



## Utilization Of Social Media As A Health Promotion Tool For Hospitals in Indonesia: Literature Review

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**Abstract,** *The use of social media in various aspects including health has increased in recent years. The effectiveness and efficiency of the use of social media in health promotion efforts by hospitals are advantages compared to using conventional media. This study aims to obtain information about the use of social media by hospitals in efforts to organize hospital health promotion from the perspective of: 1) types of social media used, 2) program effectiveness, 3) level of involvement, and 4) efforts to increase the level of involvement. From a search of 62 articles (time span 2017-2022) using the Google Scholar and Garuda databases and the keywords media, social, hospital, promotion, and health, researchers found 3 articles that were appropriate based on the title, abstract, content and purpose of the study. This literature study revealed that social media has high effectiveness and efficiency in organizing health promotion programs by hospitals. Another finding is that Instagram is the most widely used social media platform with the highest level of involvement compared to other social media platforms. Interesting and unique efforts and strategies can further increase the level of public involvement in hospital social media accounts so that there is an increase in awareness of healthy living in Indonesian society.*

**Keywords:** *health promotion, social media, hospitals, engagement, effectiveness*

### 1. INTRODUCTION

The use of social media by the Indonesian people has increased rapidly in recent years. The Covid-19 pandemic situation that has occurred globally has also triggered an increase in the number of active social media users (Insani & Nurdan, 2022). It was recorded that there were 191 million active social media users in Indonesia in January 2022 (RumahMedia, 2022). More broadly, the use of social media in various aspects (Fahriza, 2021) including the health context has been used by various users (Kusumawardani et al., 2019). For most people, social media has become the main source of health information. This gives hospitals the opportunity to play a role in providing health promotion efforts to the community. Primary preventive measures in the form of health promotion by hospitals will help reduce the morbidity rate in the community (Devi et al., 2018). Therefore, a review is needed of hospital efforts in health promotion through social media so that the community has an awareness of healthy living.

Social media is a medium for interaction and socialization between individuals using internet tools and networks. Several definitions of social media focus on the use of technology by social media, and this is what distinguishes it from traditional social media.

Kaplan & Haenlein (2010) stated that social media is a type of application based on internet technology and websites. In addition, McGowan et al., (2012) define social media as an online environment where users can contribute to content and consume content that is mostly generated by other users. Several definitions of social media also emphasize that user-generated content is an important feature that distinguishes social media from traditional media. In relation to efforts to improve public health status, health goals include health promotion, medical and administrative services, health research, medical education and training, and health-related social movements (Vasthu Broto Ariyo & Achadi, 2022). This literature study focuses on hospitals as social media users who share and create health promotion content on social media to achieve the goal of improving public health status.

Previous studies on the use of social media by hospitals have focused more on hospital marketing efforts and strategies using social media (Fahriza, 2021; Hardjanti et al., 2022; Insani & Nurdan, 2022; Rony & Panuju, 2018; Vasthu Broto Ariyo & Achadi, 2022). Studies on the use of social by hospitals in efforts to increase awareness of healthy living through health promotion using social media are still limited (Kusumawardani et al., 2019; Hanifah, 2022; Vionita & Prayoga, 2021). This literature study reviews social media as a tool for hospital health promotion. Previous studies with qualitative designs presented in health seminars found that it was difficult to determine indicators of the effectiveness of social media use by hospitals in efforts to increase awareness of healthy living through health promotion using social media (Kusumawardani et al., 2019). This study reviewed articles published between 2017 and 2022 categorizing the use of social media for health promotion purposes carried out by hospitals in Indonesia. Over the past five years, the use of social media has increased and is widespread in all settings (Kusumawardani et al., 2019). This study aims to describe the utilization, effectiveness and use of social media by hospitals for health promotion purposes for the community.

## **2. RESEARCH METHODS**

### **Search Strategy and Inclusion Criteria**

This literature study attempts to find a summary of the main points of several scientific articles (a summary of the publication's main points) related to the use of social media as a promotional effort. The article search is about the use of social media by hospitals in an effort to promote health to the Indonesian people. The electronic databases used are Google Scholar and Garba Rujukan Digital (Garuda). The article search uses keywords such as media, social, hospital, promotion, and health. The search results in both databases found 62

articles. Furthermore, the suitability of the article to the title and abstract is selected, then this article is assessed based on the inclusion and exclusion criteria, namely social media in the name of an individual, not a hospital. The inclusion criteria that will be used in this literature study are: original journals, explaining the use and utilization of social media by hospitals for health promotion, and journals published in the 2017-2022 period. After selecting the suitability to the inclusion criteria, 14 articles were obtained consisting of 13 from Google Scholar, and 1 from Garuda.

The total number of articles from the initial screening was 14 articles that were screened based on the title and abstract, then further screening was carried out according to the content of the article. In screening based on content, the first step is to gain access to the full text of articles that meet the inclusion criteria, then the second step is to read and evaluate the content of the article, and the third step is to select and record articles that substantially meet the inclusion criteria and are relevant for the literature review. The screening results obtained 3 articles that were reviewed in this Literature Review. The three articles reviewed in this Literature Review have a research objective to determine the use of social media in health promotion efforts by hospitals in Indonesia. The three articles reviewed in this literature study are studies conducted in the period 2019-2022.

The following is a diagram of the steps for searching for articles in this literature study:

Step	Details	Number of Articles
Article Search through Databases	Conducted search in specific databases such as PubMed, Scopus, and Web of Science. Used keywords and filters (e.g., publication year, language, study type) relevant to the research question.	N = 42
Screening Based on Title and Abstract	Applied inclusion and exclusion criteria focused on relevance to the research topic, methodology, and target study population. Excluded articles that were irrelevant, duplicates, or did not meet basic criteria.	N = 14
Aligned with Study Criteria and Objectives	Conducted full-text assessment based on final criteria, such as methodological quality, relevance to the study objectives, and completeness of data. Excluded any studies that did not fully meet the study's purpose and quality standards.	N = 3

### 3. RESULTS AND DISCUSSION

#### Types of social media platforms

The implementation of health promotion by hospitals is stated in the Regulation of the

Minister of Health Number 14 of 2018 concerning the Implementation of Hospital Health Promotion (PKRS) (Ministry of Health of the Republic of Indonesia, 2021). The health promotion media used by hospitals are recorded as Websites, Instagram, e-mail, and Facebook. Most hospitals create and distribute health promotion content using Instagram, followed by other platforms, namely Facebook. Facebook and Instagram social media users increased during the Covid-19 pandemic compared to other social media platforms (Hanifah, 2022; Vionita & Prayoga, 2021). The choice of these two social media platforms by most hospitals is inseparable from the large number of Facebook and Instagram users from all levels of Indonesian society. Data on the Indonesian community for active Facebook users in July 2022 was 202.2 million, while Instagram in April 2022 was 99.9 million (DataIndonesia.id, 2022). The large number of Facebook and Instagram users is a great opportunity for hospitals in their efforts to disseminate health promotion content in the hope of raising awareness of healthy living among the Indonesian people.

### **Program effectiveness**

Based on the reviewed journal articles, the creation of health promotion content by hospitals requires competent sources in their fields. This aims to ensure that the content disseminated to the public can be accounted for. In this context, the formation of a health promotion team at the beginning of the program is very important. The team needs to involve people who have relevant knowledge and expertise in the health sector. In addition, direct monitoring by the Hospital Director is also needed to evaluate the effectiveness of health promotion programs through social media (Kusumawardani et al., 2019).

Social media has proven to be an effective and efficient means of implementing health promotion programs by hospitals. One of the main advantages of social media is the low cost of using it. In this case, hospitals can save costs compared to traditional promotion methods. In addition, the ease of disseminating information through social media is another advantage. Hospitals can easily share health promotion content with the wider community through popular social media platforms.

In addition to low cost and ease of distribution, the use of social media also allows for correction of minor errors that may occur in health promotion content. For example, if there is a typo, the content can be quickly edited and updated. This allows hospitals to easily disseminate accurate and up-to-date information to the public (Hanifah, 2022).

Overall, the journal article shows that social media is an effective and efficient tool in implementing health promotion programs by hospitals. The advantages in terms of cost, ease of dissemination of information, and the ability to make corrections if there are errors, make

social media a good choice for hospitals in communicating health messages to the wider community.

### ***Engagement rate/Level of engagement***

The results of this literature study are interesting because they reveal that although Facebook users in Indonesia are more than Instagram in general, when analyzed specifically in two hospitals located in Tangerang Regency, Banten Province, and Serang Regency, Banten Province, Instagram has a higher level of engagement (Hanifah, 2022; Vionita & Prayoga, 2021). In this context, these hospitals found that Instagram social media was the most effective platform in achieving high levels of engagement through their accounts (Hanifah, 2022).

This study also found that the high level of engagement on the hospital's Instagram account can be associated with a substantial effect on the 5A attributes in the hospital's promotional media. The 5A attributes in question are:

*Be aware*(Knowing): Through the hospital's Instagram account, users can easily find out the location of the hospital and the services they offer. The latest information, news, and updates about the hospital can be accessed by Instagram users quickly and easily.

*Appeal*(Interesting): The content posted by the hospital on their Instagram account is able to attract users' attention. This may be due to good visual quality, the use of interesting images and videos, or effective marketing strategies. *Ask*: Instagram users can easily ask questions or provide responses to the hospital's posts. The comment and direct message features on Instagram facilitate interaction between users and the hospital, thus strengthening engagement.

*Act*(Act): Instagram social media provides opportunities for users to take action after seeing a hospital post, such as visiting their website, signing up for a consultation, or sharing information with their friends.

*Advocate*(Support): In the context of hospital promotion, Instagram users can be effective advocates by sharing their experiences or recommending hospitals to others. Instagram's "share" and "tag" features allow users to spread information widely, thereby expanding the reach of hospital promotion.

Overall, the results of this study indicate that in the context of hospitals, Instagram social media has a higher level of engagement compared to other platforms. This may be due to Instagram's ability to convey information visually, facilitate interaction between hospitals and users, and provide opportunities for users to act and support the hospital. Therefore, hospitals can utilize Instagram social media as an effective promotional tool in achieving

their goals.

### **Efforts to increase engagement rate**

One of the efforts of hospitals in Tangerang Regency to increase the level of engagement is to create a giveaway program for the community. This has been proven to increase the engagement rate as seen from the number of comments and likes on Instagram accounts (Vionita & Prayoga, 2021). In addition, interesting health promotion information and content are important factors in hospital health promotion efforts on social media. Some of the information conveyed on hospital social media includes announcements or recordings of events, health information, news and contributions, and hospital achievements. Health promotion content created by hospitals is generally related to current health issues, such as around Covid-19. Health promotion content that is preferred by the public is in the form of images and videos (Hanifah, 2022; Vionita & Prayoga, 2021).

## **4. CONCLUSION**

Social media is an effective tool in health promotion efforts carried out by hospitals. Knowing the number of active users of a particular social media platform is important for hospitals so that the distribution of health promotion information and content is more widely accessible to the public. In addition, various interesting and unique health promotion strategies can increase the level of public involvement in hospital health promotion information and content.

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