

The maximization of Bamed Health Care social media marketing in the pandemic era

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ABSTRACT

The Covid-19 pandemic has changed interaction patterns in socializing. Health service business players must be adaptive in marketing. Social Media Marketing (SMM) is the primary effective solution to promote brands by getting great exposure with minimum costs. By maximizing one IMC element correctly, the existence of the brand and health service business will be maintained. This study aims to determine the strategy of maximizing SMM as a communication medium for health services carried out by BAMED Health Care (BHC). The method used in this research is qualitative descriptive with a case study approach to investigate the depth of steps BHC took during interaction with consumers through social media. The data collection techniques were observation through Instagram, online interviews, and literature studies. Based on the results, researchers analyzed the motivation of BHC in determining SMM strategy by maximizing SMM on their Instagram accounts. The researcher found that the motivation of BHC was to maximize SMM strategy for maintaining customer engagement during the Covid-19 pandemic by maximizing the creation of interesting educational content which was informative and persuasive, activating the Instagram Live feature to provide health education, and making online consultation hashtags. As an evaluation, BHC needs to have a dedicated department to manage SMM activities so that every activity is informed quickly on social media, activates hashtags by making activities such as giveaways, and adds Instagram Live activities carried out on an ongoing basis to achieve even better success.

Keywords: Social media marketing; IMC; customer engagement; strategy; Instagram

Analisis pemaksimalan social media marketing Bamed Health Care di era pandemi

ABSTRAK

Dengan tuntutan perubahan interaksi di era pandemi Covid-19, pelaku bisnis jasa kesehatan harus adaptif dalam melakukan pemasaran. Social media marketing (SMM) menjadi primadona dan solusi efektif dalam memasarkan Brand dengan exposure besar dan minim biaya. Sehingga dengan memaksimalkan satu elemen IMC yang tepat, akan dapat menjaga existensi Brand dan bisnis jasa kesehatan. Penelitian ini bertujuan untuk mengetahui strategi pemaksimalan SMM sebagai media komunikasi jasa kesehatan yang dilakukan oleh BAMED Health Care. Metode yang digunakan adalah metode deskriptif kualitatif dengan pendekatan studi kasus untuk menyelidiki secara mendalam langkah yang diambil BAMED Health Care saat berinteraksi dengan konsumen melalui social media. Teknik pengumpulan data yang dilakukan yaitu observasi melalui akun Instagram (BAMED womensclinic dan BAMED Skincare), wawancara online, dan studi pustaka. Berdasarkan hasil penelitian, peneliti melakukan penyelarasan atas motivasi BAMED Health Care dalam menentukan strategi SMM dengan realisasi pemaksimalan SMM pada akun Instagram. Peneliti menemukan bahwa motivasi BAMED Health Care melakukan strategi pemaksimalan SMM untuk menjaga customer engagement di era Pandemi Covid-19 dengan memaksimalkan pembuatan konten edukatif menarik bersifat informatif dan persuasive, mengaktifkan fitur Instagram Live untuk memberikan edukasi kesehatan dan membuat hastag konsultasi online (#BamedKOM). Evaluasi pemaksimalan SMM di era pandemi Covid-19 untuk menjaga customer engagement adalah BAMED Health Care perlu memiliki department khusus mengelola aktivitas SMM sehingga setiap kegiatan yang dilakukan BAMED Health Care terinformasi cepat di social media, mengaktifkan hastag dengan membuat kegiatan seperti giveaway yang menggunakan hastag yang sudah BAMED Health Care tetapkan dan menambah aktivitas Instagram Live yang dilakukan secara berkelanjutan untuk mencapai keberhasilan lebih baik lagi.

Kata-kata kunci: Social media marketing; IMC; customer engagement; strategi; Instagram

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INTRODUCTION

The Covid-19 pandemic in Indonesia has changed all lines of people's lives recently. People struggle to earn income, considering this condition has forced several companies to lay off their employees. The Minister of Manpower (Menaker) Ida Fauziah said cases of layoffs in Indonesia throughout 2021 reached 127,085 people, a significant decrease compared to 2020, which reached 386,877 people (Ferry Sandi, 2022).

Employer layoffs are one strategy entrepreneurs must consider minimizing losses brought on by the pandemic due to this predicament (PHK) (Dwianto et al., 2023). In other strategies, entrepreneurs or companies must be more active in marketing their products or services to survive this pandemic. Companies must be flexible in determining the company's direction so that it changes quickly according to existing conditions.

The added value provided for services directly provides benefits to users, such as health services that directly provide benefits when patients consult either in the form of solutions or preventive actions for the problems experienced.

Changes in the interaction pattern between companies and consumers must be made, such as always maintaining a distance (social

distancing), using masks, and washing hands. It is considered very difficult for some companies that prioritize customer services, including health services.

Marketing of services is all actions or performances that one party can offer to another party which is essentially intangible and does not result in any ownership (Sutari, 2017). In health services, effective marketing is needed considering that the products offered are intangible. Nowadays, the key to gaining a huge impactful awareness of intangible products and brands during the Covid-19 pandemic is to maximize social media marketing. Social media marketing is a term that describes the actual acts of using social networks for marketing purposes (Safwa Farook & Abeysekera, 2016).

Through Social Media Marketing, companies can quickly provide information, persuade, and remind consumers directly or indirectly about the products and brands that have the services offered by producers to consumers sincerely, which aims to build customer relationships. Strengthening customer relationships is the main goal in Service Marketing Communications, considering that what is done must be able to meet consumer expectations. With the demands for changes in interaction patterns, health service companies must be adaptive to continue to provide services that apply high-quality standards and can be

felt directly and in accordance with consumer expectations.

In high-quality services, content that should be able to show reliability, responsiveness, and confidence in the form of health services, which are usually displayed in the form of uploading videos and images on social media using influencer testimonials, is challenging to package properly, considering the limited interactions that do not show good facial expressions. Influencers feel when they visit the clinic or the expressions of every employee and clinic doctor that marketing messages from these 3 (three) dimensions cannot be maximally conveyed. This condition forces adaptive health service business sectors to maximize digital media by marketing through social media (Social Media Marketing).

Seeing these conditions, the company must have a special strategy for carrying out Integrated Marketing Communication (IMC). IMC is a plan to carry out all marketing activities that combine all the elements of the marketing mix (marketing mix) to achieve a goal in the company (Suyono, 2019). One of the tools IMC uses that can deliver messages to many people simultaneously and instantly within a certain time is Internet Marketing. *Social media marketing* is part of *Internet Marketing*.

Social media marketing is one of the effective solutions for reducing marketing costs.

It can be said that maximizing one element of the IMC that is right with the target will provide good results in achieving the goal of maintaining the business of health service companies in the era of the Covid-19 pandemic.

Through the uses and gratification study results, Whiting and Williams (2013) presented the findings of ten uses and satisfactions for using social media. The ten uses and satisfactions found in the study were social interaction (88 percent), information search (80 percent), pass time (76 percent), entertainment (64 percent), relaxation (60 percent), communicative utility (56 percent), opinion expression (56 percent), convenience utility (52 percent), information sharing (40 percent), surveillance and watching of others (20 percent) (Williams et al., 2013). These ten things motivate individuals to use social media.

Social media is a marketing medium for service companies to introduce services, increase service users and maintain the company's business existence. The motivations of individuals and service companies are brought together in a media of information that is mutually beneficial to each other so that there is a positive dynamic interaction in social media. The dynamic interaction can create engaging content and influencing people's minds also change the social environment to become more involved in our daily lives.

Some social media that are very popular and have millions of users in Indonesia are Instagram, Youtube, Twitter, Facebook, Linked and others. Most Indonesian people use social media to communicate with others, friends, and family are also people worldwide. It is related to Williams et al. said that Social media is a communication mechanism that allows users to communicate with thousands, and perhaps billions, of individuals worldwide (Williams et al., 2012). It brings fresh air for marketers to maximize marketing through social media by getting big exposure with minimal costs.

By optimally using social media capabilities, maximum targeted results can be achieved. It is further explained that social media is a marketing communication tool that can be categorized based on the reasons or motivations of marketers to use social media (antecedents) and the targets of marketing programs (consequences) that can be achieved using social media (Moriarty, 2015). BAMED Health Care is a health service company affected by the Covid-19 pandemic. The Companies change the strategy business to survive as Dr. Yassin Yanuar Muhammad, SpOG, the founder of BAMED Health Care, said:

The future of this pandemic will not necessarily pass completely. so we will change our service policy. In the past, we thought that people would crowd in queues. Now it is not possible, but how do you serve people who want to come while, on the one hand, people are now localized and

do not want to go any further. (Interview, June 28th, 2021)

BAMED Health Care, as a health service company, is actively marketing services through digital media. Since the beginning of March, BAMED Health Care has actively communicated the prevention of the spread of the Covid-19 virus through every BAMED Health Care business's Instagram social media account.

The role of social media, apart from being effective marketing during the Covid-19 pandemic, is also an effective medium in maintaining BAMED Health Care's engagement with its patients. In order to answer the challenges of the Covid-19 pandemic, BAMED Health Care has implemented several solutions to continue providing high-quality services to consumers, namely through online consultations with haste (#BamedKOM) and conducting virtual workshops related to health through BAMED Health Care's social media accounts such as Instagram Live, Zoom Meeting or Google Meet. These social media tools are a good marketing platform to continue to provide high-quality services.

The pattern of interaction that occurs in social media is an interesting thing to study also in the form of case studies where there has been a change in the pattern of interaction in

conducting consultations from offline face-to-face to online face-to-face, which is the impact of the pandemic era. Social media hashtags are an important part of social media and the internet ecosystem, providing opportunities for promotion and broad publication of information (Jamil et al., 2019) where 301 Twitter users were surveyed about current variables with a questionnaire. The data was analysed through Statistical Product and Service Solutions (SPSS). In addition, hashtags on Instagram are also a marketing medium in social media. Using hashtags, Instagram users can easily surf and find the latest information regarding their favorite accounts. BAMED Health Care uses hashtags #BamedKOM and #ngobrolbarengbamed to maintain customer engagement.

Researchers chose to conduct research on social media marketing run by BAMED Health Care in the Covid-19 Pandemic era. BAMED Health Care is a health service company established for 10 (ten) years and actively uses social media in marketing services for Women's and Skincare clinics. Researchers focus on analyzing BAMED Health Care's adaptive steps in maximizing social media marketing for health services.

In connection with the above, it is appropriate if this research uses a qualitative research method with a case study approach. The data collection techniques used were

observation through BAMED Womensclinic and BAMED Skincare accounts, online interviews, and literature studies.

Social media marketing research conducted by researchers focuses on health service marketing communications delivered through social media accounts. Based on the explanation stated above, the researcher wants to know how the strategy for maximizing social media marketing is carried out by BAMED Health Care to succeed in service marketing communications in the Covid-19 Pandemic era on BAMED Womensclinic and BAMED Skincare accounts where a health service company cannot maximize interaction. Health services marketing communication content is adapted to the Covid-19 pandemic conditions, which shows more responsiveness and empathy to customers and potential customers who are followers on the BAMED Health Care Instagram account as Dr. Ratu Abigail Antawidjaja, owner of BAMED Healthcare, said:

The term is like this, if we sell well, a lot of patients will come, and it will definitely cause a crowd. So we do not support the government. Finally, we decided not to sell on social media aggressively, but we use social media to educate about the more dominant covid. (Interview, June 28th, 2021)

Marketing is a simple technique that tremendously impacts companies marketing their products or services through social

media platforms. Social media marketing is a marketing strategy used by business people to be part of a network with Internet or online users (As'ad & Alhadid, 2014). Social media marketing is a strategy of marketing activities using social media sites such as Facebook, Twitter, Youtube, and so on (Zarella, 2010). It is also supported by a statement that social media marketing utilizes social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization and its stakeholders (Tuten, T. & Solomon, 2018).

Social media platform activities are built with social community activities that communicate in real-time. It is beneficial for the success of a social media marketing strategy. Social community describes social media channels focused on relationships and the common activities people participate in with others with the same interest or identification. Thus, social communities feature two-way and multi-way communication, conversation, collaboration, and sharing of experiences and resources (Mintu-Wimsatt, 2018).

From previous studies related to social media marketing, researchers found similarities in conducting research, namely where marketers have reasons or motivations for using social media (antecedents) and targets for marketing programs that can be achieved using

social media. Antecedents can be combined in strategies to get optimal results, but social media management in companies must also be carried out optimally and effectively (Moriansyah, 2015).

From this motivation, a strategy will emerge to achieve the desired target. A system is needed to carry out structured steps in planning a social media marketing strategy. In social media marketing research, researchers use a marketing planning system that was presented by Kotler, which can create a marketing plan by conducting an analysis based on Situation, Objectives, Strategy, Tactics, Action, and Controlling (SOSTAC) (Prisgunanto, 2014)

In the Situation dimension, BAMED Health Care must understand the situation faced in the COVID-19 pandemic era and how to maintain business while maintaining excellent customer service quality and trying to add new customers through social media marketing. What service marketing communication model is appropriate to attract customers to continue using BAMED Health Care services, and how to attract new customers in a way that suits the situation? Once the first dimension has been understood, BAMED Health Care must have clear Objectives with an understanding (of where we are going) in the content of Services Marketing Communications that is linked to the company's mission and goals, be it long, medium, or short

term. The next stage is BAMED Health Care must have Tactics, namely the details of the strategy, which is a process of development and creativity such as choosing the right words and making interactive online activities while still delivering the content of Service Marketing Communications appropriately to create. In Strategy, BAMED Health Care can prepare a way for the communication to be delivered properly according to the predetermined objectives of how BAMED Health Care can achieve the intended goal, specifically in the tactics of service marketing communication activities through social media, by optimizing the available Instagram features. BAMED Health Care takes Action by detailing the tactics that will be carried out by delivering communication and messages to followers of Instagram accounts. Furthermore, the last stage is Controlling, measuring, and supervising to determine whether the strategies and tactics on the target match planning and operations and whether the strategy is running as desired.

RESEARCH METHOD

The research method used for this study uses qualitative methods with a case study approach in order to get a comprehensive picture of analyzing Service Marketing Communications in maximizing social media marketing in the Pandemic era. Researchers will

analyze each data finding in the field through interviews and observations through BAMED Health Care social media accounts describing social interactions' reality. The analysis will be presented descriptively by the researcher by including supporting theories.

A case study is a test method used to examine reality by focusing on one setting, problem, or event (Hidayat, 2014). This study uses the post-positivism paradigm to maximize social media marketing through Instagram social media. The object of this research is the social interactions that occur in the service process provided by health experts as a form of service marketing communication through BAMED Health Care social media. This research will produce a descriptive narrative about how BAMED Health Care implements the social media marketing strategy.

The primary data used by the researchers were interviews and observations. The research instrument carried out in this study was by making a list of questions to be asked to the informants, checking Instagram observations, and conducting literature, theory, and literature studies related to Service Marketing Communication, IMC, and Social Media Marketing.

Interviews conducted with informants to find out in-depth and unstructured, considering the interview guidelines are in the form of

prepared questions and can develop during the interview process. As for the observations, the researcher will make field notes by investigating each BAMED Health Care account and copying directly from computer-mediated communications using the BAMED Health Care hashtags focus on the Instagram accounts of BAMED Skincare and Bamed Womensclinic.

The technical analysis of the data used in this research is the technical analysis of inductive data (inductive analysis). The researcher explores in detail and specifically (inductively) the data found related to social media marketing related to Marketing Communications for BAMED Health Care Services, creating categories, dimensions, and relationships starting from searching through open-ended questions to BAMED Health Care owners, social media admins, practitioners who contributed to running BAMED Health Care's social media, conducted online observations on BAMED Health Care's social media accounts, organized and sorted data into patterns, categories, and basic units of description so that themes and working hypothesis formulations could be found as suggested by the data.

The researcher obtained data and information at the BAMED Health Care Headquarters. The researcher uses a credibility test that uses the triangulation method and reference materials to get the data's validity. The

time of the research made by the researcher was carried out from December 2020 to May 2021. It is addressed on Jl. Penyelesaian Tomang, Meruya, West Jakarta.

RESULTS AND DISCUSSION

For individuals, the motivation for using social media is social interaction, information search, passing time, entertainment, relaxation, communicative utility, opinion expression, convenience utility, information sharing, surveillance, and watching others (Williams et al., 2013). For service companies, social media is a marketing medium to introduce services, increase service users and maintain the business existence of service companies.

The motivation to survive in the era of the Covid-19 Pandemic is the pure goal of a company that prioritizes customer engagement, namely a health service company. In order to maintain the continuity of the business, BAMED Healthcare periodically adapts to the right strategy.

Based on research, maximizing social media marketing is the foundation for BAMED Healthcare in maintaining business continuity to maintain customer engagement for followers on Instagram or followers who are not patients (Netizens). However, in the era of the Covid-19 Pandemic, BAMED Healthcare was consistent in carrying out its vision of providing health

services and education so that social media marketing activities from December 2020 to May 2021 mostly educated Netizens on the importance of maintaining health and offering support services to support the government, in ending the spread of the Covid-19 Virus.

Several features are commonly used for social interaction on Instagram: photos and videos, comments, likes, captions, location, hashtags, Tagging, Instagram Ads, Followers, and Likes. Researchers Through observations from December 2020 to May 2021, paying attention to the Instagram accounts of BAMED Womensclinic and BAMED Skincare, carrying out social media marketing activities by creating general and specific content. What is meant by general content is content that conveys general information, and specific content is content that conveys information related to health services and education. The content in these 2 (two) formats uses informative and persuasive content. In addition, BAMED Womensclinic and BAMED Skincare collaborate with other agencies in conducting health-related education, which is also one of the steps to expand customer engagement on social media.

In general content, the activities carried out are uploading the same photo at the same time with the same content on BAMED Womensclinic and BAMED Skincare accounts. The general content aims to communicate to Netizens the

consistency of BAMED Womensclinic and BAMED Skincare accounts in carrying out social life. The content includes socializing the prevention of Covid-19, Sympathetic Delivery at certain events such as Childhood Cancer Day, sayings on religious holidays, and other national days, which aim to invite Netizens to empathize with the social conditions happening in the world, especially in Indonesia.

The form of delivery of health services marketing communications is carried out by carrying out specific content, which is divided into 2 (two) contents according to the type of health service, namely BAMED Womensclinic and BAMED Skincare. In general, the content of Health Services Marketing Communications carried out in the Covid-19 Pandemic era is more supportive of patients to still being able to carry out consultations or face-to-face medical actions if needed and can conduct online medical consultations if the conditions are very urgent. It is done to maintain customer engagement so that patients continue to feel the excellent service provided by providing quick responses and empathy through social interactions through social media.

Researchers noticed that the BAMED Skincare Instagram account had specific content with information on health services, face-to-face doctor practice schedules, promotion of innovations in maintaining healthy skin, and

Instagram Live. From December 2020 to May 2021, 65 pieces of content were created and more educating the public about the importance of maintaining health in the era of the Covid-19 Pandemic and offering Swab Home Support tracing services to support the Government in stopping the spread of the Covid-19 virus. From 65 uploaded content, there are 40 educational content related to the Covid-19 pandemic.

The educational content related to Covid-19 will boost the BAMED Health Care business in the long term. Strong relationships with customers can be created in the long term with the condition that the marketing content produced must be relevant to create a feeling of need in the customer, who ultimately has an emotional attachment to the content (Yunita et al., 2021).

The 40 educational content describes that BAMED Healthcare is very concerned with existing conditions, maximizes social media marketing for health education in the Covid-19 pandemic era, and provides health services that support stopping the spread of the Covid-19

virus through social media. Dr. Yassin Yanuar Muhammad, SpOG, conveyed this spirit:

Because the condition is like this, it is back to what people used to go to Bamed because of word of mouth. So the multiplication of visits is not what it used to be. So our focus is on graphic photos of educational materials for covid to the public. In terms of service, it develops following the situation; we have swab home support tracing services, branches are growing, and marketing follows casual activities. Because we want to be imitated by others. (Interview, June 28th, 2021)

In line with what was stated, in December 2020, the BAMED Skincare account uploaded content sourced from Instagram Live every week, which netizens noticed. In addition to acting as a transmitter of information, the content also aims to persuade netizens to respond as one of BAMED Skincare's efforts to maintain customer engagement in the era of the Covid-19 Pandemic. The content was widely viewed and received a response from netizens through positive comments.

From January to May 2021, there was no Instagram Live activity, so the content on the BAMED Skincare account conveyed

Table 1 Most Viewed Content BAMED Skincare

| Date | Content | Views | Comments |
|------------|--|-------|----------|
| 8/12/2020 | Stress triggers acne | 8.840 | 3 |
| 15/12/2020 | Chemical Peeling, Treatment for Healthy and Lasting Skin | 5.675 | 6 |
| 22/12/2020 | The secret to taking care of your skin does not have to be difficult | 3.321 | - |
| 29/12/2020 | Moisturizer Cheat Sheet | 4.266 | - |

Source: Research results, 2021

more Covid-19 education. It makes customer engagement activities on the BAMED Skincare Instagram account invisible during that month.

In addition to maximizing Instastory, BAMED Womensclinic Account actively uploaded 81 pieces of content from December 1st, 2020, to May 28th, 2021, including 11 general content and 70 specific content informing health services for pregnant women and COVID-19 education. In 70 specific content, there is content that attracts followers, as shown in Table 2.

BAMED Health Care's unique content of Health Services Marketing Communications can attract Netizens' interest to respond based on what conditions are more needed by Netizens, namely maintaining health by avoiding the COVID-19 virus. From this data, Netizens' 184 views on the content on February 19th, 2021, we're interested to read. However, the response generated is relatively smaller than the content on December 16th, 2020, regarding the Covid-19 Antigen Swab walk, which had 6,9 views with a response of 9 comments with one comment from the admin and eight comments from

netizens who asked for additional information on the Antigen Swab service.

The service marketing communication that BAMED Health Care wants to convey to the public through social media marketing, Instagram, can be said to have been conveyed well, considering that the marketing information for the COVID-19 Antigen swab service was more interesting for netizens than the content on December 16th. Many people are aware of the need for early detection of the spread of the Covid-19 virus by carrying out antigen swabs, so it can be said that service marketing communication messages with this method can be accepted by the public even though the core business run by the account owner is different from what is offered on the content. It is not a problem considering what is conveyed through social media BAMED Womensclinic and BAMED Skincare are still focused on health education to the public. dr. Ratu Abigail Antawidjaja said:

We decided not to sell on social media aggressively, but we use social media to educate about the more dominant covid. At the start of the Large-Scale Social Restriction, stop all influencers. We want

Table 2 The four most viewed content on the BAMED Womenclinic account

| Date | Content | Likes | Comments |
|------------|---|-------|----------|
| 27/01/2021 | "Yes, I am positive pregnant!" | 584 | 25 |
| 19/02/2021 | Who has missed the presence of the baby? ... | 184 | 6 |
| 16/12/2020 | Dear soon-to-be mother, Have you had an ultrasound yet? | 90 | - |
| 16/12/2020 | COVID-19 Antigen Swab Information Walk Thru | 196 | 24 |

Source: Research results, 2021

BAMED as a health service and an example to the community of how we can avoid this coronavirus. (Interview, June 28th, 2021).

196 Netizens liked the Antigen Swab Health service content. It proves that the service marketing communications delivered by BAMED Healthcare through the Instagram accounts of both BAMED Womensclinic and BAMED Skincare have been well communicated. In addition, Marketing information conveyed indirectly becomes service marketing entry points.

The COVID-19 pandemic has forced BAMED Healthcare to be able to create content that is interesting and in accordance with the health business it is running. The choice of the content itself is based on BAMED Healthcare's desire to continue to educate its Netizens on Instagram accounts, as conveyed by Dr.Ratu Abigail Antawidjaja, owner of BAMED Healthcare, said:

It is because there was an impromptu Large-Scale Social Restriction, which was crowded at that time. We support it, but there are some that we prioritize. The term is like this, if we sell well, a lot of patients will come, and it will definitely cause a crowd. So we do not support the government. We decided not to sell on social media aggressively, but we use social media to educate about the more dominant covid. (Interview, June 28th, 2021).

Some of the Informative and Persuasive content that was carried out in BAMED Womensclinic and BAMED Skincare accounts

from December 2020 to May 2021 with the most likes and comments, namely persuasive content through pictures with a pink test pack with the words "Yes, I am positive I am pregnant!" successfully liked by 584 netizens and commented positively as many as 25 comments.

This persuasive content puts forward the majority of the purpose of the consultation carried out by the patient, namely the desire to have offspring. Generally, the indicator of success from consultation in the field of health services is symbolized by a two-line test pack which means positive pregnancy. If we look at the point of view of this healthcare business in creating content, empathy for patients will open up many exciting content ideas.

In addition to persuasive content, from December 2020 to May 2021, Informative content was presented by BAMED Skincare which received the most positive responses in December 2020, which informed the Walkthru Antigen Swab service along with the location, time, and price. Apart from being informative, this content also persuades followers to participate in maintaining the spread of the Covid-19 Virus by detecting it early through the Walkthru Antigen Swab.

Vita Harahap, as a BAMED Womensclinic and BAMED Skincare patient, is looking for PCR information (Swab Service) through her

Instagram account. The content of this service is a positive thing that patients feel. Vita Harahap provides views on the service:

Regarding the Promotion of PCR or Swab services, it is okay. It is actually good. We are really in a pandemic. In my opinion, I do not think this company should issue anything as long as the process is carried out by competent people and not trial and error. For example, BAMED releases PCR products that do not have certification, so as long as it is not like that, there is no problem. Because we have to take care of each other, and they also have to take care of their employees. (Interview, August 21st, 2021).

Furthermore, BAMED Womensclinic also carried out other informative content during the pandemic, and the benefits were felt by Vita Harahap's patients, who said:

Seems it has often happened. Based on my observation for QnA, which are answered by their doctors directly. Even more related with pregnancy which mostly talks about myth and fact. (Interview, August 21st, 2021)

Informative and Persuasive Content is the educational core of Health Services Marketing Communications conducted by BAMED Womensclinic and BAMED Skincare during the Covid-19 pandemic and a form of support for the government in suppressing the spread of the Covid-19 virus.

BAMED Health Care collaborates with other health institutions to conduct online workshops during the Covid-19 pandemic, which aims to expand BAMED Healthcare's

customer engagement, like the collaboration carried out by BAMED Skincare with a small clinic on April 11th, 2021.

The collaboration, in addition to increase customer engagement, also increased brand awareness of BAMED Healthcare and BAMED Skincare accounts in particular. Brand awareness is one important factor that companies need to strengthen their product brands; the more consumers who remember a brand, then the greater the popularity of the brand or company in the eyes of the public (Susilo et al., 2019). Increasing brand awareness in the era of the Covid-19 Pandemic is not easy, but it must still be needed to maintain the existence of BAMED Healthcare and BAMED Skincare.

The optimization carried out by BAMED Healthcare on the two Instagram accounts of BAMED Womensclinic and BAMED Skincare needs to be explained. The optimization description needs to be done considering that this can be a positive finding for further improvement of BAMED Healthcare's Social Media Marketing optimization steps.

In observing the BAMED Womensclinic account, the researcher conducted a sweep of what was related to BAMED through the search engine feature on Instagram using hashtags. Researchers found that BAMED Womensclinic held an interactive webinar with the code #ngobrolbarengbamed from January to

May 2021 but was not informed on BAMED Womensclinic's Instagram account.

The researcher also continued to observe by searching the accounts of several doctors who were actively providing consultations at BAMED Skincare. For this search, the researcher found information on BAMED Skincare's online talk skin activity in April and May 2021, which was not informed on BAMED Skincare's Instagram account.

In April 2021, BAMED Skincare collaborated with @klinik Kecil to conduct a Skin Talk Live via Zoom with the topic of Baby and Child Skin Problems Not Just Eczema. This information was updated on the @klinik Kecil Instagram and @amukti accounts, but the BAMED Skincare accounts did not show any information about this event.

Responding to the inactivity of the BAMED Womensclinic and BAMED Skincare Instagram accounts, dr.Yassin Yanuar Muhammad, SpOG, acknowledged the conditions at that time and said:

That is what was said earlier. There was a change in staff and a change in the work system, so it was stopped, so we maximized what we could do first. From December to March, our team has various kinds of maternity leave, and the problem of covid is also slowing down. (Interview, June 28th, 2021)

Changes in the work system and Human Resources (HR) problems during the first half of 2021 resulted in a lack of information on



Source: Instagram account @infoseputarivf

Figure 1 Webinar Pregnancy February 2021



Figure 2 Webinar Skincare April 2021

customer engagement activities on BAMED Womensclinic and BAMED Skincare Instagram were being carried out but not conveyed through social media marketing on these accounts. However, what is unique is that the BAMED Womensclinic and BAMED Skincare Instagram accounts continue to post Health education content during the uninformed customer engagement activity. It can be said that during the first half of 2021, there was a lack of information between BAMED Womensclinic and BAMED Skincare Instagram account holders and the initiator of customer engagement activities in BAMED Health Care management.

Instagram is one of the most effective social media marketing tools for increasing brand awareness. It is common knowledge that to increase brand awareness through social media, account owners use influencers. With the popularity and wide reach of influencers, brand awareness of a health service business can increase the number of visits.

BAMED Health Care has proven, dr. Yassin Yanuar Muhammad, SpOg, said:

In the past, education was difficult to find media for education. Try social media; the response is good. Our name is also widely known; service products are widely known. The early harvest of our Instagram can be 300% of the number of visits. Since then, managing Instagram has been serious about two things regarding our Services and Health Education. (Interview, June 28th, 2021)

It is inseparable from being used by influencers to increase visits. However, the unique thing is that at the beginning, BAMED Healthcare did not intend to use influencers. Due to good personal relationships with several influencers who have consulted at BAMED Healthcare, BAMED Healthcare received offers from these influencers. Influencers who have become BAMED Healthcare patients voluntarily want to promote remembering that BAMED Healthcare products and services are good. It was conveyed by the owner of BAMED Healthcare. dr. Ratu Abigail Audity Antawidjaja said:

We started Social Media Marketing in 2015, selling through social media and starting with the Instagram platform. We do use influencers. Personally, my friends are BAMED users, and personally, they want to help socialize from there; the response is good. From there, many influencers contacted us. So we think influencers are for raising awareness. So influencers are not the first. That number. However, when asked about our effective marketing strategy, it is still the quality of our products and services. (Interview, June, 28th 2021)

BAMED Healthcare strongly supports the government in reducing Covid-19 cases. However, the conditions of the Covid-19 pandemic forced health service business actors to be more empathetic by not creating crowds. Hence, the maximization of social media marketing is more used to increase customer engagement without causing crowds that can

increase Covid-19 cases. This form of support is carried out by BAMED Healthcare by not using influencers for a while since the start of the Large-Scale Social Restrictions (PSBB) until conditions get better. It was conveyed by dr. Ratu Abigail Audity Antawidjaja, owner of BAMED Healthcare:

At the beginning, PSBB stopped all influencers. We want BAMED as a health service but can also be an example to the community how we can avoid this coronavirus. (Interview, Juni, 28th 2021)

Furthermore, Dr. Ratu Abigail Audity Antawidjaja explained that influencers are not the main strategy of BAMED Healthcare:

So influencers are not the first. That number. But when asked about our effective marketing strategy, it is still the quality of our products and services. (Interview, June 28th, 2021)

Customer engagement is believed to be directly and positively related to a number of relationship outcomes, such as satisfaction, trust, effective commitment, and loyalty (Brodie et al., 2013). It is in line with Vita Harahap's statement that she was satisfied with the services provided by doctors at BAMED Skincare, who said:

Well, what I like about my doctor is that he is really good, I do not know if all BAMED doctors are like that, but Dr. Nesya still maintains that. Even if you do not need medicine anymore, his relationship is still very good, still being questioned. "What about Ms. Vita? When are you going to BAMED again?" That there are rarely doctors like that. I am quite rare. I just

happened to get this Dr. Nesya who is like that. (Interview, June 28th, 2021)

Given the existing conditions, BAMED Healthcare temporarily does not use influencers. By continuing to prioritize health education, BAMED Healthcare is again focusing on providing informative and persuasive content to the accounts it cares for during the Covid-19 pandemic.

In the era of the Covid-19 Pandemic, BAMED Health Care is faced with testing integrity as a medical person and in running a health service business where the business targets that have been set must be readjusted. As a medical person, BAMED Health Care really supports government policies in suppressing the spread of the Covid-19 virus. So that during the pandemic, BAMED Health Care's business targets changed by adjusting to existing conditions. It also impacts adjusting health service communication activities delivered through Social Media Marketing BAMED Womensclinic and BAMED Skincare.

According to Valentina et al. (2020), sharing information with followers is not the only advantage of using social media for a business. Much more critical is that our products sell well in the market and are in great customer demand. Especially for BAMED, which focuses on health services and education. Building informative

and persuasive content is very challenging. BAMED needs a strong foundation in building content as part of strategic planning for Service Marketing Communications.

Motivation is the beginning of strategic planning for Service Marketing Communications. The application of service marketing communications through social media marketing in the era of the Covid-19 Pandemic actually requires special planning and targeted implementation so that it can be successful. During the pandemic, BAMED Womensclinic and BAMED Skincare have the motivation to educate the public about the Covid-19 problem by offering support services in the confinement of this case and continuing to provide consultation and care by implementing health protocols in accordance with government standards.

The variables of social media marketing success are content creators (content is made interesting), content sharing (content is shared with social communities), connecting (wide networks build relationships to generate lots of business), and community building (building communities on the Internet) (Gunelius, 2011). Of these 4 (four) things, the Instagram accounts of BAMED Womensclinic and BAMED Skincare focus on creating interesting content (content creators) and building extensive networks and relationships to generate many

businesses (connecting).

Creating informative and persuasive educational content creators is the focus of BAMED Health Care. Not only creating interesting content, but the content on BAMED Womensclinic and BAMED Skincare accounts also uses an empathetic approach to what patients need so that they get feedback from netizens more quickly. Empathy is also one of the dimensions of service quality provided to consumers as a high standard of service quality (Keller, 2012). It is very appropriate for health service businesses to focus on presenting health service communication content through social media marketing during a pandemic by prioritizing empathy for patients and prospective patients to increase customer engagement on BAMED Womensclinic and BAMED Skincare accounts.

A broad network of building relationships generates many businesses (Gunelius, 2011). BAMED Womensclinic and BAMED Skincare as health service companies continue to build extensive networks, such as collaborating with Small Clinics in educating informed skin health through the BAMED Skincare account. In addition to collaboration between institutions, educational activities carried out by several BAMED Womensclinics and BAMED Skincare Doctors with other institutions through personal Instagram accounts can be a positive magnet

for BAMED Womensclinic and BAMED Skincare business growth. However, this does not become a magnet in creating customer engagement during the pandemic on BAMED Womensclinic and BAMED Skincare accounts.

Based on Men, L R., and Tsai, W (2015), customer engagement is a relationship between customers and organizations, where customers consume, contribute, and be creative to the organization or brand. In building customer engagement, BAMED Womensclinic and BAMED Skincare are more focused on maximizing the creation of interesting educational content. It is done considering that the creation of interesting educational content will be delivered more quickly and get netizen responses in accordance with the motivation for maximizing social media marketing at this time is educating Covid-19 and things that help reduce the spread of Covid-19.

Starting from this motivation, BAMED women clinic and BAMED Skincare maximized social media marketing to maintain customer engagement during the Covid-19 pandemic. BAMED Womensclinic and BAMED Skincare are motivated to always provide optimal service by fulfilling the health protocols that the government has determined to the maximum during the Covid-19 pandemic.

BAMED has been good at using motivational values as a foundation for creating

content on social media. However, content creation and activation of the use of social media have not been appropriately maximized to build customer engagement.

According to the study's results, Utami and Saputri (2020) show that social media marketing plays an important role in building customer engagement that will impact loyalty to the company. Judging from the existence of social media marketing has a significant influence on brand loyalty through customer engagement; therefore, increasing customer loyalty to the brand can be done by increasing the performance of social media marketing.

Activation of customer engagement on BAMED Womensclinic and BAMED Skincare accounts must be done quickly. BAMED Womensclinic and BAMED Skincare accounts require interesting educational content, focusing on delivering virtual service content and other Covid-19 support services such as the Homecare PCR Swab service for pregnant women.

CONCLUSION

Based on the research conducted, the researcher concluded that BAMED Health Care has the motivation to maintain customer engagement and improve Covid-19 education to Netizens through social media marketing on BAMED Womensclinic and BAMED Skincare accounts. In order to make Social

Media Marketing a success during the Covid-19 pandemic, various interesting ideas for marketing communication for health services are prepared to become the core of social media marketing content for BAMED Womensclinic and BAMED Skincare accounts. With this pandemic, BAMED has found a new strategy to meet consumer needs by bringing BAMED Heath Care Clinic closer to consumers.

However, BAMED Health Care has not been able to maximize Social Media Marketing considering several obstacles related to human resources, so a lot of content is not well communicated on BAMED Womensclinic and BAMED Skincare accounts which has an impact on customer engagement activities in the Covid-19 Pandemic era not going as expected.

All online educational activities carried out should be informed and integrated with the BAMED Womensclinic and BAMED Skincare Instagram accounts. therefore optimization of social media marketing on these two accounts is more powerful during the Covid-19 pandemic.

Suggestions that researchers can put forward are that BAMED Health Care should be able to review the social media marketing strategy that has been carried out on BAMED Womensclinic. BAMED Skincare accounts for a period that is determined together internally, which is measurable and accountable. Reviews can be carried out externally to obtain more

objective results so that the stages of strategy and tactics in the next period can be effective and on target. Strategy determination must always be aligned with the motivation for making social media marketing strategies in making decisions about designing a strategy.

Some of the following suggestions can also be taken as considerations in making decisions in the preparation of the new BAMED Health Care social media marketing strategy, namely the need to have a special department to manage social media marketing activities so that every activity carried out by BAMED Health Care is informed quickly on social media. Suppose influencers are still difficult to do during the pandemic. In that case, BAMED Health Care can engage customers by activating hashtags and making activities such as giveaways that use hashtags that BAMED Health Care has set. BAMED Womensclinic and BAMED Skincare accounts need to add virtual service activities and other Covid-19 support services informed by packaging interesting, informative, and persuasive content to increase customer engagement activities.

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