSIA Bunda Jakarta has proactively taken steps to leverage the widespread development of social media in Indonesia by promoting its services through Instagram.



Figure 6 Instagram Display of RSIA Bunda Jakarta

Source: Instagram @rsiabundajakarta (2023)

In Figure 6, you can see the Instagram profile of RSIA Bunda Jakarta. RSIA Bunda Jakarta not only promotes its services but also presents informative health articles, health tips, and the latest news about relevant and beneficial medical services. RSIA Bunda Jakarta has 44,500 followers with a total of 1,632 posts as of November 2023. Looking at the overall profile, as shown in Figure 1.7, RSIA Bunda Jakarta actively utilizes various available features, including the feed, story, highlight story, reels, and live Instagram to present its content.



Figure 7 Content Display on Instagram
Source: Instagram @rsiabundajakarta (2023)

Examining the types of content, RSIA Bunda Jakarta not only displays direct sales promotion content (hardselling) but also adopts a soft-selling strategy by presenting informative, educational, and inspirational content. Hard-selling content can be found in the promotion of the pediatric endoscopy examination package in Figure 1.8, complete with price information. Meanwhile, soft-selling content is evident in the "World Premature Day" awareness post. Additionally, RSIA Bunda Jakarta has collaborated with external parties several times as another form of soft-selling content. Through this collaborative content, RSIA Bunda Jakarta not only expands its audience reach but also strengthens its image as a reliable source of the latest health information. All of this reflects RSIA Bunda Jakarta's active participation in meeting the information and health needs of its audience.

This research will focus on discussing in detail how the marketing team of RSIA Bunda Jakarta implements marketing communication strategies through the Instagram social media platform with the aim of increasing brand awareness. Kotler and Keller state that marketing communication strategy is the coordination and implementation of communication to achieve marketing goals. This involves building a consistent and effective brand image by selecting the right message, communication channels, and coordinating all communication actions ([Kotler and Keller, 2016](#)). Marketing communication strategies help manage the strategic vision by utilizing marketing opportunities to assist the company in innovation, promoting its products in unique ways to attract consumers, and achieving financial goals by driving operational improvements to increase sales ([Linardi, 2019](#)).

The researcher will delve deeper into how the marketing team of RS Bunda Group utilizes their Instagram social media to disseminate marketing messages. In this context, the researcher will investigate the methods and techniques used by RSIA Bunda Jakarta in designing their marketing goals and targets, examining the messaging and media strategies applied on Instagram, and analyzing how user responses contribute to brand awareness improvement and the evaluation of their marketing success.

Brand awareness is the consumer's ability to identify and remember a brand with sufficient detail, ultimately influencing the purchasing decision-making process ([Kotler and Keller, 2016](#)). To enhance brand awareness, a company must highlight advantages and uniqueness recognizable and memorable to consumers, creating an emotional bond that fosters consumer loyalty. This principle is relevant not only in general business contexts but also for healthcare institutions like RSIA Bunda Jakarta. A strong brand image is crucial for healthcare institutions to ensure the perceived excellence of services is

embedded in patients' minds. Despite RSIA Bunda Jakarta being established since 1973, the rapid growth of hospitals in the DKI Jakarta area necessitates an increased brand awareness to maintain its presence amid growing competition.

The researcher conducted pre-research in November 2023 through structured interviews with Wulan as the first key informant and non-participant observation via structured questionnaires distributed to 82 respondents to evaluate the extent of RSIA Bunda Jakarta's brand awareness stages. In the structured interview, Head of Customer Relationship Management, Wulan Cahyorini, stated that RSIA Bunda Jakarta has been established for 50 years and has been a pioneer in private maternity hospitals in Jakarta, indicating a fairly strong brand position. However, the questionnaire results showed that out of 82 respondents, only 36 people, or about 43.9%, recognized RSIA Bunda Jakarta. Despite not reaching half of the total respondents, these 36 respondents stated that they recognized the services, facilities, and excellence of RSIA Bunda Jakarta through social media. Nevertheless, this figure still indicates that RSIA Bunda Jakarta is not yet widely recognized among respondents. Therefore, RSIA Bunda Jakarta needs to make further efforts to increase its brand recognition in the community.

The phenomenon of the increasing use of Instagram social media in Indonesia has created a change in consumer behavior in seeking health information. This change suggests that marketing messages distributed through Instagram can serve as a window for consumers to gain insights into the excellence of healthcare services offered by RSIA Bunda Jakarta. With this transformation, the urgency in this research lies in how RSIA Bunda Jakarta can communicate its expertise as a specialized hospital for mothers and children and enhance their brand awareness through the utilization of Instagram social media. Additionally, this research is crucial for RSIA Bunda Jakarta to understand how the public reacts to marketing messages, how these messages can influence public perceptions of healthcare service providers, and how communication strategies interact with changing consumer behavior in the digital era. Thus, this research is important to demonstrate that marketing communication strategies through Instagram can serve as a primary driver to increase brand awareness among consumers.

The researcher drew on several references from previous studies as a basis for this research. The first reference, titled "Strategi Pengelolaan Media Sosial Instagram dalam Meningkatkan Citra RSUD Dr. Moewardi (Studi Deskriptif tentang Strategi Pengelolaan Media Sosial Instagram Rumah Sakit Umum Daerah Dr. Moewardi melalui @rsud.moewardi untuk Meningkatkan Citra)," was conducted by Putri K. R and Rahmanto A. N (2021). This study employed a descriptive qualitative method to analyze the marketing communication of RSUD Dr. Moewardi through Instagram to enhance its image. RSUD Dr. Moewardi chose Instagram as its primary social media to communicate effectively with the public, implementing the concept of "Hospital without Walls." By utilizing Instagram features such as followers and following, captions, likes and comments, mentions and tagging, hashtags, and Instastory, the marketing team and Public Relations of RSUD Dr. Moewardi applied marketing tactics by combining the share, optimize, manage, and engage stages. The conclusion of this study is that the optimal use of Instagram with a management strategy combining the concepts of share, optimize, manage, and engage can enhance the image of RSUD Dr. Moewardi.

The results of another study conducted by [Yuwanda, Nuraflah, and Luthfi \(2023\)](#) titled "Peran Komunikasi Pemasaran Melalui Instagram Dalam Meningkatkan Minat Berobat Masyarakat di Klinik Utama Rawat Jalan Jemadi" explored the role of marketing communication through Instagram in increasing public interest in outpatient clinics. This

qualitative descriptive study analyzed the use of Instagram as a marketing communication tool for the Main Outpatient Clinic Jemadi by applying four types of marketing mixes, including advertising, promotion, service costs, public relations, and direct marketing. The study concluded that the marketing communication implemented by the Main Outpatient Clinic Jemadi through Instagram played a significant role in increasing public interest in the Medan district, leading them to choose Jemadi Clinic services.

Based on these two aforementioned references, it can be concluded that the application of marketing communication strategies using social media plays a crucial role in achieving marketing goals. The choice of Instagram as a social media platform for RSIA Bunda Jakarta's marketing communication strategy is also justified by previous research stating that Instagram is an effective promotional medium when optimized with marketing communication strategies. In this research, the marketing goal is to increase brand awareness. Although both references provide relevant insights, the researcher aims to fill the research gap. The first study focuses on "The Circular Mode of SOME (Share, Optimize, Manage, Engage)" as the theoretical basis. Meanwhile, the second study focuses on the four types of marketing communication mixes as the theoretical basis. In contrast, this research emphasizes messaging and audience interaction strategies as the theoretical basis optimized through Instagram social media. Thus, the novelty of this research lies in concentrating on message content and audience interaction, creative strategies involving rational and emotional aspects, media strategies involving media selection, and consumer gaps applied through Instagram social media.

Given the background and research gap, the researcher aims to gain a deeper understanding of how marketing communication strategies can be applied specifically and optimally to increase brand awareness by utilizing Instagram social media in the digital era. This research will delve deeper into the components of marketing communication strategies used by RSIA Bunda Jakarta to ensure that the services offered are more widely known. Thus, brand awareness will increase significantly. The researcher uses a qualitative descriptive research method with data collection techniques through observation, interviews, and documentation. In this context, the researcher sees an opportunity to conduct research titled "The Marketing Communication Strategy of RSIA Bunda Jakarta Through Instagram Social Media to Enhance Brand Awareness".

Methods

This research focuses on analyzing the marketing communication strategies of RSIA Bunda Jakarta through the Instagram social media platform in an effort to increase brand awareness. The researcher adopts a qualitative research method. Schensul in the book "Qualitative Research" states that qualitative research is an approach that allows researchers to explore in detail the characteristics of individual, social, and organizational behaviors and their meanings ([Tjiptono, 2015](#)). The selection of qualitative research method is relevant because it enables the researcher to understand phenomena in detail, describe the characteristics of marketing communication strategies applied by RSIA Bunda Jakarta through Instagram, and provide a comprehensive understanding of consumer perceptions and experiences related to brand awareness ([Moleong, 2007](#)).

In the qualitative research method, the researcher adopts a descriptive approach. The descriptive approach aims to provide a detailed overview of existing phenomena, whether natural or human-made. This approach encompasses activities, characteristics, relationships, changes, as well as similarities and differences between observed phenomena ([Sukmadinata, 2006](#)). Based on the descriptive qualitative approach, this

research focuses on the functions and characteristics of marketing communication strategies used by RSIA Bunda Jakarta. This requires an in-depth understanding of the Instagram social media used, the nature of the conveyed messages, interactions with consumers, and the changes produced by this strategy. Additionally, the research also examines the relationship between marketing communication strategies and the increase in brand awareness for RSIA Bunda Jakarta.

The descriptive qualitative approach has been used in previous research in the fields of marketing and communication. For example, a study conducted by [Putri K. R and Rahmanto A. N \(2021\)](#) titled "Strategi Pengelolaan Media Sosial Instagram dalam Meningkatkan Citra RSUD Dr. Moewardi (Studi Deskriptif tentang Strategi Pengelolaan Media Sosial Instagram Rumah Sakit Umum Daerah Dr. Moewardi melalui @rsud.moewardi untuk Meningkatkan Citra)" also examined an in-depth understanding of marketing communication strategies in enhancing brand image. Therefore, the descriptive qualitative approach is relevant in the context of this research because it allows the researcher to gain an in-depth understanding of the marketing communication strategies of RSIA Bunda Jakarta and their impact on the desired increase in brand awareness.

Results

Research Results

The researcher will comprehensively describe the marketing communication strategy of RSIA Bunda Jakarta through the Instagram social media platform in enhancing brand awareness by incorporating insights from interviews with key informants, experts, and supporting informants. The research findings obtained through in-depth interviews are outlined as follows:

1. Marketing Objectives Setting

Fundamentally, marketing objectives are a crucial aspect determined by a business or company. These objectives play a vital role in the marketing strategy of products or services to consumers to enhance understanding and trust in a brand. One common marketing objective is achieving maximum revenue or income levels. To analyze the context of these marketing objectives, the researcher conducted interviews involving the first key informant, Wulan, as the Head of Customer Relationship Management (CRM), to gain a comprehensive understanding of specific and relevant marketing goals for RSIA Bunda Jakarta.

"Yes, certainly to generate revenue as much as possible because we are a private hospital, so we want many patients to come to the hospital" (Interview with Wulan, Head of CRM, on November 22, 2023)

From this statement, Wulan, as the first key informant, stated that the primary marketing goal of RSIA Bunda Jakarta, as a healthcare service provider, is to generate maximum revenue by increasing the number of patient visits. The marketing team of RSIA Bunda Jakarta acknowledges that revenue plays a crucial role in ensuring the sustainability and success of its operations, with the main goal being to increase revenue through an increase in the number of patient visits. Revenue is not only a financial parameter but also a crucial indicator to assess how effective the marketing strategy of RSIA Bunda Jakarta is and how well its reputation is accepted by the public. To explore the relationship between profit goals and brand awareness, the researcher conducted interviews with Dinda as an expert informant.

"Yes, there must be a connection between goals and gaining profit. Brand awareness is ultimately about revenue or profit because it involves selling products. However, to gain profit, it has to be gradual, especially with current marketing strategies; we can't use hard-selling approaches like urging people to buy. Instead, we use soft-selling, such as creating entertainment content and subtly incorporating marketing at the end or content that indirectly relates to marketing. To do that, it must be related to the goals; setting goals becomes a reference for what you want to achieve and, of course, motivation. The goal of brand awareness also has to be related to the services we offer" (Interview with Dinda, Expert Informant, on December 12, 2023)

Dinda, as an expert informant, expressed that there is a connection between profit goals and the concept of brand awareness. Brand awareness is considered a part of the marketing strategy that ultimately contributes to a company's revenue or profit. In the current marketing context, the approach used is more soft-selling, where marketing content is indirectly presented, such as in the form of entertainment content. Dinda also emphasized the importance of setting goals as a guide to achieving desired results, and the brand awareness goal must be closely related to the type of services offered by the company. The researcher then confirmed the specific marketing goals of RSIA Bunda Jakarta and the underlying factors for these goals.

"If you look at our branding, RSIA Bunda Jakarta itself is already quite strong because this hospital has been standing since 1973, so we have been standing for 50 years and indeed RSIA Bunda Jakarta here is a pioneer, the first private maternity hospital in Jakarta... but looking at the increasing number of our hospital competitors now, of course, our direction is that we want to stay in existence, so that old patients or the community still know that RSIA Bunda Jakarta is still existent by following the current developments, and one of them is using social media" (Interview with Wulan, Head of CRM, on November 22, 2023)

In the marketing context, a brand can be defined as the consumer's perception of a product, service, or service. The brand's position indicates how consumers view and differentiate a brand from its competitors. In the healthcare industry, such as hospitals, a strong brand position is necessary to create trust among patients and the general public, differentiate the hospital from its competitors, and contribute significantly to patient loyalty. In this context, Wulan, as the first key informant, emphasized that amid the increasingly tight competition in the healthcare industry, especially the growing number of hospitals in DKI Jakarta, the focus of RSIA Bunda Jakarta is to maintain its existence and recognition by the public, especially through social media. This effort is made by adapting to the changing times and patient needs in the digital era.

Wulan provides an overview of how the brand position of RSIA Bunda Jakarta is already quite strong in the eyes of consumers. Considering its background, RSIA Bunda Jakarta has been standing for 50 years, since 1973, making it the first private maternity hospital in DKI Jakarta. This achievement creates a positive image as a pioneer in maternal health services. To maintain this strong brand position, RSIA Bunda Jakarta strives to ensure that old patients and the community are aware that RSIA Bunda Jakarta not only preserves its long history but also continues to innovate and stay relevant with the changing times.

"Our strength lies in the experience and professional expertise of our doctors. They have been the best, great doctors, and the big professors from RSCM (Cipto Mangunkusumo General Hospital) have opened their practices at RSIA Bunda

Jakarta, so our strength lies in the specialist and sub-specialist doctors who, indeed, have rare expertise in Indonesia, but they open their practices at RSIA Bunda Jakarta. We also have the best NICU (Neonatal Intensive Care Unit) in Indonesia, besides RSCM, so in the private sector, it's RSIA Bunda Jakarta. Another latest development is that we have become one of the pioneers in the ERACS method in Jakarta because our doctors, including anesthesiologists, are trained in ERACS" (Interview with Wulan, Head of CRM, on November 22, 2023)

Not only is the fact that RSIA Bunda Jakarta is the pioneer private hospital in DKI Jakarta, but also the continuity of its operations for over five decades is a strengthening factor for their brand position. This lengthy experience provides inherent advantages to the identity of RSIA Bunda Jakarta. In the interview excerpts with the first key informant, Wulan, several strengths that are the main attraction of RSIA Bunda Jakarta are clearly portrayed.

Firstly, the strength of RSIA Bunda Jakarta lies in the experience and professional expertise of its doctors. Recognized specialist and sub-specialist doctors, including distinguished professors from Cipto Mangunkusumo General Hospital (RSCM), have chosen RSIA Bunda Jakarta as the venue for their practices. The presence of these experienced doctors serves as one of the main pillars of the strength of RSIA Bunda Jakarta. Secondly, RSIA Bunda Jakarta has a Neonatal Intensive Care Unit (NICU) considered to be the best in Indonesia, second only to RSCM. The success of RSIA Bunda Jakarta in providing high-quality NICU services reinforces its reputation as a superior provider of infant care.

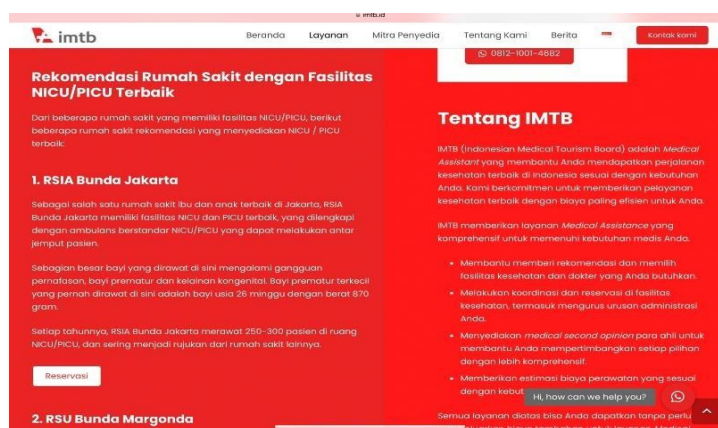


Figure 8 Supporting Article
Source: IMTB Website (2023)

As secondary data, the researcher conducted observations in November 2023 with literature studies supporting Wulan's statements, the first key informant, regarding the excellence of RSIA Bunda Jakarta. The researcher found an article discussing the NICU facilities at RSIA Bunda Jakarta, acknowledged as the best in Indonesia. The article also stated that RSIA Bunda Jakarta, as one of the best Mother and Child hospitals in Jakarta, has the best NICU and PICU facilities, equipped with NICU/PICU standard ambulances for patient transport. This reflects concrete evidence of RSIA Bunda Jakarta's excellence in providing the best NICU care in Indonesia, aligning with the statements from the Head of Department and Marketing Staff.

Thirdly, RSIA Bunda Jakarta is also noted as a pioneer in implementing the Enhanced Recovery After Cesarean Section (ERACS) Method in Jakarta. The success of RSIA Bunda Jakarta in involving anesthesiologists in ERACS training demonstrates commitment to innovation in Mother and Child healthcare services. Overall, the

success of RSIA Bunda Jakarta in maintaining these quality standards can be a crucial factor in sustaining their position and attractiveness of their brand amid increasing competition.

Next, the researcher approached the consumer perspective as patients by asking supporting informants about the excellence found in RSIA Bunda Jakarta. This step was taken to create an integrated understanding of the strengths and attractiveness of RSIA Bunda Jakarta from a viewpoint that includes the direct experiences of patients. In this process, the researcher sought to immerse into the consumer's perspective by interviewing Anis as the first supporting informant, Nurul as the second supporting informant, and Anna as the third supporting informant to see how much the acknowledged excellence factors by the internal RSIA Bunda Jakarta are reflected in the real experiences and perceptions of the patients.

"...At that time, I chose RSIA Bunda Jakarta because I knew the doctors there were excellent, and also because the facilities there are quite complete. My experience when I had a pregnancy check-up and tried the ultrasound there was because I knew that RSIA Bunda Jakarta's ultrasound facilities are very comprehensive, including 3D and 4D, and the service there is also excellent, even though it was a bit crowded, I was still treated well" (Interview with Anis, first supporting informant, on November 29, 2023)

In the interview excerpt with Anis, a first supporting informant, it is revealed that her decision to choose RSIA Bunda Jakarta was based on several prominent factors, including the perceived excellent quality of doctors, comprehensive facilities, especially her direct experience with ultrasound examinations at RSIA Bunda Jakarta, which left a positive impression on the available facilities and services. The interview quote from the second supporting informant describes that positive consumer views like Anis's can serve as concrete evidence of the excellence RSIA Bunda Jakarta possesses in meeting the expectations and needs of patients.

"...Once, when my child was about 7/8 months old, I tried to consult with a pediatric specialist there. The doctor was very helpful, understood the issue with my child at that time, and also because I already knew that in RSIA Bunda, there's no doubt about the pediatric specialists. Oh, the service there is also good, the nurses and doctors are all friendly..." (Interview with Nurul, second supporting informant, on November 29, 2023)

Furthermore, Nurul as the second supporting informant in this study also stated that RSIA Bunda Jakarta has the advantage of competent pediatric specialists. Her personal experience as a patient at RSIA Bunda Jakarta adds a positive dimension to her perception. Nurul emphasizes that during her time as a patient at RSIA Bunda Jakarta, the service she received was good, and both the nurses and doctors were considered friendly and professional. Thus, Nurul's positive impression is not only related to the expertise of pediatric specialists but also encompasses the overall service aspect at RSIA Bunda Jakarta.

"...RSIA Bunda has been our family's regular hospital since I was little, and also because it's very close to home, its facilities are super complete. Even since I was little, my mom said that the technology at RSIA Bunda is already quite advanced, and the service is also the best, the doctors and nurses, even the staff, are all friendly and kind" (Interview with Anna, third supporting informant, on November 30, 2023)

Anna, the third supporting informant, also adds that her childhood experiences

with medical treatment have shaped her positive view of RSIA Bunda Jakarta. Anna states that the service received at RSIA Bunda Jakarta is excellent, and all the medical staff in the hospital are considered competent. Anna's medical experience since childhood demonstrates the satisfaction and trust that has developed with RSIA Bunda Jakarta over the years. The good service, supported by the quality and competence of the medical staff, becomes a positive foundation that strengthens Anna's bond with RSIA Bunda Jakarta.

Through interviews involving three supporting informants, namely Anis, Nurul, and Anna, it can be concluded that RSIA Bunda Jakarta has successfully built a strong brand position based on the offered excellences. This conclusion is closely linked not only to the marketing objectives of RSIA Bunda Jakarta, which are based on efforts to generate revenue and maintain existence but also to the concept of brand awareness. The positive perceptions provided by Anis, Nurul, and Anna as supporting informants create a real picture of brand awareness where consumers identify and remember RSIA Bunda Jakarta as a reliable choice. To gain further perspective, the researcher conducted an interview with Dinda as an expert informant.

"Actually, a brand's ultimate goal is always sales, no matter what, whether it's a product or a service, the concept of brand awareness ultimately aims at sales because it's fundamentally about profit. But before entering this sales phase, in the current marketing process called the new marketing concept, it doesn't just come from production—products and productions—because marketing initially comes from the concept of reduction. But now, it has developed towards brand awareness. For example, if we sell a product, especially if the product is not well known, like Aqua, everyone already knows it, but what if we want to sell something that is not very well known? That's why using brand awareness is important, so brand awareness means as many people as possible know our product first. Actually, there are stages from AIDA, attention, interest, desire, and then action or making a purchase, the more it narrows down to purchase, the fewer. So before this action, the hope is that people know our product as much as possible, then later narrowed down to who eventually makes the purchase" (Interview with Dinda, expert informant, on December 12, 2023)

Dinda, as an expert informant, emphasizes that a brand ultimately has sales as its main focus. In the marketing context, especially within the framework of the new marketing concept, Dinda describes a shift in focus from sales to the importance of brand awareness in achieving marketing objectives. Brand awareness is defined as a crucial initial step, especially when promoting products or services that are not yet well-known. In this context, the marketing goals of RSIA Bunda Jakarta to increase revenue and maintain existence are closely related to the concept of brand awareness emphasized by Dinda as an expert informant.

The efforts of RSIA Bunda Jakarta in building a strong brand position, as reflected in the positive testimonials of three supporting informants: Anis, Nurul, and Anna, can be interpreted as steps supporting the achievement of brand awareness. The excellence of doctors, medical facilities, and good service becomes elements that help introduce and increase consumer awareness of the RSIA Bunda Jakarta brand. Thus, it can be inferred that the concept of brand awareness explained by Dinda as an expert informant is a relevant strategy that can support the marketing goals of RSIA Bunda Jakarta. Strengthening brand awareness serves as the foundation to increase consumer recognition and trust in the hospital, paving the way for broader marketing objectives.

The concept of brand awareness emphasized by the expert informant, Dinda, indicates that as many people as possible should be aware of the product or service offered before any purchasing action takes place. In the marketing context of RSIA Bunda Jakarta, brand awareness becomes key to introducing and increasing consumer awareness of the hospital. One tool that can be utilized in the digital era to achieve this is through social media. Social media has become a crucial platform in modern marketing communication, enabling two-way interaction between the brand and its audience. The current prevalence of social media users has shifted marketing goals towards the digital realm. In line with Wulan's statement, the first key informant who mentioned that RSIA Bunda Jakarta utilizes social media as a step to maintain their existence by keeping up with the times, the researcher then conducted an interview with Hasan as the second key informant who directly contributes to the management of RSIA Bunda Jakarta's social media, specifically Instagram.

"If, for example, on social media, especially Instagram, besides our goal to market, of course, it's also for education, especially about diseases or procedures at RSIA Bunda Jakarta, for example, childbirth, surgeries like laparoscopy, and such... especially for Mothers and Children" (Interview with Hasan, Digital Marketing Staff, and Social Media Specialist on November 27, 2023)

In the interview with Hasan as the second key informant, it is revealed that the use of social media, especially Instagram, by RSIA Bunda Jakarta aims as a marketing tool and as a means to provide education to the public, especially regarding diseases and medical procedures at RSIA Bunda Jakarta, with a focus on Mothers and Children. Hasan emphasizes that through the social media platform Instagram, RSIA Bunda Jakarta not only aims to promote their services but also strives to enhance the public's understanding of health conditions and specific medical procedures. Thus, the marketing team of RSIA Bunda Jakarta can design informative and educational content by implementing message and media strategies to increase brand awareness among the audience.

Discussion

In this discussion, the researcher will further examine the findings obtained through observations, in-depth interviews with informants, and documentation. The researcher will relate it to the relevant theories according to the research topic to discuss the observation and interview results in the previous sub-chapter. From previous research results, the researcher will analyze in detail the marketing communication strategies of RSIA Bunda Jakarta through the Instagram social media platform in increasing brand awareness. The results of interviews with all informants are used to specifically describe the implementation of strategies used on the Instagram social media platform that reflects the concepts outlined in marketing communication theories, especially those related to increasing brand awareness through social media.

1. Setting Marketing Objectives

In improving the implementation of effective marketing communication strategies, setting precise marketing goals and targets is an initial stage that needs to be planned. As stated by Machfoedz in his book "Modern Marketing Communication," which explains that: "Setting a promotional goal and promotional targets made by a company, by creating a message and media design through the development of a promotional mix for budgeting, thus achieving an evaluation and control of a precise

and beneficial marketing plan" ([Machfoedz, 2010](#)). Setting the marketing objectives of RSIA Bunda Jakarta is a strategic step taken as an effort to maintain a position in an increasingly competitive market.

Based on observations and interviews with Wulan, the Head of Customer Relationship Management (CRM), as the first key informant, the marketing goals of RSIA Bunda Jakarta are to maintain existence amid the increasingly fierce competition from emerging competitor hospitals. Emphasizing the position as the first private maternity hospital in DKI Jakarta, established 50 years ago since 1973, provides a strong foundation for maintaining their existence and position in the market. This promotional goal is also in line with RSIA Bunda Jakarta's focus on maintaining its reputation as a superior healthcare provider, especially through the strengths they have from specialist doctors, the best NICU/PICU facilities, and friendly and quality services.

In facing the shift in marketing communication trends towards the digital realm, RSIA Bunda Jakarta also sets promotional goals adapted to current developments. The marketing team of RSIA Bunda Jakarta acknowledges the importance of using social media, especially Instagram, as the main platform that can be utilized to maintain existence and increase brand awareness. As the manager of RSIA Bunda Jakarta's Instagram social media, Hasan, as the second key informant, states that the promotional goals on social media, especially on Instagram, are more focused on providing education to the audience about health, especially related to Mothers and Children. The RSIA Bunda Jakarta marketing team strengthens their market position amid increased competition by disseminating reliable and relevant knowledge to their audience through the use of social media.

The marketing objectives of RSIA Bunda Jakarta, as stated by [Prasetyo et al. \(2018:10-11\)](#), encompass three aspects: informing, persuading, and reminding.

a. Informing (Providing Information)

RSIA Bunda Jakarta aims to disseminate information to consumers regarding its presence, excellent services, and health education through the Instagram social media platform. The marketing team of RSIA Bunda Jakarta aims to increase consumer awareness of the features and benefits they offer while building the company's image as a leading healthcare service provider.

b. Persuading

RSIA Bunda Jakarta endeavors to persuade or convince consumers to choose their services. The marketing team emphasizes the strengths they possess, such as specialist doctors, the best NICU/PICU facilities, and friendly and quality services. This focus aligns with the persuasion goal to increase consumer desire to use the services of RSIA Bunda Jakarta.

c. Reminding

RSIA Bunda Jakarta also aims to remind consumers to make repeat purchases. They want to maintain their existence amid fierce competition and remind consumers of the reputation and excellence of RSIA Bunda Jakarta, especially through the Instagram social media platform.

Through this approach, especially on the Instagram social media platform, RSIA Bunda Jakarta aims not only to promote services but also to provide benefits and increase brand awareness for the audience. Thus, the marketing team of RSIA Bunda has emphasized the importance of setting appropriate marketing goals and adapting to media developments and consumer behaviors in line with the components of

effective marketing communication strategy.

2. Marketing Targets

After examining the marketing objectives of RSIA Bunda Jakarta, the researcher analyzes the target market aimed at by RSIA Bunda Jakarta in implementing marketing communication strategies on the Instagram social media platform. Although generally identified as a Mother and Child Hospital, interviews with the first key informant as the Head of Customer Relationship Management (CRM) at RSIA Bunda Jakarta, Wulan, describe that the target of RSIA Bunda Jakarta is not only limited to mothers but also includes women from puberty to menopause. This understanding indicates that the focus of the target audience in their marketing communication strategy is not only on the role of mothers in raising children but also on various aspects of women's health throughout their life stages. In this context, the marketing team strives to increase brand awareness of RSIA Bunda Jakarta to a broader target audience, namely women.

In addition to the set target market, Wulan states that the marketing team of RSIA Bunda Jakarta also pays attention to the demographic that currently dominates the population in Indonesia. According to data from the Indonesia Gen Z Report 2024 by IDN Media, the current largest generation in Indonesia is Gen Z, constituting 27.94% of the total population or about 74.93 million people. The marketing team aims to expand their target market by reaching Gen Z born between 1997 and 2012. Targeting the Gen Z demographic is related to the previous findings regarding the number of Instagram users in Indonesia discussed in the research background, where social media Instagram users in Indonesia are currently dominated by Gen Z. By understanding the characteristics, needs, and preferences of Gen Z, RSIA Bunda Jakarta tries to adjust content dissemination strategies and messages to increase brand awareness on Instagram. The audience segmentation owned by RSIA Bunda Jakarta on Instagram, as explained by Hasan, Digital Marketing Staff, and Social Media Specialist, has started to reach Gen Z, but this target has not dominated. Hasan also outlines demographic segmentation in terms of age, with the Instagram audience ranging from 25 to 40 years old, which is still dominated by Millennials. Then, demographic segmentation by gender is in line with the target market, as mentioned by the first key informant, Wulan, which is women. With this broadening target market, the marketing team of RSIA Bunda Jakarta emphasizes their commitment to adapting to the diverse needs of Women and Gen Z.

The marketing target setting done by the RSIA Bunda Jakarta team is relevant to the steps of marketing strategy based on the STP concept proposed by [Widodo & Maryama \(2021\)](#), where there are three components, including:

a. Segmenting (Segmentation)

RSIA Bunda Jakarta accurately segments the market by determining their target audience. This approach is not only focused on adult women or mothers but also expands the target coverage to include women from puberty to menopause. This segmentation reflects the use of demographic and psychographic variables, such as age and life stages, as a basis for understanding the needs and preferences of the target market.

b. Targeting

RSIA Bunda Jakarta focuses on women, indicating their strategic decision in setting the target market. In addition, the marketing team of RSIA Bunda Jakarta seeks to reach Generation Z by utilizing demographic data that shows Gen Z's dominance in

the Indonesian population and the number of Instagram users in Indonesia at present. This aligns with the concept of targeting, where companies choose specific market segments as their main target.

c. Positioning

RSIA Bunda Jakarta strives to position themselves as a hospital that cares about women's health throughout various life stages. The marketing team emphasizes their existence and reputation as the first private maternity hospital in DKI Jakarta, demonstrating efforts to shape a positive image and assessment in the minds of consumers.

According to the STP (Segmenting, Targeting, and Positioning) concept, RSIA Bunda Jakarta can enhance the effectiveness of their marketing strategy by designing an approach that suits the needs and characteristics of various market segments, including women of various ages and Generation Z. Through this approach, RSIA Bunda Jakarta can better tailor marketing messages and content on Instagram to the diverse characteristics of the audience. This can significantly support the marketing team's efforts to increase brand awareness, as the messages conveyed will be more relevant and appealing to each targeted market segment.

3. Message Strategy

The results of the research and interviews conducted with the RSIA Bunda Jakarta marketing team in formulating communication strategies on the Instagram social media platform illustrate the application of various message strategy concepts according to [Machfoedz \(2010\)](#). The message strategies outlined by [Machfoedz \(2010\)](#) discuss the content aspects of communication information and creative strategies used in delivering messages to the audience. The implementation of message strategies can be seen in various types of content they share and how they present it.

Conclusion

From an in-depth analysis of RSIA Bunda Jakarta's marketing communication strategy through the Instagram social media platform, the marketing team has successfully increased brand awareness with a comprehensive approach, from setting strong goals, precise audience segmentation, to focused message and media strategies. This demonstrates a deep understanding of audience preferences and adaptability to digital trends. Setting marketing goals serves as a strategic foundation for RSIA Bunda Jakarta to maintain its position in a competitive market. Their focus on using the Instagram social media platform as the main medium for providing education and promoting healthcare services indicates their adaptation to changing consumer behavior towards the digital realm. The segmentation of the target audience to women and Gen Z emphasizes RSIA Bunda Jakarta's understanding of the preferences and needs of their target market. Through this approach, they explore a wider market potential by adjusting content to meet the specific needs and interests of each segment. Message strategies supported by accurate medical information, engaging educational content, and active interaction with the audience strengthen brand engagement and credibility. The selection of special moments and the involvement of influencers as part of the message strategy are crucial points in expanding the reach of message dissemination. The marketing team of RSIA Bunda Jakarta has successfully tailored content and Instagram features to meet audience needs, choosing the right upload times, and leveraging moments as well as influencer involvement. Although internal evaluations highlight resource constraints in content execution and a focus that is too specific on the topic of mothers and children, the

proposed steps, such as expanding coverage through TikTok, signify RSIA Bunda Jakarta's efforts to enhance brand awareness. Their comprehensive approach in the marketing communication strategy on Instagram demonstrates a profound awareness of audience preferences and adaptability to digital trends, resulting in a positive impact on strengthening their position in an increasingly competitive market.

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