

Digital Marketing Strategy In An Effort To Improve Organizational Performance Of Bandung Kiwari Hospital

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Abstract. The current era of modern society is the digital era, where many activities are starting to be carried out using internet technology. Internet users will increase globally by 4% in 2022 with 62.5% of the world's total population being active internet users. In the increasingly developing digital era, digital marketing is becoming increasingly important for companies to expand their market share and improve business performance. In this research, the challenge or problem is that RSUD Bandung Kiwari is a hospital owned by the Bandung City Government which was previously called the Special Hospital for Mothers. and Children (RSKIA) Bandung City changed to RSUD with type B. In this research the approach used was a qualitative. This type of research is descriptive research which is research to describe the social phenomena being studied. This research explains the digital marketing strategy to improve the organizational performance of Bandung Kiwari Regional Hospital. The data source was obtained from the Head of Quality Development, Public Relations, Law, and Marketing at Bandung Kiwari Hospital. The data collection techniques used in the research were field research techniques using interviews and library techniques. RSUD Bandung Kiwari has utilized digital marketing, namely incentive programs, site design, costs and interactive. Digital marketing has not yet been completed, but in the future, we will utilize paid digital marketing to expand digital marketing even further.

Keywords: Digital marketing, organizational performance, technological developments

1 Introduction

Technology in an increasingly developing world makes the internet inseparable from people's lives. The current era of modern society is the digital era, where many activities are starting to be carried out by internet technology. Many fields and sectors utilize internet technology such as education, telecommunications, health, banking, and transportation. Until now, the growing digitalization era has made it important for companies to implement digital marketing to expand their market share and improve their business performance. Companies can utilize several digital media platforms such as social media, websites, and e-mail marketing as a form of promoting their products and services to consumers. An example of internet technology that has been applied in the business world is digital marketing, or as many say with the term online marketing. Digital marketing is a marketing activity that involves promoting a brand by utilizing digital channels, for example, the internet . Digital marketing carried out in the business sector is applied by various companies, both large and

small companies [1]. Digital Marketing is an activity of marketing products in the form of online media that is of interest to internet users [2]. Digital Marketing is a combination of psychological, humanist, anthropological elements, as well as information technology factors so that it becomes a new media with large, interactive, and multimedia capacities [3]. Internet technology has changed the boundaries of corporate customer relationships and revolutionized management and organizational processes.

RSUD Bandung Kiwari is a hospital owned by the Bandung City Government, formerly named the Bandung City Specialized Hospital for Mothers and Children (RSKIA) and registered with the Indonesian Ministry of Health with number 1000. 3273260. RSKIA is a hospital owned by the Bandung City Government as a regional technical institution, initially as a health center and gradually developed into a hospital. RSKIA was recently inaugurated by the Mayor of Bandung on December 30, 2020 and began operating to serve patients on January 16, 2021. In accordance with the Decree of the Mayor of Bandung, RSKIA was changed to RSUD Bandung Kiwari and inaugurated by Acting Mayor Baron on December 30, 2020. January 11, 2022.

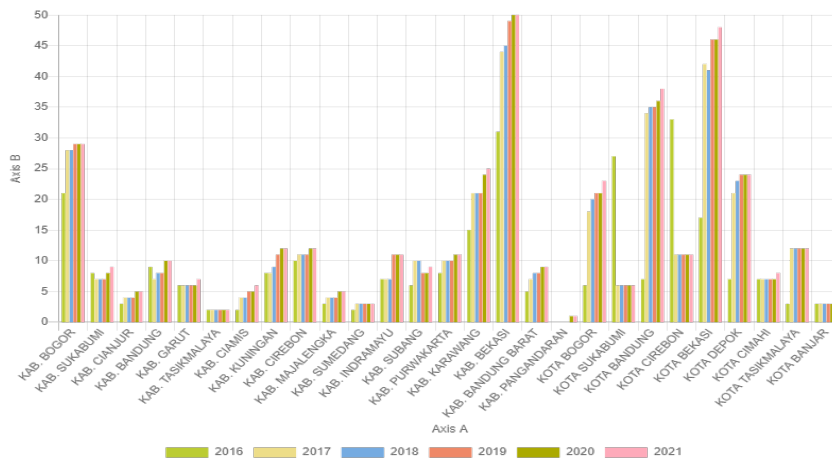


Fig. 1 Hospital Growth in West Java

Data until 2021 shows that there are additional hospitals in West Java Province. In Bandung City there is a significant increase in the number of hospitals from 2016 to 2021. From the data obtained from opendata.jabarprov.go.id in 2016 the number of hospitals in Bandung City was only 7, in 2021 there were 38 hospitals. Therefore, the more hospitals there are, the tighter the competition between hospitals with one another. So an effective, efficient marketing strategy is needed and of course has an impact on the hospital. Both in terms of financial and non-financial hospital.

Digital marketing during the covid-19 pandemic in hospitals shows that there are benefits to implementing digital marketing. The benefits obtained include attracting new patients, increasing brand trust and customer loyalty, expanding the target market, increasing brand awareness, and the power of word of mouth, namely by recommending services at the hospital [4].

Based on this, researchers are interested in researching the digital marketing strategy carried out by Bandung Kiwari Hospital. Researchers also want to explore and find out how

the implementation of digital marketing strategies carried out by Kiwari Bandung Hospital can improve organizational performance both financially and non-financially.

2 Literature Review

The application of digital marketing in hospitals is able to provide benefits for hospitals that use digital marketing strategies such as attracting new patients, expanding business, increasing customer and patient trust and loyalty, increasing brand understanding, encouraging patients to use hospital services, and promoting to their relatives and families, so as to make performance improvements both financially and non-financially for hospitals. This is shown by a study entitled Analysis of Digital Marketing Implementation in Hospitals during the COVID-19 Pandemic In implementing a digital marketing strategy, each method or channel used depends on the goals or targets that the hospital wants to achieve. Furthermore, in implementing digital marketing, hospitals need to determine who carries out and is responsible for the digital marketing strategy, then the hospital must also monitor and evaluate the digital marketing strategy implemented [4].

In research related to the Implementation of Digital Marketing Strategies in Improving the Performance of Semeloto.Id Companies in Sumbawa shows that the use of digital marketing as a form of promotion on company products using social media Instagram, Facebook, and other social media makes it easy for consumers to see the products provided by the company. The advantage of implementing digital marketing as a form of promotion of company products is that it is more efficient in promotional costs and prioritizes the current form of promotion in attracting the attention of customers or consumers [2] .

In research related to the influence of digital marketing on improving marketing performance shows the influence of digital marketing on marketing performance in Toba Regency. There is one digital marketing variable that has a very significant effect on marketing performance, namely social media marketing capability, which means marketing capability using social media. Therefore, companies need to optimize the use of digital marketing with social media in order to improve marketing performance [5].

The research "Utilization of Digital Marketing in Building Brand Awareness of Streetwear Fashion Brand Urbain Inc" shows that the use of digital marketing through various channels such as websites, e-commerce, and social media with the tagline "VS Everybody" has proven successful in strengthening brand awareness. This can be seen from the public awareness of the streetwear fashion brand that is thick with street culture elements owned by Urbain Inc. In particular, Instagram and e-commerce platforms have a big influence in building Urbain Inc's brand awareness in the eyes of the public [6].

3 Method

This type of research uses a qualitative approach. Qualitative research is a type of research that studies a subject as a whole. The main purpose of qualitative research is to gain an understanding of the social phenomena or symptoms that occur. This research is conducted by providing a clear picture of the phenomenon or social symptom. The researcher then presents it in the form of a composition of words which will eventually produce a theory [7].

This research describes how digital marketing strategies in an effort to improve the performance of Bandung Kiwari Hospital. In explaining existing social symptoms, the dimensions used in seeing how the implementation of digital marketing strategies in an effort to improve the performance of the Bandung Kiwari Hospital in terms of financial performance. From this dimension, it will be seen to what extent the digital marketing strategy implemented by Bandung Kiwari Hospital can be a tool to improve organizational performance.

Data sources are obtained from informants who are considered to understand the situation and circumstances that occur. The purposive sampling method is used to select informants. The selected sources are considered to understand and be close to organizational performance and digital marketing strategies.

Data processing techniques are carried out by transcribing the results of interviews conducted with the help of recording devices. The data transcript must not be changed or must be as it is/verbatim. Furthermore, coding is identifying keywords in each answer that has been transcribed and then given a code for each keyword revealed.

The data analysis technique is with three streams of activities, namely data reduction, namely sorting, breaking, simplifying, and focusing the data that has been found based on notes made by researchers in interviews; data presentation; and conclusion drawing.

4 Discussion

Based on the digital marketing theory which consists of incentive programs, site design, cost, and interactive which are used as a reference in measuring the application of digital marketing carried out by Bandung Kiwari Hospital. The following analysis has been carried out using this theory [8].

a. Incentive Program

Bandung Kiwari Hospital has implemented an incentive program in the form of incentive program activities such as the 3in1 program, one stop service. Instagram is a good social media in providing information related to the incentive program and Instagram of Bandung Kiwari Hospital has quite a lot of followers or followers and has been checked blue (verified). RSUD Bandung Kiwari will continue to improve incentive program activities and will utilize various social media to provide incentive program information.

b. Site Design

It can be concluded that Bandung Kiwari Hospital in site design has been implemented. By utilizing Instagram social media and websites. In utilizing the website, Bandung Kiwari Hospital makes displays about health on Instagram as a form of education between the hospital and patients or the community. In addition, in site design Bandung Kiwari Hospital utilizes a website that continues to be developed to educate patients and the public. Bandung Kiwari Hospital will continue to improve the site design of attractive displays on Instagram and the company website, which in the future will also use paid SEO so that the SEO of Bandung Kiwari Hospital becomes the top so that the application of this site design is even better.

c. Cost

Bandung Kiwari Hospital in digital marketing activities costs or costs are used to hire people who are creative and competent in the field of digital marketing. This is

because the social media features used are still unpaid or free features. In the future, the company has budgeted costs to use digital marketing features to get even better results. Then the application of digital marketing by Bandung Kiwari Hospital has a financial and financial impact. Bandung Kiwari Hospital will continue to improve its cost management to finance all of its digital marketing activities effectively, both for hiring digital marketing personnel and paid digital marketing media features.

d. Interactive

Bandung Kiwari Hospital in interactive has been implemented. This interactive activity aims to be more interactive with customers. The media used by Bandung Kiwari Hospital in this interactive is through Instagram, Telemedicine, and Google reviews. By doing interactive, consumers or the public become aware of the information available at Bandung Kiwari Hospital. Then it is expected that the interactive carried out by Bandung Kiwari Hospital will make the hospital's financial and non-financial performance better, for example, such as increasing hospital revenue and increasing brand awareness of Bandung Kiwari Hospital. Therefore, Bandung Kiwari Hospital will continue to increase interactive activities by providing good health service information to the public or consumers.

5 Conclusion

The purpose of this research is to find out how the digital marketing strategy of Bandung Kiwari Hospital in an effort to improve organizational performance. So from the research that the author has done, the following conclusions can be drawn:

- a. Digital Marketing in the form of Incentive programs has been carried out by Bandung Kiwari Hospital, namely by providing programs in the form of 3 in 1 and one stop service programs. Where the program has a positive impact on the hospital in the form of good service quality.
- b. Social media, especially Instagram, is currently an effective tool for Bandung Kiwari Hospital in providing information related to the Incentive program and educating the public about health. RSUD Bandung Kiwari also manages a website to educate and provide relevant information for visitors.
- c. Bandung Kiwari Hospital is still using digital marketing which is still free. But in the future Bandung Kiwari Hospital has planned to use a budget for paid digital marketing so that digital marketing activities can be even better.
- d. Interactions conducted through digital marketing, such as through Instagram and Google Reviews, help increase public awareness of Bandung Kiwari Hospital and the health programs offered. This interaction also expands the market and establishes communication that is not limited by time and space.
- e. The use of digital marketing can be said to have improved the organizational performance of Bandung Kiwari Hospital non-financially by expanding market share, building branding, increasing the number of visitors, and getting positive value from the community.

6 Suggestion

- a. Providing more incentive programs and information related to the incentive program is notified through all digital media and social media owned by Bandung Kiwari Hospital.
- b. Expand paid digital marketing strategies to increase exposure and effectiveness of marketing campaigns. Utilize digital advertising with the right target to get maximum results.
- c. Continue to increase the use of social media and websites as digital marketing tools. Apart from Instagram, explore other relevant social media to reach a wider target audience.
- d. Collaborate with local influencers in Bandung to increase brand awareness of Bandung Kiwari Hospital.
- e. Continue to maximize the use of digital marketing with free and paid features. In addition, it can mix relevant conventional marketing strategies such as holding seminars to increase marketing so that it can also improve the hospital's non-financial performance.

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