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Marketing Public Relations for Hospital Brand Awareness through Indonesian Cultural Communication

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ABSTRACT

Marketing public relations (MPR) combines marketing and PR to build connections with stakeholders, brand awareness, the company's reputation, and consumer loyalty. Indonesia's healthcare business is rapidly changing, increasing hospital competitiveness. Indonesian healthcare, it involves disseminating information and promoting cultural characteristics including collectivism, empathy, and community-oriented communication. Rumah Sakit Universitas Indonesia (RSUI) functions as an academic medical center that integrates education, research, community service, and public health services, all grounded in a patient-centered approach. However, public awareness of its public health services remains suboptimal. This study aimed to explore MPR strategies implemented by RSUI in building brand awareness. A qualitative case study was conducted using literature analysis, observation, and in-depth interviews with hospital marketing. RSUI uses push, pull, and pass MPR strategies. The push strategy offers discounted prices to University of Indonesia faculty. Through partnerships, promotions, educational programs, and special events, the pull strategy engages consumers, patients, and the community. The pass strategy includes community and health center-focused corporate social responsibility, health education, and sports. Conclusion: RSUI uses MPR to raise brand exposure on websites, Facebook, X, Instagram, and YouTube to reach diverse stakeholders. Local communication culture values interpersonal warmth, mutual trust, and community participation to promote hospital credibility and public awareness.

Keywords: Public relations, marketing public relations, hospital, brand awareness, digital media

ABSTRAK

Pemasaran Hubungan Masyarakat menggabungkan pemasaran dan hubungan masyarakat untuk membangun hubungan dengan pemangku kepentingan, kesadaran merek, reputasi perusahaan, dan loyalitas konsumen. Pemasaran hubungan masyarakat di bidang kesehatan di Indonesia melibatkan penyebaran informasi dan promosi karakteristik budaya, termasuk kolektivisme, empati, dan komunikasi yang berorientasi pada komunitas. Bisnis kesehatan di Indonesia mengalami perubahan yang cepat, meningkatkan persaingan antar rumah sakit. Rumah Sakit Universitas Indonesia (RSUI) memberikan layanan pendidikan, penelitian, dan pelayanan publik. Masyarakat belum memahami fungsi rumah sakit universitas. Penelitian ini bertujuan mengeksplorasi secara mendalam implementasi strategi marketing public relations di rumah sakit universitas untuk membangun eksposur merek. Metode yang digunakan adalah studi kasus kualitatif dengan analisis literatur, observasi, dan wawancara dengan tim pemasaran rumah sakit. Hasil penelitian menunjukkan bahwa RSUI menggunakan strategi pemasaran humas push, pull, dan pass. Strategi push menawarkan potongan harga kepada komunitas. Melalui kemitraan, promosi, program pendidikan, dan special event, strategi pull melibatkan konsumen, pasien, dan

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masyarakat. Strategi pass mencakup tanggung jawab sosial perusahaan yang berfokus pada masyarakat dan pusat kesehatan, pendidikan kesehatan, dan olahraga. Kesimpulan: RS menggunakan pemasaran hubungan masyarakat untuk meningkatkan eksposur merek di situs web, Facebook, X, Instagram, dan YouTube, dengan menyesuaikan strategi untuk berbagai pemangku kepentingan. Budaya komunikasi lokal mengutamakan kehangatan antarindividu, kepercayaan mutual, dan partisipasi komunitas untuk meningkatkan kredibilitas rumah sakit dan kesadaran publik

Kata Kunci: Hubungan masyarakat, pemasaran hubungan masyarakat, rumah sakit, kesadaran merek, media digital

INTRODUCTION

MPR integrates marketing and public relations to stimulate sales and to increase the number of consumers through trustworthy communication. MPR is considered capable of creating mutually beneficial relationships with stakeholders, building communication, increasing publicity, building brand awareness, building loyalty, forming a positive company image, and encouraging increased sales and consumer numbers. By integrating marketing communications, healthcare and medical service providers can convey their messages clearly and consistently to their audience, which is necessary for optimal communication results (Elrod & Fortenberry, 2020). Furthermore, synergy will emerge between the delivery mechanisms implemented, improving performance and increasing the likelihood of achieving communication objectives, which ultimately increases the return on investment generated by marketing communications.

The study of PR in Hospital Administration and Planning explains that hospitals require public relations activities to differ from competitors, build two-way communication between the community and the hospital, and help create a strong hospital image and culture. The behavior and attitude of personnel as public relations activities that support the hospital's reputation in the eyes of the community are the main variables in choosing a hospital. Building on these foundational benefits, PR effectively manages marketing, advertising, communication, and patient satisfaction, helping hospitals achieve socio-economic goals while enhancing patient care and recovery through ethical, suitable, and proven techniques (Gohil & Gohil, 2016). Anthropologically and culturally, Indonesian health communication is shaped by local values including *gotong royong* (mutual cooperation), respect for authority figures, and family decision-making (Humaedi et al., 2025).

From 2019 to 2023, the number of hospitals in Indonesia increased by 9.7%. Hospital expansion shows a positive trend, characterized by more aggressive growth in private hospitals (58%) compared to government-owned ones (41.4%) (Indonesian Ministry of Health,

2024). Indonesia's healthcare business is rapidly changing, increasing hospital competitiveness. Rumah Sakit Universitas Indonesia (RSUI) stands as the pioneering State Higher Education Hospital (RS PTN) in Indonesia. It functions as an academic medical center that integrates education, research, community service, and public health services, all grounded in a patient-centered approach. However, public awareness of its public health services remains suboptimal. The development of technology and information, such as digital media websites, Facebook, X, Instagram, YouTube, TikTok, and rapidly growing hospital products and services, has driven competition in the hospital sector, including university hospitals. Many people are unfamiliar with the functions of university hospitals, which also provide services to the community. University hospitals have educational, research, and public health service functions and serve as educational institutions for medical, dental, and health science students to develop knowledge in the field of medicine. University hospitals play an important role in producing reliable health workers, building trust and loyalty, and establishing a brand. Hospitals can implement MPR.

RSUI develops their PR messages to reflect Indonesian collectivist culture by emphasizing empathy, personal approach, and social responsibility. Thus, understanding local cultural norms and social interactions is essential to MPR in Indonesia. Furthermore, Suryadi et al. (2022) was shown that customer relationship marketing has an influence on customer loyalty. Customer value has an influence on customer loyalty, and customer relationship marketing has the greatest influence on customer loyalty. Hospital management can increase the use of promotional tactics (promotions mix), particularly hospital public relations strategies implemented through customer relationship management (CRM) programs, which aim to maintain customer loyalty (Suryadi et al., 2022).

Research on MPR activities shows they have a fairly strong influence on customer loyalty. The level of influence or relationship between variables in the class interval is quite strong. To increase customer loyalty and attract more loyal customers to the hospital, MPR must maximize speeches and media coverage, increase the intensity of events, and actively participate in sponsoring various activities (Aran & Andiyansari, 2024).

Previous studies suggest the important role of MPR. Research on MPR at Rumah Sakit Islam Surabaya, for example, shows that the hospital conducts offline and online promotions (Rahmandani et al., 2022). Offline promotions are carried out by holding activities that involve the community or community groups, such as free eye examinations and the distribution of glasses to online motorcycle taxi drivers. Meanwhile, the promotions are carried out on social media, such as Instagram, Facebook, YouTube, Twitter, and the hospital's official website. Patients choose the hospital because its health promotion activities attract attention

and build patient trust in the health services and also strives to create a positive public image (Rahmandani et al., 2022).

Several studies on public relations and marketing show that MPR plays a role in building trust and increasing patient loyalty. Its tactics that can be implemented in hospitals include health promotion, collaboration with third parties, such as community health centers (puskesmas) and communities, patient services, optimization of the use of hospital digital media, and special events. Hospitals can also utilize internal and external media, such as TV commercials, radio, posters, and billboards. Meanwhile, to deliver broader health education, hospitals can collaborate with mass media such as newspapers, radio, and television, both locally and nationally.

Other research on the implementation of MPR shows that hospitals implement MPR to support communication with the public. The MPR programs include health promotion, patient services, special events, and collaboration with parties. Health promotion improves the health status of the community. Patient services are provided to answer various questions and consultations from patients. Special events are held in collaboration with third parties such as foundations, communities, and companies. Meanwhile, collaborations are carried out with insurance companies, other companies, and the mass media. The hospital collaborates with various parties to reach a wide audience in delivering health education (Anisa & Dewi, 2025).

Hospitals are responsible for providing comprehensive health services, medical treatment, health recovery services, education and training for human resources and conducting research and development as well as screening health technologies in the field of health to improve health services. Every hospital must have effective, efficient, and accountable organizations. Hospitals are categorized based on the type of services they provide (general and specialized hospitals) and their management (public and private hospitals) (Kemenkes RI, 2009). This study aims to explore the implementation of marketing public strategies at a university hospital in building brand awareness.

Theoretical Study

According to Kotler & Keller (2021), promotion is a communication tool between companies or institutions and consumers, through which companies can inform consumers about their products and services in an effort to build mutually beneficial relationships. Furthermore, Harris & Whalen (2006) explains that MPR is a process of planning, applying, and evaluating

specific programs to stimulate consumers to buy a product, so they can achieve a certain level of satisfaction with various information through specific communication activities.

Table 1 Push, Pull dan Pass Strategies in MPR

Strategy	Target	PR Type	Tools
Push	Sales force	MPR	Trade shows
	Dealers		Trade publicity
	Distribution		Reprints
Pull	Retailers	MPR	Publications
	Consumer/End user		Media events
			Media tours
			Story placement
			Teleconferences
			Exhibits
			Websites
			Demonstrations
			Sampling
			Surveys
			Newsletters
			PSAs
			Symposia
Publications			
Pass	Gatekeeper	Corporate PR (CPR)	Assessing issues
	Public interest groups		Advising action
	Government	MPR	Communication
	Community leaders		Charity tie-ins
	Other influencers		National sponsorships
	Consumers as publics		Local sponsorships

Source: *The Marketers’s Guide to Public Relations in the 21st Century* (Harris & Whalen, 2006)

MPR strategies consist of push, pull, and pass. There are differences in the targets of these three strategies. Push targets distributors, dealers, and retailers. The push strategy is required to use the power of sales and trade promotions to push products through channels. The pull strategy aims to attract the attention of consumers or end users. Meanwhile, the pass strategy targets gatekeepers, government, communities, and influencers. It focuses on communication with stakeholders to build public opinion and company reputation (Harris & Whalen, 2006).

Brand awareness is the ability of consumers to recognize and identify brands in their minds. The dimensions used to measure brand awareness are brand recall, brand recognition, purchase decision, and consumption (Kotler & Keller, 2016). It refers to consumers' awareness of the existence of a brand in its product class that distinguishes it from competing brands in the same product class so that the brand can be easily recognized and remembered in consumers' minds (Wardhana, 2022).

RESEARCH METHOD

This study used a qualitative method with a case study approach. The researchers describe how MPR strategies are used by a university hospital to build brand awareness, amid differences in public understanding of the function of university hospitals. The researchers also describe the media used by hospitals in the implementation of MPR. The qualitative approach produces descriptive data related to verbal and nonverbal statements and the behavior of the people being studied (Taylor, 2016). In qualitative research, data is obtained through an approach to explore and understand the meaning given by individuals or groups that originate from social or human problems (Creswell, 2014).

Table 2. Operationalizations of MPR Strategies through Indonesian Cultural Communication Indicators and Hospital Tactics

MPR Strategy	Indonesian Cultural Communication Indicators	Hospital Tactics	Unit of Analysis
Push	Collectivism and sense of ingroup belonging within the university community	Provision of special tariffs and discounts for members of the University of Indonesia academic community	Internal discount schemes and pricing programs
	Mutual trust between institutions and community	Dissemination of information on special tariffs via RSUI's official channels that highlight service quality, accessibility, and reliability for the UI community	Marketing PR practices directed at the UI academic community

Pull	Community-oriented communication and public-space engagement	Partnership with Margo City (the largest shopping mall in Depok)	RSUI–Margo City partnership programs
	Empathy and interpersonal warmth in health education	Hospital service education for patients and families through video content, mobile JKN flyers, polyclinic television, and face-to-face counseling during customer day, using accessible language and supportive interaction	Health education sessions and materials
	Family-based decision-making in health care	Delivery of health information and counseling addressed simultaneously to patients and their family members	Educational and consultation activities involving patients and families
	Harmony and indirect persuasion in promotional messages	“Bicara Sehat Goes to Company” and co-branded promotions with Bank Mandiri and Telkomsel	Corporate health education and joint promotion events
Pass	Gotong royong (mutual cooperation) and community participation	Corporate social responsibility (CSR) initiatives such as health education in puskesmas, free cataract surgery, and community-based sports and running events that mobilize multiple stakeholders	CSR and community engagement programs
	Social responsibility and civic mindedness in institutional role	Community-focused health education programs that frame RSUI as an academic institution committed to education and public service	Episodes and series of health education programs
	Group identity and togetherness through shared activities	Public healthy exercise sessions, community runs, and RSUI’s involvement in the UI Health Marathon that combine physical activity, on-site health checks, and interactive booths under a “Sehat Bersama RSUI” framing	Community events and health campaigns

Source: Research Data, 2024

In this study, the primary unit of analysis comprises the MPR strategies and tactics implemented by RSUI. The data collection methods are literature review, observation, and in-depth interviews. Informants were purposively selected based on their substantive engagement in both the strategic formulation and operational implementation of the hospital's MPR initiatives, constituting three personnel from the institutional marketing division. The researchers also conducted simply passive observations by monitoring the hospital's digital media such as its website, Facebook, Instagram, X, and YouTube throughout 2025 to examine the information, health education, and branding activities implemented to build brand awareness.

The process of data analysis involved a systematic review and interpretive synthesis of the collected dataset. This process yielded generalized insights that were subsequently categorized into discrete themes aligned with MPR strategies and tactical implementations.

RESULTS AND DISCUSSION

Rumah Sakit Universitas Indonesia (RSUI) is the first State Higher Education Hospital (RS-PTN) in Indonesia, established in 2018 in the city of Depok. RSUI primarily serves as a teaching hospital, research facility, and community service hub for the Health Sciences Cluster's students and staff of University of Indonesia (RS UI, 2025). As an educational hospital, many members of the public remain unaware of the role of educational hospitals, which also provide services to the community. Study by Mehmood et al. (2022) reports the criticality of implementing internal marketing and its subsequent organizational contributors in the healthcare industry, regardless of the operational sector public or private.

RSUI needs to build brand awareness in the public's mind, in line with the study by Jain & Singh (2018) which highlights the importance of branding in the healthcare sector and Zade et al. (2024) which concludes that healthcare marketing is essential in assisting healthcare professionals in developing, interacting with, and satisfying their target market. Furthermore, the deployment of a strategy of external corporate brand communication is very important because it produces intangible resources such as reputation and credibility (Esposito, 2017). In this regard, healthcare policy-making institutions need to understand this aspect at the macro level, while hospital administrators should focus on the micro level.

RSUI, as part of the UI Academic Health System (AHS), collaborates to provide a network of health facilities for UI health science faculties in order to increase resource capacity. RSUI can serve as a model university hospital for other universities. RSUI is committed to providing efficient, sustainable, evidence-based healthcare services to individuals, families,

communities, and society, in line with the times and in accordance with RSUI’s motto, “we provide outstanding care” (RS UI, 2018).

In carrying out its marketing functions, the hospital has a marketing team consisting of a head of marketing, marketing staff, public relations officers, videographers, and graphic designers. Meanwhile, RSUI’s public relations department carries out public relations functions and handles various complaints that come in (complaint handling). Study by Kirdar (2008) shows publicity will be more effectively made by satisfied patients who have received health services from the hospital. This is in line with a study which shows that public relations offers opportunities to interact with audiences efficiently and with high credibility. Public relations complement marketing communications, support health institutions get their messaging goals, encourage information exchange, and strengthen market share (Elrod & Fortenberry, 2020).

Table 3. Hospital Marketing Public Relations Strategies

No	MPR Strategy	Tactics	Target
1	Push	- Special price	University of Indonesian academic Community
2	Pull	- Margo City Partnership - Join Bank Mandiri and Telkomsel Promotion - Hospital Service Education - Bicara Sehat Goes to Company	Consumers Customers and Clients Patients and Families The Community
3	Pass	- Corporate social responsibility - Health education - Cataract surgery - Healthy exercise and running	Community Community Health Center

Source: Research Findings, 2024

Hospitals implement push, pull, and pass MPR strategies and tactics with specific targets to build brand awareness, whereby university hospitals also have the primary function of providing health services to the community. This is in line with a study which shows that the marketing mix is related to patient visit rates and patient choice of services or hospitals. The relationship of marketing mix can vary from one hospital to another. Hospital’s marketing

needs to plan a good strategy that focuses on patients (Putra & Gani, 2024). Study by Siriyota & Chokpiriyawat (2025) highlights the importance of managing brand image to improve service recovery outcomes and maintain positive behavioural intention. Furthermore, study Waiman & Achadi (2022) shows the simultaneous use of a marketing mix increased the number of patient visits in covid era. Customer experience is the focal mediating variable for the relationship between marketing activities and customer-based brand equity (Kumar et al., 2018).

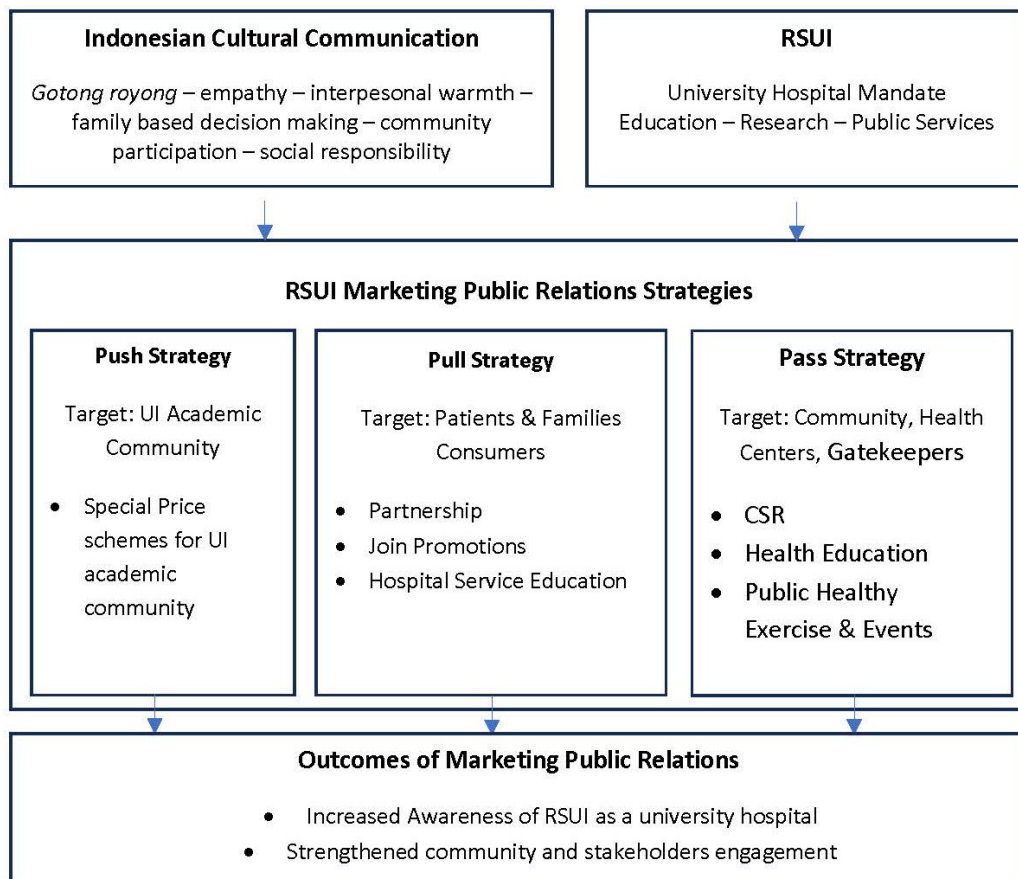


Figure 1. MPR Model at RSUI
Source: Research Findings, 2024

In the push strategy, RSUI offers special rates to the academic community of the University of Indonesia, which consists of lecturers, educational staff, students, alumni associations, and UI retirees. This tactic is attractive for building brand advocacy and increasing brand awareness of the academic community at RSUI. The internal discount scheme can be applied to large organizations or companies, in line with the number of UI academic community

members that increases every year. Extensive community networks are not characteristic of most hospitals, thereby conferring a distinctive competitive advantage upon university hospitals.

The pull strategy is implemented in collaboration with Margo City, the largest shopping center in Depok, to provide information about RSUI services by distributing monthly booklets at Margo City. Margocitizen card members also receive special prices for medical check-ups (MCU) and treatment at RSUI. Another program is to provide shuttle buses for mall visitors who wish to visit RSUI. Hospital demonstrates notable innovation by establishing collaborations with shopping centers, a practice that remains uncommon among hospitals and that has the potential to expand the institution's reach to a broader segment of urban patients.

RSUI collaborates with Bank Mandiri, one of the largest state-owned enterprises in Indonesia with more than 19 million customers. Bank Mandiri credit card holders receive special prices for medical checkups and orthodontic treatment, as well as discounts for every transaction. RSUI also partners with Telkomsel, where all Telkomsel customers receive a 10% discount on medical check-ups throughout the year by redeeming 10 Telkomsel points. The hospital promotes the program on social media. Telkomsel has 159 million customers, making this method appealing. RSUI collaborates with the retail, banking, and telecommunication sector to enhance brand awareness. Study by Rinenggo et al. (2024) in B2B healthcare markets Indonesia shows trust significantly influences loyalty, with perceived value partially mediating the trust-loyalty relationship.

These MPR tactics show the hospital's awareness of Indonesia's communication culture, which values harmony and indirect persuasion. RSUI's CSR and health education programs reflect Indonesian civic ethos, establishing the hospital as a caring part of society (Li et al., 2024). Local language expressions, culturally resonant imagery, and group events, such as health runs and seminars, improve hospital-audience cultural identification. This is also in line with the survey Riveros & Berné (2006) which showed that the orientation of the hospital towards the satisfaction of its beneficiaries basically depends on the generation of an organizational culture oriented towards them and the implementation of adequate policies in staff management and quality of service.

Video, mobile JKN educational flyers, room services, polyclinic television, and hospital digital media are used to educate patients and families about hospital products and services and health education. The hospital holds mental health workshops for junior high school students and teachers as part of their offline PR strategy. The "Bicara Sehat Goes to Company"

program from RSUI educates employers about health. The hospital uses CSR strategies like health education, free cataract surgery, and ambulance procurement. The hospital's website, Instagram, Facebook, X, and YouTube official accounts provide health education in the form of photographs, videos, and podcasts with appealing audiovisual content. This strategy supports the study of social responsibility for public relations in health service marketing, which concludes that community engagement programs (social responsibility) and public relations work. It also states that social media is best for health care marketing. The association between community engagement initiatives and public relations activities in health service marketing is statistically significant (Osman et al., 2024).

In one of the RSUI Talks podcasts entitled "Thought to be Ordinary Rheumatism, Turns Out to be Autoimmune" with guest speaker Dr. Faisal Parlindungan SpPD, Subsp.R and host Dr. Ratih Masita Devy, Sjögren's autoimmune disease was explained in detail. Comprehensive health education delivered by hospitals through various digital media is expected to improve the health status of the Indonesian people. This is in line with the research by Chauhan et al. (2024) which shows that the implementation of a comprehensive health education package has had a significant positive impact on increasing knowledge about hand hygiene, encouraging positive attitudes, and promoting better practices among food handlers in tertiary care hospitals.

RSUI has an official website, <https://rs.ui.ac.id>, which provides content such as RSUI profiles, information on hospital products and services, doctor profiles, room availability, education and research, activity schedules, news and articles, and hospital promotions. The website is informative and educational and is presented with appealing visuals. Study by Medina Aguerrebere et al. (2024) shows 98% of hospitals in France had a website. This finding is not in line with the study which states that hospitals generally promote themselves on their websites, but it appears that hospitals are still weak in providing new services that are practical and fast on their websites. The number of websites with photo/video galleries and foreign language options is also lower than expected, and it is concluded that these websites are not used effectively in corporate marketing and public relations (Yilmaz & Soyuk, 2020). Furthermore, the social media and web presence of many of these organizations represents the first contact health care consumers make with the organization. If such contact fails to make a positive impression on the consumer, alternatives may be explored (Huerta et al., 2014).

YouTube is the most widely used medium for delivering health education, while Facebook and X are mirroring Instagram. The information conveyed includes health education on early detection of heart disease, herbal and traditional medicines, types of headaches, and screening and early detection of kidney disease. The RSUI YouTube channel has more than 25,000 subscribers with 542 video content (8/25). The content delivered via YouTube streaming/live is on the Healthy Talk and Meet the Expert programs. The study by Cut Roza Asminanda et al. (2024) explained that social media is an effective tool in health promotion. Knowing the number of active users of a particular social media platform is very important for hospitals so that the dissemination of information and health promotion content can be more widely accessed by the public. In addition, various attractive and unique health promotion strategies can increase the level of public participation in the information and health promotion content provided by hospitals.

RSUI also provides direct education to puskesmas for pregnant women and children. Furthermore, on customer days, the hospital provides direct education to patients and their families. Other offline MPR tactics include healthy exercises that are open to the public and running activities with Isoplast. The hospital also provides MCU vouchers and giveaways for participants. In the UI Health Marathon program, RSUI collaborates by providing health check booths.

In various public relations marketing tactics, the hospital collaborates with third parties or sponsors. Feedback from sponsors is delivered directly to the marketing team. The marketing team also initiates other programs, such as *Sehat Bersama* RSUI (Healthy Together with RSUI). In every public relations marketing program, the marketing team collects feedback from stakeholders. To determine whether a program is informative and useful, the team conducts surveys of the audience. The marketing team also analyzes the content of comments on Instagram and monitors comments on Google Reviews. The hospital holds meetings with each stakeholder to convey information about RSUI's products, services, and advantages. The approach to each stakeholder and stakeholder product varies.

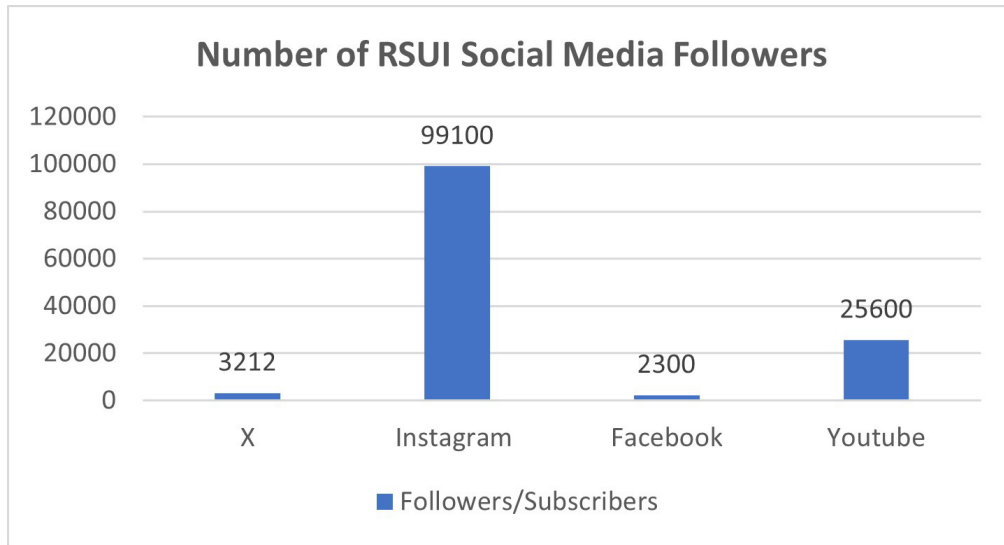


Figure 2. Number of Followers/Subscribers on RSUI Social Media
Source: Researcher's compilation, 2025

RSUI utilizes various digital media platforms to convey information and communicate with the public. Websites, X, Instagram, Facebook, and YouTube are media used to convey various hospital products and services, provide health education, and promote the hospital. Study by Yunita et al. (2025) suggest that social media was not the primary source of information in patients' decision-making processes regarding hospital selection. These insights may inform hospital management strategies in optimizing social media as a marketing tool to enhance patient engagement. This is line with the finding of research by Huda et al. (2025) that digital marketing strategies effectively increase health awareness, engagement, and outcomes among women. Social media platforms have proven particularly effective in disseminating health information and fostering discussions, leading to improved health knowledge and preventive behaviors. Study by Fischer (2014) shows three subclusters of hospital communication channels emerge from the sample: direct advertising and promotional tools, public relations, and online media.

Based on Figure 2, the number of followers on Instagram is the highest with 99,100, followed by YouTube with 25,600 followers, X with 3,212 followers, and Facebook with the lowest number of followers at 2,300. It contradicts the finding of Gonçalves (2020) that Portuguese hospitals maintain a Facebook presence but fail to leverage its full dialogic potential—particularly for public health topics. In conveying information through digital media, RSUI can reach more than 130 thousand followers. This is in line with the finding of the

research by Yustikasari et al. (2024) that the Instagram currently ranks second in terms of usage among the public because it is accessible, free and easy.

The used of social media by RSUI in line with study by Göde & Öztürk (2026) recommends that healthcare organizations should develop strategies to increase the visibility and credibility of physicians, strengthen communication-based trust, and promote positive patient experiences through digital and interpersonal channels.

The increased use of social media by hospitals in conveying various health information and education is in line with the study of Rosidayani & Aini (2024), which shows significant parallel growth between the development of social media and increased research on hospital social media marketing. Over the past decade, the use of social media in hospital marketing has grown rapidly, in line with the expansion and integration of social media into various aspects of professional and personal life.

Table 4. Social Media Content Categories

No	Social Media Content Categories	Content
1	Hospital Services	Doctor Information <i>A day in my life</i> Hospital Facilities
2	Promotion	Money-Saving Promotion Health Checkup
3	Health Day	Environmental Health Day World Kidney Day
4	Informative Education	Health Education
5	Featured Services	<i>Medical Check Up</i>

Source: Research Results, 2024

The RSUI marketing team organizes social media content by hospital services, promotions, health days, useful education, and featured services. Each social media platform has its own algorithm. Instagram posts content every 2-3 days. RSUI enforces hospital marketing and advertising rules. Recent website traffic is high. The website displays hospital profiles, inpatient room availability, hospital activity news, doctor biographies, and hospital promotions.

RSUI social media content management begins with planning, analyzing stakeholder-focused content. Important health days, hospital-wide diseases, and community diseases determine the account content. The next step is designing images or videos and subtitles based on audience language and attributes. In every social media post, RSUI uses its logo, tagline, and hashtags #RSUI, #WeProvideOutstandingCare, #JanganTungguSakit, and #RSUIcare. Review and approval follow, ensuring that the posted content matches the hospital's standards and goals. The final phase is posting content to digital media using collaboration, tags, mentions, and geotagging. This is consistent with Thomas L Harris definition of MPR, that it is the process of planning, implementing, and evaluating specific programs. However, the hospital has not yet conducted a systematic evaluation of the uploaded content.

CONCLUSION

University hospitals teach, study, and serve the public. Indonesia's healthcare industry is booming, increasing competitiveness. MPR may promote stakeholder connections, brand awareness, and loyalty. It helps hospitals improve brand awareness. RSUI uses push, pull, and pass. The push strategy offers discounted prices to University of Indonesia faculty. Pull strategies include cooperation, joint promotion, education, and special events to reach consumers, patients, and the community. The pass strategy uses CSR, health education, cataract procedures, and community and health center sports. MPR is promoted on the hospital's website, Facebook, X, Instagram, and YouTube. Each stakeholder receives a separate RSUI strategy. In keeping with the times, RSUI provides efficient, sustainable, evidence-based healthcare. The MPR of university hospital marketing is more effective in building brand awareness and trust when it incorporates Indonesian values of togetherness, respect, and empathy. Future research should employ quantitative methods, such as structural equation modeling, to validate the causal effects of MPR strategies on brand awareness or patient loyalty across diverse hospital types and to contend generalizability.

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