



# Digital branding communication model for the Yogyakarta "JIH" Hospital managed by the digital creative agency, Kotakmedia Indonesia

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## ARTICLE INFO

## ABSTRACT

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Marketing communication has progressed quite rapidly; many changes have also occurred in the business industry, including the marketing communication model. In today's all-digital era, digital marketing communications, in this case digital branding, are increasingly being used in promotional activities. One of the most sought-after services in today's digital era is a digital agency. This study analyzes the digital branding communication model on social media at the Yogyakarta "JIH" Hospital, which is managed by the digital creative agency Kotakmedia Indonesia. The purpose of this research is to describe the communication model and management of digital branding on the social media of Yogyakarta "JIH" Hospital, which is managed by the digital creative agency Kotakmedia Indonesia. The research method used is descriptive qualitative with a case study approach. The results of this study indicate that the digital branding communication model for the Yogyakarta "JIH" Hospital, managed by the digital creative agency Kotakmedia Indonesia is effective and has a positive impact on expanding the audience and increasing the company's brand image. As well as successfully obtaining plenary-level hospital accreditation. However, there are several shortcomings that can still be improved, namely, the uneven management of social media. According to social media researchers, attention must be evenly distributed, not only focusing on Instagram but also paying more attention to other social media, namely Facebook, Twitter, and YouTube.

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## 1. Introduction

Kotakmedia Indonesia is one of Indonesia's many digital agency companies, especially in Yogyakarta. Kotakmedia Indonesia is a company in the IT field that focuses on Digital Branding through several services, including Web Development, Social Media Management, Technology and Innovation, Branding and Design, and Digital Strategy (Salahuddin & Hidayat, 2023).

In Yogyakarta itself, Kotakmedia Indonesia is already well-known as a digital creative agency because it already has many clients with several large and well-known corporate clients in Yogyakarta, including the Ngayogyakarta Hadiningrat Palace, KONI DIY, Regency Government

Public Relations (Widuri et al., 2016). Sleman, NTB Ministry of Religion, Indonesian Islamic University, Dowa, Bakpia Juwara Satoe, Madam Tan Resto, Natasha Skin Clinic, Naavagreen Natural Skin Care, Kartini Hospital, and Yogyakarta "JIH" Hospital, of course, as well as several other clients (Gretzel, 2017).

One of the premium clients of Kotakmedia Indonesia is Yogyakarta "JIH" Hospital, which has been working together since 2019 by providing an All Service Digital Marketing service package with mutually agreed goals through meetings held by the marketing and public relations team of Yogyakarta "JIH" Hospital (Jennifa et al., 2021). with the Kotakmedia Indonesia team, the big goal is to expand the audience and strengthen the brand image to build customer loyalty and bring in new consumers by managing the company's digital branding communications (Afrida et al., 2021).

However, creating a solid brand image in the hospital industry takes work (Molla, 2014). Developing a marketing communication strategy, in this case, branding, to communicate services (which offer intangible products) is different from a communication strategy to communicate manufactured products; this must be understood as the basis of the communication strategy itself (Cornelissen, 2007). Services are intangible because they cannot be seen, felt, heard, touched, or smelled before a purchase transaction occurs. Unlike physical products, services cannot be seen, felt, touched, heard, or smelled before purchasing the service (Fatihudin & Firmansyah, 2019); thus, difficulties arise in communicating services. This also applies to health services, namely hospitals. So this is a challenge in itself in doing digital branding in hospitals (Larsen et al., 2021).

"JIH" Yogyakarta Hospital had difficulties in developing a digital marketing strategy, in this case, digital branding through social media, so "JIH" Yogyakarta Hospital chose to use the services of a digital creative agency to help develop the company's digital marketing strategy (Wijayanti, 2010). In addition, another reason for using the services of this digital creative agency is that the digital creative agency has professional human resources in their field so that they can get maximum results and are on target so that companies can save a budget by paying employees who are professionals in that field. As well as to make time efficient so that the Public Relations and Marketing team at the Yogyakarta "JIH" Hospital can focus on other things, such as collaboration between brands to expand the audience (Andryani & Nurdiarti, 2018).

Yogyakarta "JIH" Hospital is interested in using the services of Kotakmedia Indonesia as a digital creative agency to help manage digital marketing communication strategies with the Yogyakarta "JIH" Hospital marketing and public relations team because many big brands have collaborated with Kotakmedia Indonesia to achieve their goals (Zhaldak, 2021). Want. Kotakmedia Indonesia provides an All Service Digital Marketing service package consisting of Website Management, Social Media Management, Content Creator, and Digital Marketing (Syyrilä et al., 2023).

Kotakmedia Indonesia in managing the digital branding of Yogyakarta "JIH" Hospital through social media on the Instagram account @rumahsakitjih, Facebook Fanpage of JIH Hospital, Twitter @rumahsakitjih and Youtube Channel of JIH Hospital (Lesnyak et al., 2023). Social media content creation from Yogyakarta "JIH" Hospital focuses more on health information, service promotion, doctors' schedules, medical devices, rooms and facilities provided, and human resources, in this case, doctors, nurses, and hospital admission staff. "JIH" Yogyakarta (Shin et al., 2023).

Yogyakarta "JIH" Hospital is one of the private hospitals in Yogyakarta which started operating on February 5, 2007, based on the Hospital Temporary Operating Permit No: 503/0393/DKS/2007. Yogyakarta "JIH" Hospital was initially named Jogja International Hospital, which was founded by the Indonesian Islamic University Endowments Board Foundation (YBW UII), whose management was handed over to PT Unisia Medika Farma (PT UMF) (Hellingman et al., 2023).

"JIH" Hospital has a quality policy, namely ensuring premium services that benefit society, sharia-based and international standards. "JIH" Hospital itself is aware that as a profit-oriented hospital, it must have a strong brand image to compete in fighting for market share (Mason et al., 2019).

All of these things need to be done because of the rapid progress in the world of science and technology; the field of marketing communications is also progressing quite rapidly and bringing significant changes to business life worldwide (Priestman et al., 2019). Many changes have also occurred in the business industry, including the marketing communication model. In today's all-digital era, coupled with limited social conditions, digital marketing communications are increasingly used in promotional activities (Arnaboldi et al., 2017).

The rapid development of information technology and globalization has increased competition for market share in today's business world. Large companies and MSMEs that want to compete in the current digital era must have a corporate strategy to understand consumer behavior to increase the company's brand image (Yadav et al., 2023).

The emergence of new hospitals requires the hospital as a health service provider, which is also a business entity, to be able to provide quality and competitive services to achieve customer satisfaction which can indirectly create customer loyalty and increase profits (Zhang & Yu, 2024). In addition to retaining existing customers, hospitals must also be able to find new, loyal customers (Fu et al., 2024).

One of the hospital's efforts to build customer loyalty is to build a strong brand image, which will bring brand loyalty to customers (Sacre et al., 2023). Customer loyalty to a brand requires hospitals always to pay attention to their brand image because a strong brand image is an asset

owned to get the top position in the minds of consumers/customers (Freire et al., 2023). If the brand image has been accepted by consumers/customers, it will make it easier for hospitals to win market share. Therefore, hospitals must strive to create a strong brand image (Dziubaniuk et al., 2023).

A strong brand image will attract consumers to choose the products or services offered; with a strong brand image, the goal of developing and capturing market share will be more easily achieved (Lise Tiasanty & Sitio, 2020). One way to have a strong brand image in the era of the industrial revolution 4.0 and Society 5.0 is with a digital marketing communication strategy, one of which is by utilizing social media as a digital marketing communication tool (Rani, 2019).

Hendriyati (2021) on social media management in maintaining the image of PT XYZ's VIP Airport Assistant Hospitality service in the Covid-19 Era shows that PT XYZ chose Instagram and YouTube as social media to use due to the significant market opportunities and high popularity. Hal This shows that the company's image depends on the management of messages for each social media used by consumers so that the content posted on each social media differs according to the age segmentation of social media use.

Insani & Nurdan (2022) research on the use of various social media in hospital marketing strategies, stated that hospital marketing makes it imperative to use social media, even hospitals use more than one social media platform. The hospital uses this social media as one of the hospital's strategies to influence reputation, increase trust and share health knowledge with patients.

Then another research from Putri (2021) regarding Instagram social media management strategies in improving the image of RSUD Dr. Moewardi. shows that there are four stages, the first is the sharing stage, the second is optimize stage, the third is manage stage, and the fourth is the engage stage. at the optimize stage starting from the topic that will be made into content according to trends or things that are currently being discussed by the public and in terms of determining a topic that will be raised into a content @rsud.moewardi is the Public Relations capacity of Dr. General Hospital. Moewardi. At the manager, the stage includes RSUD Dr. Moewardi through Humas conducted media monitoring on the Instagram account @rsud.moewardi.

However, the Central Java Provincial Government also participated in conducting media monitoring of all Regional Apparatus Organizations (OPD) in Central Java, including the Instagram account @rsud.moewardi. At the engaging stage, including the Regional General Hospital, Dr. Moewardi chose the target audience for @rsud.moewardi to be of productive age, namely ages 17-35. From data obtained through Instagram Insight @rsud.moewardi, this includes preventive efforts so that people can reduce the risk of illness or disease from a young age.

The update from this research from previous studies lies in the role and services of digital creative agency companies. In this study, researchers focused on a digital creative agency service company used by Yogyakarta "JIH" Hospital, namely Kotakmedia Indonesia, in managing digital branding for Yogyakarta "JIH" Hospital using social media to expand the audience and strengthen brand image to build customer loyalty and bring in new customers. So it is necessary to know the role of Kotakmedia Indonesia in managing the digital branding communication of Yogyakarta "JIH" Hospital. By exploring digital marketing communication strategies carried out by Kotakmedia Indonesia through social media such as Instagram, Facebook, Twitter, and Youtube "JIH" Yogyakarta Hospital, and analyzing more deeply the processes that occur in carrying out digital branding communication strategies on social media Instagram, Facebook, Twitter, and Youtube "JIH" Hospital Yogyakarta.

## **2. Method**

The type and approach to this research is a descriptive qualitative research method, namely using a case study method or approach (Lasmi & Nawawi, 2022). This research focuses intensively on one particular object studied as a case. Case study data can be obtained from all parties concerned; this study was collected from various sources (Nawawi, 2012).

This research uses a type of case study research with a qualitative approach (Lasmi & Nawawi, 2023). Data collection in case study research is usually extensive, describing sources of information through observation, interviews, documents, and audiovisual materials to provide a detailed explanation of each case and the themes in this case and, at the final stage, can give meaning to the case being studied (Gelashvili, 2021). Descriptive in nature, meaning that in qualitative research, the case studies lead to a detailed and in-depth description of the condition portrait of what happened according to what happened in the field of study (Maslakhah & Sutopo, 2017). This research is descriptive by explaining, analyzing, and describing the role of Kotakmedia Indonesia as a digital creative agency in managing the digital branding of Yogyakarta "JIH" Hospital with social media management services (Nurul, 2021).

The subjects in this study were the Social Media team and the Indonesian Kotakmedia Design team assigned to Yogyakarta "JIH" Hospital. Then from the Yogyakarta "JIH" Hospital Public Relations (PR) team and social media followers, as well as patients or visitors to Yogyakarta "JIH" Hospital. The research object studied in this study is the digital branding communication model of Yogyakarta "JIH" Hospital, which is managed by the Digital Creative Agency Kotakmedia Indonesia.

The primary data in this study were the results of interviews, observations, and documentation during the research at the Digital Creative Agency at Kotakmedia Indonesia and Yogyakarta "JIH" Hospital. Secondary data in this study researchers used supporting data that can provide

information related to the digital branding of the Yogyakarta "JIH" Hospital, which is managed by the Digital Creative Agency Kotakmedia Indonesia.

The data collection technique was through in-depth interviews, observation, and documentation related to the digital branding of the Yogyakarta "JIH" Hospital, managed by the digital creative agency Kotakmedia Indonesia. In this study, the informants were the Kotakmedia Indonesia team assigned to the Yogyakarta "JIH" Hospital, namely Antin Meilani (Boxmedia Indonesia's Social Media Specialist) and Valentina Kusuma Ajeng (Kotamedia Indonesia's Graphic Designer). Then Febriana Endah Sari (Manager of Service Management (Public Relations) at Yogyakarta "JIH" Hospital) and Febby Syafitri (Social Media Follower and Patient at Yogyakarta "JIH" Hospital). In making observations, researchers will observe the process of Kotakmedia Indonesia as a Digital Creative Agency in carrying out digital branding of Yogyakarta "JIH" Hospital on Instagram, Facebook, Twitter, and YouTube social media. Documentation in this study is a journal related to brand image and management of hospital social media.

Data analysis techniques, according to Miles & Huberman (2012) analysis consist of three streams of activities that co-occur, namely: data reduction, data presentation, drawing conclusions, and verification. This was done by reducing data by limiting it to research problems, presenting data in descriptive form, and drawing conclusions about the digital branding communication model for Yogyakarta "JIH" Hospital, which is managed by the digital creative agency Kotakmedia Indonesia.

The validity of the data carried out by researchers in this study was data triangulation and member checks. In this study, researchers conducted triangulation to confirm any information obtained, namely by comparing data with observations at the research sites at Kotakmedia Indonesia and Yogyakarta "JIH" Hospital and during interviews with informants. Member checks can be implemented individually, by way of researchers coming to data providers, or through group discussion forums. The researchers presented their findings to a group of data providers in group discussions. In the group discussion, data may be agreed upon, added, subtracted, or rejected by the data provider, if researchers come to data providers individually (Sugiyono & Lestari, 2021).

### **3. Theoretical Framework**

#### **Marketing Communications**

Communication is a significant capital in the business world, especially in marketing a product offered to consumers (Luttrell & Capizzo, 2020). That is why many experts in the field of business have studied what and how to do effective communication (Chang et al., 2024). In other words, the applied communication will provide maximum results or benefits for service or goods providers (Eagle et al., 2014). However, we need to understand what the definition of marketing



communications is. One is marketing communication, defined as an activity between service or product providers and consumers (Cardoso et al., 2023).

Besides that, marketing communication is also stated as an aid in decision-making, sharing information, and a tool to increase awareness for consumers, service providers, and the goods themselves (Zhou, 2024). Referring to this definition, marketing communications are vital in establishing relationships between providers and consumers (Dankers et al., 2023). Therefore, communication is still very much needed to ensure that what marketers (communicators) means reaches potential consumers (communicants) accordingly (Miao, 2021). At least marketers convey messages about products and offers using language consumers can understand. It is also conveyed in an acceptable way to consumers, including using ethics (etiquette) that are commonly used in social interactions. It is equally essential to use nonverbal language (body language) familiar to consumers (Stanwick & Stanwick, 2020). The communicator must do basic things like this if the marketing goals are to succeed (Sudarsono et al., 2020).

Marketing Communications can be compelling when coupled with effective and efficient communications (Tiago & Veríssimo, 2014). How to attract consumers or audiences to become aware, familiar, and willing to buy a product or service through communication channels is a challenging task (George & Belch, 2017). Communication is a process of conveying information (messages, ideas, ideas) from one party to another so that there is a mutual influence between the two (Holm, 2006). Meanwhile, marketing is all efforts made to provide goods to the market, from formulating products to promoting these products to the public (Cornellia et al., 2017). Although these two things are different, they are very related (Todorova, 2015).

### **Communication Planning**

According to Waterston, planning is a conscious, organized, and continuous effort to choose the best alternative to achieve specific goals (Cangara, 2016a). While communication, according to Carl I. Hovland, said communication is the process of changing the behavior of others. Meanwhile, communication science is a systematic effort to firmly formulate the principles of conveying information and forming opinions and attitudes (Effendy, 2017).

According to Robin Mehall, communication planning is a written document that describes what must be done related to communication in achieving goals, in what ways can be done so that these goals can be achieved, and to whom the communication program is addressed, with equipment and in and in a long period this can be achieved, how to measure (evaluate) the results obtained from the program (Cangara, 2014).

According to John Middleton, communication planning allocates communication resources to achieve organizational goals (Cangara, 2016b). Communication planning is an essential thing that

is needed in any activity, especially in introducing or marketing products, ideas, and ideas. After understanding an organization's planning process and communication elements, several things can be found that need to be revised in organizational planning (David, 2017).

From the explanation above, communication planning is essential. Communication planning can be used in designing a program or marketing a product (Habibi et al., 2021). Communication planning is an essential thing that is needed in any activity, mainly to introduce or market products, ideas, and ideas (AlDhaheri et al., 2020).

### **Social Media**

Social media is a social structure consisting of individual, group, or organizational elements connected and interacting using information technology intermediaries (Nursam, 2017). Meanwhile, according to Mandibergh, social media facilitates cooperation between users who produce content (user-generated content) (Rulli Nasrullah, 2017).

Social media is a medium that is accessed and used by many people and is not only used but can also be used as much as possible with the advantage of responding to what they access via the internet (Zolkepli et al., 2021). However, Rulli Nasrullah (2017) explains in his book entitled *Media Sosial*, that social media is an internet medium that allows users to represent themselves and interact, collaborate, share, communicate with other users, and form social bonds virtually (Nugraha & Setyanto, 2018).

According to Kottler and Keller, social media is used by consumers to share text, images, sound, video, and information with others. Taprial and Kanwar define social media as media that a person uses to become social or get social online by sharing content, news, photos, etc., with other people (Kotler dan Keller, 2017).

### **Brand**

According to the American Marketing Association Zimmerman & Blythe (2018), a brand is a name, term, sign, symbol, design, or a combination of these things which is intended to identify the goods or services of a seller or group of sellers and to differentiate them from competitors' products (Manjurul Hossain Reza, 2020).

According to Faircloth et al., (2001), a brand, in turn, signals consumers regarding the source of the product. In addition, brands protect both consumers and producers from competitors seeking to provide products that appear identical (Fu et al., 2024). The brand is a seller's promise to consistently provide buyers with certain features, benefits, and services. The best brands provide quality assurance. However, a brand is more than a symbol (Wahid & Rizki, 2018).



According to Shahid et al., (2022) in his book "Remarketing for Business Recovery, A Research Approach," apart from having a substantial brand value, a brand benefits customers, intermediaries, producers, and the public (Ali & Alqudah, 2022). The benefits of the brand to customers tell buyers something about quality and help attract buyers' attention to new products that are useful to them (Aviv & Shamir, 2021). The benefits of a brand for sellers are that it makes it easier for sellers to process orders and track problems that arise, provides legal protection for product features or characteristics, makes it possible to attract a group of loyal and profitable buyers, and helps sellers segment markets (Deiss & Henneberry, 2020). The benefits of a brand for society are that branding enables product quality to be more guaranteed and more consistent, increases buyer efficiency because brands can provide information about products and where to buy them, and increases new product innovations because producers are encouraged to create new uniqueness to prevent imitation by competitors (Reza, 2020).

At its core, a brand uses a name, logo, trademark, and slogan to differentiate companies and individuals from one another in terms of what they offer. The consistent use of a brand, symbol, or logo makes the brand immediately recognizable to consumers so that everything related to it is remembered. Thus, a brand can contain three things: explaining what the company sells, what it does, and the company's profile (Visser et al., 2021).

### **Brand Image**

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### **Brand Communication**

According to Febriyantoro (2020), Brand communication is included in brand strategy, which means brand management can be interpreted as an activity that regulates all the elements that aim to form a brand. The brand communication strategy focuses on the general purpose of the respective communication efforts (Kotler et al., 2021). Brand communication is attached to brand expression, which is a way or form of brand communication through a visualization or brand visualization process so that consumers can easily understand and remember a brand quickly (Kotler et al., 2021).

Soedarsono et al., (2020) defines brand communication, Brand Communication is an effort made by companies to communicate the uniqueness of a brand to the market using various strategies. The goal is simple so that customers decide to consume, be satisfied, then be loyal to the brand (Gómez-Rico et al., 2023).

Fang et al., (2023) added aspects of brand communication in brand expression. As a way or form of brand communication through a visualization process so that it is easy for customers to understand and remember quickly. This step aims to create a strong customer memory about the brand's character.

To be able to communicate the brand to consumers, companies use internal and external communications, namely, among others, sales promotion, events, public relations, direct marketing (sending catalogs, letters, telephone, fax, or email), corporate sponsorships, namely offering products/services by working the same as other companies as sponsors, and advertising, namely ways to introduce products/services through all kinds of advertisements (Fang et al., 2023).

Brand communication includes packing, advertising, surrounding (event), and direct marketing (Haudi et al., 2022). According to Fissi et al., (2022), advertising works in many ways, but one of

the most common and powerful but with a simple style; insight into advertising reinforces the truth about the brand, which deepens the trust between consumers and brands.

#### 4. Result and Discussion

After The digital branding communication at Yogyakarta "JIH" Hospital, managed by digital creative agency Kotakmedia Indonesia, aims to expand the audience, increase brand image, and obtain whole-level hospital accreditation. In conducting corporate digital branding communications, Yogyakarta "JIH" Hospital uses the services of the digital creative agency Kotakmedia Indonesia for its management. Those involved in digital branding management activities are the marketing and customer service manager for Yogyakarta "JIH" Hospital, public relations for Yogyakarta "JIH" Hospital, the director of Kotakmedia Indonesia, the multimedia manager of Kotakmedia Indonesia, the social media specialist at Kotakmedia Indonesia and the graphic designer at Kotakmedia Indonesia. The following are the positions and competencies possessed by each member involved in digital branding communication activities at Yogyakarta "JIH" Hospital, managed by the digital creative agency Kotakmedia Indonesia.

**Table.1** MEMBER OF THE YOGYAKARTA "JIH" HOSPITAL DIGITAL BRANDING TEAM

No.	Name	Position	Competence
1.	Ati Nyayat	"JIH" Hospital Marketing Manager Yogyakarta	- Determine the initial idea - Approval of content production results - Respond to comments and messages on social media
2.	Febriana Endah Sari	Public Relations Manager of "JIH" Hospital Yogyakarta	- Conceptualize ideas - Review and correct content - Respond to comments and messages on social media
3.	Faiga Ramadhani	Public Relations of "JIH" Hospital Yogyakarta	- Monitor content production - Models
4.	Almira Rachmania	Public Relations of "JIH" Hospital Yogyakarta	- Monitor content production - Models
5.	Azwar Anas	Director of Kotakmedia Indonesia	- Make a work contract - Provide input for content ideas - Approval of content production results
6.	Valent A P	Kotakmedia Indonesia Multimedia Manager	- Approval of social media content designs and videos - Videographer - Editing videos
7.	Antin Meilani	Social Media Specialist Kotakmedia Indonesia	- Conceptualize ideas - Create design briefs - Create video scripts - Create captions - Schedule posts - Posting social media content - Respond to comments and messages on social media
8.	Valentina Kusuma Ajeng	Kotakmedia Indonesia Graphic Designer	- Create social media content designs

Kotakmedia Indonesia, as a digital creative agency that manages the digital branding of Yogyakarta "JIH" Hospital, provides the best human resources who are competent and professional in their respective positions. The Kotakmedia Indonesia team and the Yogyakarta "JIH" Hospital Public Relations team work together. The task of Kotakmedia Indonesia is to create content from issues currently hot or trending on social media. Kotakmedia Indonesia is the creative team for the Yogyakarta "JIH" Hospital. At the same time, public relations at Yogyakarta "JIH" Hospital are tasked with determining the initial idea and preparing material that Kotakmedia Indonesia will process to become social media content.

The social media used by Yogyakarta "JIH" Hospital in carrying out digital branding of companies managed by the digital creative agency Kotakmedia Indonesia are Instagram, Facebook, Twitter, and YouTube. The selection of social media is based on the segmentation of each user character from each social media. Instagram is a social media from the Yogyakarta "JIH" Hospital, which has higher traffic than other social media. Still, regarding the number of followers, Facebook has the highest number, Instagram is in second place, YouTube is in third place, and Twitter is in last place.

There are several stages in creating messages or social media content for Yogyakarta "JIH" Hospital, starting from discussions conducted by the social media team at Kotakmedia Indonesia with the public relations team for Yogyakarta "JIH" Hospital discussing the main themes that will be aired over the next month and divided to every week, then making a design brief for the graphic designer of Kotakmedia Indonesia. The design team will create a design according to the brief given and continue with making captions by the Kotakmedia Indonesia social media team. After that, the plan and caption will be reviewed first by the team public relations at "JIH" Yogyakarta Hospital and continued by medical services at "JIH" Yogyakarta Hospital to review and pay attention to the content or content in the design if the design and captions have revisions, they will be revised first by the design team and the Kotakmedia Indonesia social media team. After everything is done, the final stage is posting scheduling or what is commonly called an editorial plan.

The digital branding communication for the Yogyakarta "JIH" Hospital, managed by the digital creative agency, Kotakmedia Indonesia, uses an editorial plan. An editorial plan is a tool as a reference for what will be broadcast on social media for one week. In preparing the editorial plan, it will involve the Yogyakarta "JIH" Hospital public relations team as the drafter who will raise the central theme, which will be broadcast in the next week based on the medical calendar owned by Yogyakarta "JIH" Hospital and involve a team from the digital creative agency, Kotakmedia Indonesia. as the executor who will realize the concept in the form of photos, videos, illustrations, and text.

Then the results of the discussion between the two teams are continued to the revision or improvement stage, which will involve parties from the medical service to review and pay attention to the contents or content in the plan, such as regarding the use of medical terms in it or the suitability between the messages conveyed and actual medical provisions. After the review process carried out by the medical service is complete, it will then be executed or drafted by the digital creative agency, Kotakmedia Indonesia, to become a permanent editorial plan.

The form of the planning document used by Yogyakarta "JIH" Hospital, as discussed earlier, namely the editorial plan, contains information about the planning of the content to be broadcast on social media. Yogyakarta "JIH" Hospital is a file or document from data in a table containing the title with the edition of the editorial plan, the theme of the broadcast, broadcast date, material (visual content), then time (prime time broadcast time). The components of the editorial plan will then be included in the production of social media content for Yogyakarta "JIH" Hospital.

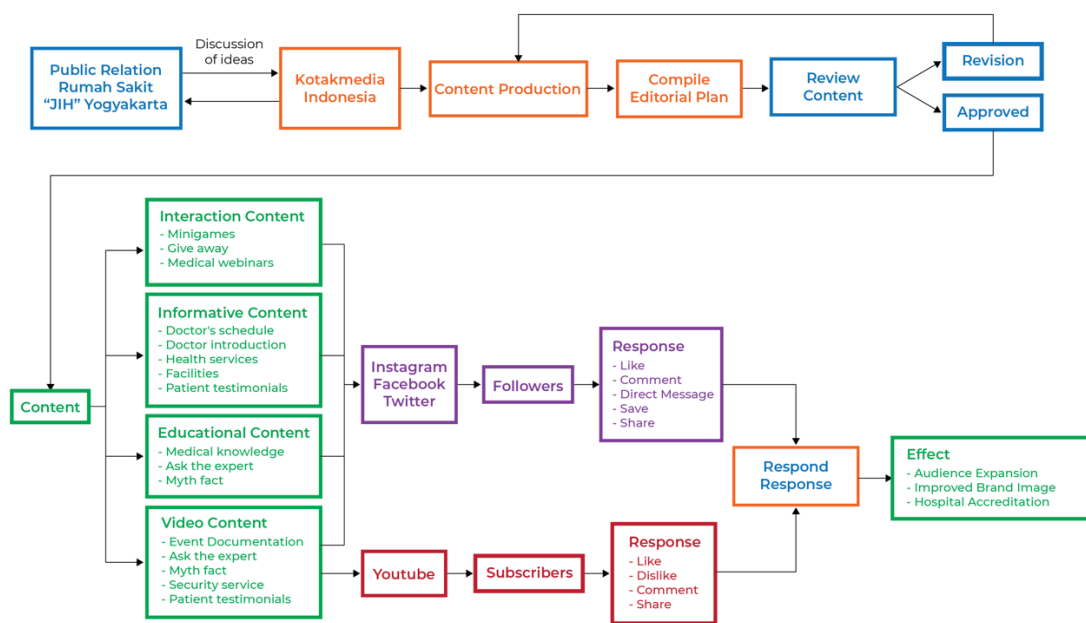
Through the use of the editorial plan that has been prepared every week, it is determined how the content scheduling planning scheme will be carried out. The use of editorial plans began to maximize content planning and concepts that would be broadcast on social media belonging to the Yogyakarta "JIH" Hospital. The following is an example of an editorial plan form used by Yogyakarta "JIH" Hospital as one of the company's digital branding communication plans.

Yogyakarta "JIH" Hospital, digital branding management has rules set by the Yogyakarta "JIH" Hospital management. Like the use of images for social media content, several governments are given to Kotakmedia Indonesia. As with pictures of people models, people from outside Asia may not be used. Like Europeans, Americans, and others. Then it is not allowed to display images of extreme medical actions such as surgery, and there are no images of blood. Furthermore, for pictures of female models, they may not wear loose or sexy clothing. For paired model images, it must be ensured that both are married, may not use paired models (male and female) but do not have a husband and wife bond. This rule was made because the management of the "JIH" Hospital wanted to create medical content that was not scary and followed the "JIH" Hospital quality policy, namely ensuring premium services that benefit the community, sharia-based and international standards.

The digital branding communication strategy used by Kotakmedia Indonesia in creating social media content for Yogyakarta "JIH" Hospital is by creating exciting material, creating interactive content such as mini-games, giveaways, live with doctors or medical webinars, then creating informative content such as doctor's schedule, the introduction of specialist doctors, information on health services, health facilities and infrastructure at Yogyakarta "JIH" Hospital, then educational content such as medical knowledge, ask the expert, myth facts, and also video content

such as event documentation to patient testimonials commonly called JIH STORY and create interesting captions and designs by following existing trends. Furthermore, the content is packaged as cheerful, simple, and elegant. Then some of the content is advertised to reach a wider audience.

Based on the results of research that has been carried out at the digital creative agency Kotakmedia Indonesia and Yogyakarta "JIH" Hospital, the digital branding communication model for Yogyakarta "JIH" Hospital managed by Digital Creative Agency Kotakmedia Indonesia uses a linear communication model by adapting the Lasswell communication model, the communication model This illustrates that communication takes place in one direction. The flow of messages is described as direct from the sender to the recipient of the message, the communicator to the communicant. According to Harold Lasswell, communication elements answer who conveys what is said, through what, to whom, and with what effect. Based on the Lasswell paradigm, communication is getting messages from communicators to communicants through media that cause specific effects (Effendy, 2017).



**Fig. 1. Digital Branding Communication Model for the Yogyakarta "JIH" Hospital Managed by the Digital Creative Agency Kotakmedia Indonesia**

Figure 1 above explains that the digital branding communication model of the Yogyakarta "JIH" Hospital in conveying messages to its followers and subscribers uses the services of the digital creative agency Kotakmedia Indonesia in its management and uses social media, namely Instagram, Facebook, Twitter, and YouTube. This communication model originates from the public relations of the Yogyakarta "JIH" Hospital as a source or communicator who provides an idea, namely the creation of a statement or the selection of a set of information to be communicated. This idea is the



foundation for a message to be conveyed. Then these ideas will be discussed with the digital creative agency Kotakmedia Indonesia as the party that will realize the vision.

After discussing content ideas and creating concepts, the digital creative agency, Kotakmedia Indonesia, will begin producing content based on the ideas and concepts agreed upon in the previous discussion. Furthermore, Kotakmedia Indonesia compiled an editorial plan, a tool to reference what content will be broadcast on social media for one week.

Then the Yogyakarta "JIH" Hospital Public Relations will review the content through an editorial plan made by Kotakmedia Indonesia, such as designs and captions and medical terms used in these contents. If there are revisions, it returns to content production; Kotakmedia Indonesia will revise the content. If there are no revisions, then the contents will be approved by the Yogyakarta "JIH" Hospital Public Relations.

These contents are in the form of interactive content, namely mini-games, giveaways, and medical webinars. Then informative content, namely doctors' schedules, doctor introductions, health service information, information on facilities and infrastructure, and patient testimonials. Furthermore, educational content is medical knowledge, asking the expert, myths, and facts. Then some content is produced in video form, namely event documentation, ask the expert, myth facts, health services, and patient testimonials.

Then the content is delivered via social media Instagram, Facebook, Twitter, and YouTube "JIH" Yogyakarta Hospital. Instagram, Facebook, and Twitter post the same content for social media. Whereas YouTube only broadcasts video content, namely event documentation, ask the expert, myth facts, health services, and patient testimonials. After that, the contents reach the message recipients or communicants: Instagram followers, Facebook, Twitter, "JIH" Yogyakarta Hospital, and "JIH" Yogyakarta Hospital YouTube subscribers. Then after followers see the content, they will provide feedback in the form of responses, namely likes, comments, direct messages, shares, and saves on that content. Likewise, YouTube subscribers offer feedback in reactions to the content, namely likes, dislikes, comments, and shares.

Furthermore, the public relations of the Yogyakarta "JIH" Hospital and the digital creative agency Kotakmedia Indonesia will respond to these responses by replying to comments and direct messages received. Ultimately, this digital branding communication will affect Yogyakarta "JIH" Hospital by expanding the audience, increasing brand image, and obtaining plenary-level hospital accreditation.

Yogyakarta "JIH" Hospital's social media content is managed by digital creative agency Kotakmedia Indonesia. In creating this content, the Yogyakarta "JIH" Hospital public relations team and the Digital Creative Agency team at Kotakmedia Indonesia worked together to create exciting

content and to achieve the company's digital branding goals, namely expanding the audience and increasing the company's brand image. Yogyakarta "JIH" Hospital's social media content is divided into several categories.

The first category is interaction content, which invites social media followers of Yogyakarta "JIH" Hospital to interact on their social media. The interaction content is in the form of mini-games, giveaways, and medical webinars. Mini-game content invites followers to play light games by answering questions, guessing pictures, or assembling images. Then giveaway content, which gives prizes to lucky followers by answering the questions presented and fulfilling the conditions set, is an excellent strategy to increase engagement and awareness by sharing tips for free followed by several certain conditions. Furthermore, medical webinar content, this content is intended to invite social media followers to take part in the webinar held by Yogyakarta "JIH" Hospital.

The second category, namely informative content, provides information related to Yogyakarta "JIH" Hospital to its social media followers, such as doctor schedule content, specialist doctor introductions, health service information, information on facilities and infrastructure, and patient testimonials. The doctor's schedule content is intended for followers who want to meet a doctor at Yogyakarta "JIH" Hospital. Then the specialist doctor introduction content is intended to attract the attention of social media users, so they are interested in seeking treatment at Yogyakarta "JIH" Hospital because they see specialist doctors at Yogyakarta "JIH" Hospital.

Next is health service content; this content is created to provide information regarding what health services are available at Yogyakarta "JIH" Hospital and how to seek treatment for these health services. Then the content of facilities and infrastructure, of course, this content is made to introduce the existing facilities and infrastructure at Yogyakarta "JIH" Hospital so that it becomes an attraction for social media users to visit and seek treatment at Yogyakarta "JIH" Hospital. Furthermore, there is patient testimonial content, JIH STORY, because patients are asked to share their experiences while being treated at Yogyakarta "JIH" Hospital.

The third category is educational content, which shares education with social media followers of Yogyakarta "JIH" Hospital, such as medical knowledge content, ask the expert and myth facts. The medical knowledge content is created to share general knowledge in health sciences. Meanwhile, ask the expert content is expert questioning content made from questions frequently asked by social media followers of Yogyakarta "JIH" Hospital which will be answered by specialist doctors who are appropriate to these questions. Then there is fact-myth content created because it follows social media trends. However, the content of mythical facts on Yogyakarta "JIH" Hospital's social media is based on health science material.

The fourth category is video content; this content is in the form of video, which consists of event documentation content, ask the expert, myth facts, health services, and patient testimonials. Event documentation content is documentation of events or management activities at Yogyakarta "JIH" Hospital, such as opening ceremonies. Then ask the expert content, myth facts, health services, and patient testimonials are educational and informative content made in video form. This content also aims for marketing because by displaying it on social media at Yogyakarta "JIH" Hospital, it indirectly attracts the attention of potential customers to become consumers. In this case, social media users in general and social media followers at the Yogyakarta "JIH" Hospital in particular.

Digital branding communication at the Yogyakarta "JIH" Hospital, managed by the digital creative agency, Kotakmedia Indonesia, uses Instagram, Facebook, Twitter, and YouTube social media. The selection of social media is based on the segmentation of each user character from social media. Instagram is a social media from Yogyakarta "JIH" Hospital with higher traffic than other social media. Therefore Instagram is the social media that managers pay the most attention to compared to other social media. Facebook is in second place because it has the most followers, Twitter is third, and youtube is fourth. Youtube is the social media that gets the most attention from the management because YouTube is only a medium for posting video content, where video content production is only done sometimes.

In managing social media at Yogyakarta "JIH" Hospital, the digital creative agency Kotakmedia Indonesia provides a monthly report or what is commonly called a monthly social media management report every three months. The following is a social media management monthly report for Yogyakarta "JIH" Hospital for January, February, and March 2023.

The management of digital branding communication at the Yogyakarta "JIH" Hospital, managed by the digital creative agency Kotakmedia Indonesia through social media, is effective and positively impacts the company's image or brand image. A good brand image will attract potential consumers' attention to become consumers, such as the Yogyakarta "JIH" Hospital, which has succeeded in bringing in patients through good digital media management with the digital creative agency Kotakmedia Indonesia. This is evidenced by the data of Yogyakarta "JIH" Hospital patients who came because they saw content on digital media.

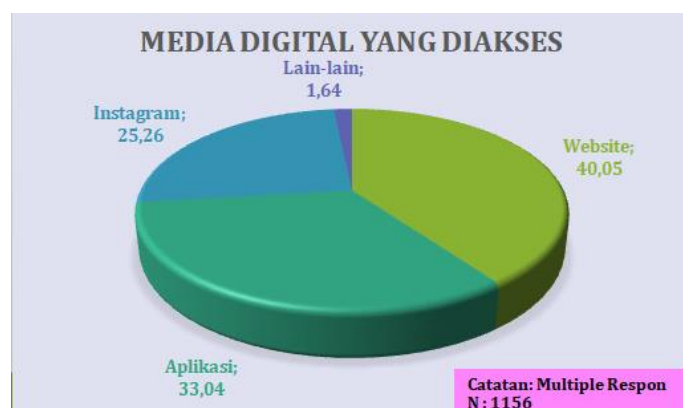
**Table.2** YOGYAKARTA "JIH" HOSPITAL PATIENT DATA FOR JANUARY 2023

Sources of Patient Information at the Yogyakarta "JIH" Hospital	N	%
Media Digital	778	52,46
Family/Relatives	242	16,32

Call Center/Customer Service	140	9,44
Print media	101	6,81
Friend	93	6,27
"JIH" Hospital Employees	81	5,46
Insurance	34	2,29
Non-Print	4	0,27
Doctor	3	0,20
Referrals from Hospitals/Clinics	3	0,20
Application halodoc	2	0,13
WhatsApp UII group	2	0,13
Total	1483	100,00

Based on the data above, it can be seen that digital media is the most frequently viewed source of information by consumers or patients at Yogyakarta "JIH" Hospital, namely as much as 52.46%. This proves that managing digital branding communication at the Yogyakarta "JIH" Hospital, managed by the digital creative agency, Kotakmedia Indonesia, is effective and can improve the company's brand image.

The digital media in question include websites, applications, Instagram, Facebook, Twitter, and YouTube. Among the digital media, the most accessed were websites with 40.05%, then there was the JIH Apps application with 33.04%, then Instagram with 25.26%, and finally, Facebook, Twitter, and YouTube with 1.64%. The data can be seen in Figure 2 below.



**Fig. 2. Digital Media Diagram of the Yogyakarta "JIH" Hospital which is Frequently Accessed**

As for other data showing consumer satisfaction with information from the digital media of Yogyakarta "JIH" Hospital, as much as 52.14% were satisfied, then 37.25% were quite satisfied, then 9.25% were delighted, and 1.36% were dissatisfied. Based on these data, it can be seen that consumers are happy with information from the digital media of the Yogyakarta "JIH" Hospital, which is managed together with the digital creative agency Kotakmedia Indonesia.



**Fig. 3. Diagram of Satisfaction with Information from Digital Media Hospital "JIH" Yogyakarta**

The management of the digital branding of Yogyakarta "JIH" Hospital, which is managed by digital creative agency Kotakmedia Indonesia also has a significant influence on Hospital Accreditation organized by the Hospital Accreditation Commission (KARS), which is an independent institution implementing hospital accreditation that is functional, non-structural, and is responsible to the Minister of Health.



**Fig. 4. Congratulations Hospital Accreditation Commission**

The management of digital branding is very influential, especially in the PKRS (Hospital Health Promotion) program, because it is now a digital era. In this program, there is one item that is indeed one that makes Yogyakarta "JIH" Hospital pass accreditation, namely health information and education to the public can be accessed easily via smartphone on the website platform and social media of Yogyakarta "JIH" Hospital. So that became one of the things that made the Yogyakarta "JIH" Hospital qualify with a score of 10. And in the end, get the results of Accreditation at the Plenary level by the Hospital Accreditation Commission (KARS). By obtaining this Plenary level accreditation, of course, the image or brand image of Yogyakarta "JIH" Hospital will also rise in the eyes of the public.

## 5. Conclusion

Based on the research results conducted regarding the digital branding communication model of the Yogyakarta "JIH" Hospital, which is managed by the digital creative agency Kotakmedia Indonesia, it can be concluded that digital communication is an essential factor in the hospital's branding strategy. In the digital era, hospitals need to use various platforms and online communication channels to build a strong and trusted image or brand image in the eyes of the public, like the Yogyakarta "JIH" Hospital, which uses social media platforms and websites to communicate with consumers, in this case, patients.

The digital branding communication model for Yogyakarta "JIH" Hospital, managed by digital creative agency Kotakmedia Indonesia, uses a linear communication model by adapting the Lasswell communication model, which describes communication taking place in one direction. The flow of messages is described as direct from the sender to the recipient of the message, the communicator to the communicant.

The social media used by Yogyakarta "JIH" Hospital in carrying out digital branding of companies managed by the digital creative agency Kotakmedia Indonesia are Instagram, Facebook, Twitter, and YouTube. The selection of social media is based on the segmentation of each user character from each social media. Instagram is a social media from the Yogyakarta "JIH" Hospital, which has higher traffic than other social media. Still, regarding the number of followers, Facebook has the highest number, Instagram is in second place, YouTube is in third place, and Twitter is in last place.

In general, the digital branding communication model for Yogyakarta "JIH" Hospital, managed by digital creative agency Kotakmedia Indonesia, is running effectively and is by the main objective of managing this digital branding, which is to give effect Yogyakarta "JIH" Hospital in the form of expanding audiences, increasing brand image, and obtaining whole level hospital accreditation.

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