Social Media Management @pkujogjamedia As Health Promotion Media

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Abstract

Social media is a new media that builds on the basis of ideology and web 2.0-based technology which is a way for someone to find information quickly. One of the media used by PKU Muhammadiyah Yogyakarta Hospital is Instagram. The @pkujogjamedia account is managed by public relations and marketing which is used as a tool for distributing information and promoting health. However, the lack of interest of people who tend to choose listening over reading makes social media management less optimal. This study aims to determine how the management of social media management @pkujogjamedia as a health promotion media. Through the theory of social media management according to Regina Luttrell, namely SOME, spreading (Share), optimizing (Optimaze), managing (Manage), involving (Engage). This research uses qualitative methods. Data collection techniques using observation, interviews and documentation. Based on the research that has been done, it can be concluded that the results of the study explain that at the share stage @pkujogjamedia uses social media channels, namely Facebook, YouTube and Instagram. Instagram with 17.3 thousand followers is one of the accounts used in Health promotion. The optimaze stage, monitoring is carried out by seeing how the community appreciates the number of likes, and viewers. Furthermore, the manage stage, @pkujogjamedia has done some content in the form of health information, both posters and videos. The final stage is engage, at this stage @pkujogjamedia collaborates with hospital units in the use of social media, universities and schools by providing health facilities and counseling on health promotion. However, at this time @pkujogjamedia is less effective and too rigid in delivering information or content so that many people only glance at it without reading it. This @pkujogjamedia must be more creative in making content so that it is not monotonous.

Keywords: *Social media, Instagram, Health Promotion*

Introduction

In the digital era, social media is very widely used by the public with various trends, one of which is as a health promotion media. Media is a form of technological development in the field of information and data dissemination. According to Van Dijk, in (Susie, 2018) social media is a platform that creates various activities for users to think, create, debate, collaborate and even build communities with their peers. Meanwhile, according to Andreas Kaplan and Michael, social media is a new media that builds on the basis of web 2.0 ideology and technology and becomes one of the ways to find information (Adinda, 2022). With social media, hospitals can improve their image, expand information and utilize social media.

In using social media, there are 2 categories carried out by hospitals, namely the type of social media platform used, the effectiveness of the results, and the utilization of social media. The purpose of managing hospital social media through disseminated information is to improve the image of the hospital, strengthen relationships and attract more patients with quality services (Hafizh, 2018).

According to Romli, Asep Syamsul M. in (Anggit, 2022) there are 3 social media management strategies, namely first, content is the main idea of managing messages and information disseminated by communicators through social media. With the aim of providing knowledge to the public about the content provided. Second, design is a display of the communicator's creative ideas in organizing the social media used by the company to attract the public. Third, marketing is a strategy used by companies in introducing, informing the public either directly or indirectly through promotions, advertisements, and cooperation.

There are several social media that are currently widely used according to the results of research by "We Are Social" including Whatsapp, Facebook, Twitter, Youtube and Instagram. One of the media used by @pkujogjamedia for promotional media is Instagram. Instagram is the fastest growing social network in the world that people use to obtain information (Luthfia, 2022). Meanwhile, according to Atmoko, in (Anif, 2022) Instagram is a visual application used for communication to individuals with other individuals.

Currently Instagram is not only a medium of communication but can very quickly disseminate information so that the more advanced technology the more the desire to know information so that it is easily accessible anytime and anywhere. One that is often used is as a health promotion media.

Health promotion media is a means of delivering messages delivered by communicators to influence the public in health promotion which can increase knowledge widely which is able to have a good influence on people's behavior in maintaining health (Pudji, 2018). Based on Permenkes No. 44 of 2019 concerning the Implementation of Hospital Health Promotion or (PKRS), hospitals are required to organize PKRS with the principles of a healthy paradigm, equality, independence, integration, and continuity (Minister of Health of the Republic of Indonesia). Health promotion is an activity practiced by individuals and communities in disseminating health information with the aim of improving health quality (Wahyuni, 2021).

There are three 3 components of health promotion according to Martina Pakpahan (2021), namely: 1.) Health education is a learning process designed to influence, activate and strengthen the health of both individuals or families in making decisions related to information about health practices. 2.) Disease prevention is an activity that is carried out regularly, integrated and sustainable to avoid the risk of adverse effects due to disease. This is done to keep individuals or families healthy by preventing disease. 3.) Health protection is a person's behavior in preventing disease and detecting the early stages of the disease to maximize limits in the disease. It aims for the community to control disease infection and protect themselves from environmental hazards.

In 2014 hospitals using Instagram social media reached as much as 94% (Lutfhia, 2022). Meanwhile, according to the dataindonesia.id survey in October 2021 the number of Instagram users in Indonesia reached 91.1 million, in October 2022 it increased to 97.38 million. Therefore, almost all agencies or institutions and even hospitals use Instagram as a

tool to increase interest in consumers and introduce them to the outside community. One of them is PKU Muhammadiyah Yogyakarta Hospital. The @pkujogjamedia account was created in 2016 which is managed by Public Relations and Marketing.

RS PKU Muhammadiyah Yogyakarta is one of the general hospitals founded by K.H. Sudjak on February 15, 1923 which is under the Muhammadiyah Central Leadership. The hospital has been operating for 100 years or a century. The development of this hospital is managed based on entrepreneurial management that rests on values sourced from the Koran, namely amanah, sidiq, fathonah, tabligh, innovative and friendship. With the vision and mission of ALMAUN (Amanah, Complete, Quality, Enthusiastic, Universal, Comfortable) to improve the ability to achieve a better health status.

The lack of public awareness in maintaining health makes social media a tool for health promotion. In health promotion, interesting content is needed to attract public attention. One of the promotions is in the form of posters and videos However, the use of social media itself is less than optimal posts that predominantly use posters compared to videos. The video content uploaded is in the form of activities carried out at the hospital. This can be seen from posts or content and interesting information. So that people who tend to prefer listening to reading will find it less interesting to see or read it.

Therefore, in relation to the research, researchers used the SOME social media theory according to Regina Luttrell, namely: 1) Share, using social media requires a strategy for effective and efficient communication. 2) Optimize how companies optimize messages or information conveyed through social media. 3) Manage (Organize) to organize social media the need for communicators to obtain information quickly and accurately. 4) Engage, in social media management it is very important to involve the audience in social media management.

In line with this research, Rizky Pratama Hajati concluded that in managing social media, it is necessary to be consistent in the effectiveness of using Instagram. So that the features provided by Instagram can be utilized as well as possible. Therefore, to get the results of the need for a social media management strategy with good planning using aspects of social media management, namely content management, design and marketing.

This makes researchers interested in raising social media management as a health promotion media with the concept of Regina Luttrel which states that there are 4 elements of how to manage social media, namely including, share, optimize, manage and engage. With the aim of knowing the management of social media management, especially on the @pkujogjamedia account. From the background explanation above, the problem formulation in this study is how is the management of social media @pkujogjamedia as a health promotion media? The purpose of this research which leads to the formulation of the problem above is to find out the management of social media @pkujogjamedia as a health promotion media.

Method

In this research approach, researchers used qualitative methods. This research was conducted in the public relations office of Sudjak Building PKU Muhammadiyah Hospital Yogyakarta, located on K.H Dahlan Street No. 20 Yogyakarta. The time of this research was conducted in 2023 where this research will take four months. The first two months in

February-March 2023 were used for data processing. April-July were used for research and data collection.

Qualitative method is a research method based on the philosophy of postpositivism or interpretive which is used to examine the conditions of natural objects that aim to understand the phenomenon under study (Sugiyono, 2021). This research method is often referred to as an artistic method because the research process is artistic or less patterned, but each phenomenon is something unique with a different context. In general, research must have broad theories and insights so that it is able to analyze and understand the situation to be clearer and more meaningful. So that researchers can understand the phenomena experienced by research subjects in solving and answering the problems at hand.

This study chose subjects who were directly related to the object under study, including the Manager of Public Relations and Marketing of PKU Muhammadiyah Yogyakarta Hospital, Public Relations Supervision of PKU Muhammadiyah Yogyakarta Hospital and Public Relations and Marketing Staff or admin of the @pkujogjamedia account.

To obtain data, this research uses source triangulation data sources obtained by comparing opinions through similarities and differences from the views of different informants. While the data collection technique is a way for researchers to obtain or collect data by observation, observation conducts research by observation without directly participating in the activities of each respondent. Interviews were conducted with the public relations manager, public relations supervision and Instagram admin @pkujogjamedia. Documentation is done by collecting photos when conducting research. At the data analysis stage using data reduction, data presentation, and conclusion drawing, namely the stage of analyzing data, organizing data, sorting and selecting important data. So that from this study researchers can explain the management of social media @pkujogjamedia as a health promotion media.

Result and Discussion

In the social media management of PKU Muhammadiyah Yogyakarta Hospital itself in realizing the effectiveness of social media by using the vision and mission of the hospital with the main values (ALMAUN or Amanah, Lengkap, Mutu, Antusias, Universal and Nyaman) to improve the ability of the community as an effort to realize a prosperous and sakinah life. The vision is "To become an Islamic hospital and excel in service, education, research and da'wah in the field of health". While the mission is 1). Organizing health services according to the latest standards, based on scientific evidence and developing digital-based services. 2). Improving the quality of Human Resources through education, training, research, and development of science and technology in the field of health in a professional, innovative, effective, and efficient manner according to Islamic teachings. 3). Carrying out Islamic da'wah amar ma'ruf nahi mungkar as a means of worship to Allah SWT which synergizes with the association, government, and other stakeholders to create a healthy and prosperous society. So that in organizing the management of social media, the @pkujogjamedia media team evaluates the content that is designed as attractive as possible to attract the public.

This can be seen from the interview with the Public Relations Manager of PKU Muhammadiyah Hospital regarding the management of social media as a health promotion media in accordance with the theory according to Regina Luttrell, namely:

Share Stage

The data that explains the increasing number of internet users makes @pkujogjamedia believe that the influence of social media can make Health promotion information can be obtained quickly and permanently. So that in 2022 according to the survey results of the Internet Service Providers Association (APJII), that the number of internet users in Indonesia in the period 2022-2023 reached 215.63 million people. The increase in the number of users increased drastically by 2.67% compared to the previous year of 210.03 million people. The number of internet users is equivalent to 78.19% of Indonesia's total population of 275.77 million people. From this data, it can be seen that social media is very influential on the effectiveness of society at this time.



Source: https://indonesiabaik.id

Figure 1: Most internet users

There are several social media used by @pkujogjamedia, namely Twitter, Youtube, Facebook and Instagram. Twitter itself has 342 followers or followers and 682 tweets, while youtube has 1.6 thousand subscribers with 249 videos, facebook 1.7 thousand followers and on Instagram has 17.3 thousand followers with 1443 posts. Of all social media, Instagram itself is no less in providing facilities to the community. Instagram is one of the social media that is widely used this year because with different features it has a big influence as a health promotion media with a large space that can be used to send content, means of communication and information in two directions both near and far, advertising, branding and services.

This is utilized by @pkujogjamedia that choosing Instagram for Health promotion is very appropriate. With the results of research interviews regarding social media management management with the background of using Instagram, social media management and health promotion strategies used.

First, the background of choosing Instagram, @pkujogjamedia realizes that Instagram has fast and broad information, there are no restrictions on its use, it is affordable and can be

accessed anywhere. The role of Instagram is very helpful and provides convenience for the community with an effective process on the Health promotion system both frequently accessed services, rates, doctors and service schedules. Features that attract users to explore information with the use of search, hastags, and mentions in every post on Instagram. The use of Instagram has no limit so that health promotion can run according to the function of the Instagram feature which makes it easy for users to go directly to the topic they want to search for. However, social media cannot be used as a reference for everything because the more users there are, the more news will be either hoax or fake. Which is where people lack understanding of how to compare true and false news so that many are mistaken in choosing information. To overcome this, @pkujogjamedia in using Instagram is accessed by people who are competent in social media so that not just anyone can access social media.

Then the management of social media @pkujogjamedia by creating content for no more than one minute, namely 30 seconds to overcome public boredom because people tend to prefer listening to reading this can be done effectively. Furthermore, interest in the title tagline of the content created with words that are phenomenal and spectacular so that they can attract public attention.

Health promotion strategy, health promotion efforts are one of the strategies to increase knowledge in healthy behavior through learning social changes and the physical environment in improving public health. Health promotion strategies: 1) the main target of the hospital is to see from the closest people first, such as the people of Yogyakarta because the closest information will expand so that after that it will be people who are in Yogyakarta. 2) holding events by utilizing Instagram stories, reels, feeds and live streaming. 3) provide information needed by the community in the form of services, examination rates, doctors, and schedules.

Optimize stage,

@pkujogjamedia itself promotes by posting approximately 3 posts every day. With content in the form of posters and videographics containing promotions, health and hospital activity programs. In addition, @pkujogjamedia in optimizing messages for public appreciation, is done manually through checking Instagram profile reviews, mentions, likes and views every day, when people come to the hospital with reference to Instagram and effective use of Instagram. This can see how two-way communication between both managers and followers.

Manage stage,

Manage is used to see how Instagram performs on social media management by looking at the history of Instagram's effectiveness every day. With that, it can be seen what content is in demand by the community. Whether in the form of posters or videographics. Managing Instagram by using a management team can provide accurate information according to the needs of the community by using accuracy, timeliness, completeness, conciseness and suitability (Alma, 2019). In accordance with the results of the interview in organizing social media management management with an evaluation of the hospital media team. This evaluation is carried out every week where the Health promotion strategy will be carried out in a way that is in accordance with the provisions of the promotion itself. Second,

by using a competent team in creating content and collecting data. Third, the design is made interesting in the title of the content to be shared. Finally, by sharing information not only using one media but also Facebook, web sites and WhatsApp, where all platforms can share the content created.

Management stems from the word "Management" which comes from French which means to carry out and organize. Stoner explains the definition of management is a process of achieving organizational goals consisting of four functions, namely planning, organizing, directing and supervising through human resources (Fajar, 2014). Meanwhile, according to the Big Indonesian Dictionary (KBBI) management is the process of using effective resources to achieve goals. From the explanation above, management is a process of determining in achieving goals by utilizing predetermined resources such as resources, financial resources, and human resources. Manage or organize has 4 main functions in managing social media according to Fayol in Pudji (2018), namely:

1. Planning
   Goals and strategies carried out by the organization to develop social media management performance to achieve goals. This planning is very helpful in making decisions and directing the organization through resources.
2. Organizing
   The organizing function in achieving goals is very important to manage social media management in determining who does what, and how it is assigned.
3. Directing
   The ability to organize work with the aim of obtaining communication, leadership and motivation.
4. Supervision (Controlling)
   One of the important management functions to oversee organizational activities in carrying out work in accordance with predetermined plans.

The last stage is Engage, how @pkujogjamedia involves Health promotion. In accordance with the results of interviews at this stage is to cooperate with hospital units such as polyclinics, universities and schools. Cooperation with this hospital unit by facilitating the media to share how education and services provided by the unit. By creating content in the form of video interviews, PKRS (Hospital Health Promotion) activities, dialogs, live streaming, testimonials and give away to the community. Meanwhile, cooperation at the university is with podcast collaboration and health-related counseling. While with schools conducting counseling on health in everyday life or free health checks.

Conclusion

Based on the results of the above research, the use of Instagram is effective for health promotion with a wide range, fast information, no restrictions on use and providing education to the public. It can be concluded that in the management of social media management as a media for health promotion. Health promotion requires the type of social media platform used, the effectiveness of the results, and the utilization of social media. The purpose of managing hospital social media through disseminated information is to improve the image of the hospital, strengthen relationships and attract more people with quality services.

Based on the stages of social media management according to Luttrell, namely Spreading (Share) 1). the background of Instagram selection is that the role of Instagram is very helpful and provides convenience for the community with an effective process in the Health promotion system, features that attract users to explore information with the use of search, hastags and mentions in every post on Instagram. 2). Social media management strategies, namely by creating content for no more than one minute, namely 30 seconds to overcome public boredom because people tend to prefer listening to reading, this can be done effectively. 3). Health Promotion, by holding events by utilizing Instagram stories, reels, feeds and live streaming. Optimization (Optimize), optimizing messages for public appreciation, is done manually through checking Instagram profile reviews, mentions, likes and views every day, when people come to the hospital with reference to Instagram and effective use of Instagram. Manage, organize social media management management by evaluating the hospital media team. This evaluation is carried out every week where the Health promotion strategy will be carried out in a way that is in accordance with the provisions of the promotion itself. Second, by using a competent team in creating content and collecting data. Third, the design is made interesting in the title of the content to be shared. Finally, by sharing information not only using one media but also Facebook, web sites and WhatsApp, where all platforms can share the content created. Engage, by collaborating with hospital units such as polyclinics, universities and schools.

Social media strategies as Health promotion media, namely: 1) the content created by @pkujogjamedia has been effective as seen from the amount of content shared on Instagram. However, the social media management itself is not optimal. The content provided mostly uses posters rather than videographics, so that followers who tend to mostly choose to listen rather than read are less interested in what is conveyed. This is for the future in making content more interesting so that it is not monotonous. Therefore @pkujogjamedia uses Instagram. Instagram has a big influence on hospitals, all information can be obtained quickly. With users increasing every year, health promotion can be effective.

Overview

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