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Marketing Model of EMC Hospital during COVID-19 Pandemic

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Abstract

After facing COVID-19 Pandemic, the first thing to be recovered is the hospital and health industry. In order to do so, the improvement of International hospital needs to be studied for the next advancement. The dimension that covers international hospital is the label, sustainable marketing and their social media contents that is to be explored in order to discover something. The advancement of it needs to discover their model of marketing first in order to improve the industry. From the syntax to semantic we could able to perceive the quality of the international standard based on social media content as well as the data aid of related theories and various marketing and financial data that serves as pieces of the path of advanced health and hospital industry recovery after suffering the struggle of COVID-19 Pandemic.

Keywords: International Label, Content Analysis, Hospital Industry, Marketing Model Discovery

INTRODUCTION

After recovering from COVID-19, the first thing to be examined for is the health service. The devastation caused by the pandemic is massive that we're in dire to rebuild health services in order to improve the medication. Due to the nature of the pandemic having historically long time to recover, it is best to remain aware that other kind of natural disease will follow. to be able to do that is to monitor the health infrastructure, how they deliver their service after pandemic or how they practice their daily work after pandemic. Thus, even though COVID is over, it will continue to have an impact in some medical movements (Afshari et al., 2019; Hidayat et al., 2021; Susilo, Hidayat, et al., 2021).

Labels are one of the closest conceptual things to us. Through labels we created conceptual carvings from the simplest one to the most complicated one. Due to the existence of object price, people carved labels on it so they may seem luxury to buy and gain their own profit or they put it in cheap price,

therefore they reap from high purchasing. To put a label, one must put strong reality construction to produce a strong suggestion and convince their future customers.

When digital device started to take domination in influencing customer decision, social media becomes a tool to use promotion from small industry to crucial industry (Faßmann & Moss, 2016; Lim et al., 2017; Nations, 2017). While clothes and foods are pretty much having plenty of cheap copies and amateur product, consumers are still able to enjoy it in different costs and productions, however health faced heavy difficulties in managing their industries (Prasetya & Susilo, 2022; Susilo, Putranto, et al., 2021). Other than facing authority, health industry frequently outshined by local shaman, religious health products or fake products in general. Thus, it was great struggle for health industry to stay relevant and help the people to use relevant product of their health. Especially after pandemic, if you use strong label that could gain trust for patients, it will help them raise exposure and trust in delivering their service.

When we look back at history, the health industry struggles are not merely combating hoaxes but great exploitation system such as World War II, Project Ahnenerbe involved more than ten institutions of natural science, thus knowing digital device becomes this dominating, facing labels are one of problem needed to be solved in order to improve the system or to ensure the quality they offered is real. For example, a research about hospital's digital marketing forgot to include the data about mental health field (Prasetyo & Sulistiadi, 2019). Thus, it could become a reason why the research on health industry should be improved.

With recent gen Z way in absorbing digital information with less language ethics and symbolism, the labels become more unpredictable, thus in this research when we see EMC Hospital with international label, we expected to see more digital content that communicates with two different cultures such as how film industry brings their film to international competition or broadcast, they'd use many kind of phrasing, visual, and change title to communicate in two different cultures. This should apply to health industry and hospital as well, considering that in international market, science and health are highly respected or widely recognized product compared to Indonesia which still use shamanism and religious preacher.

However, we still struggle to fulfill that standard when knowing label that is supposed to represent our national quality becomes things that seemingly only a label. Is international label enough? Is it decent enough to be involved in international system from their marketing model? In this research, we will try to decipher their marketing model to see whether they actually use international standard or not. Thus, we will discover the model of their marketing.

In previous research, marketing in Hospital Industry is demanded to make realistic promises based on their triangle (Yadav & Dabhade, 2013), as basic marketing itself is to deliver promises to the client, though what 's left in those research is the lack of Marketing comprehension due to market target makes marketers doesn't apply the ethics properly. In previous research, it is reported that from 1997 to 2016, the highest spending is on prescription drugs (Schwartz & Woloshin, 2019),

Figure 1. Medical Marketing 1997 vs 2016

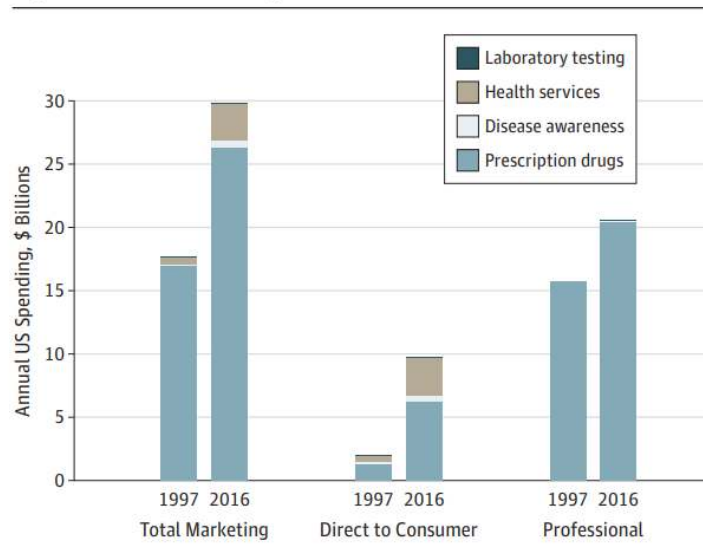


Figure 1. Medical Marketing
Source: Schwartz and Woloshin (2019)

proving that international standard for Hospital Industry internationally is for prescription drugs in therapeutic category. Thus, hospital Industry should be able to combine both global agenda and the medical global data. The therapeutic category is pretty much makes sense because

The Works of Labelling

When we hear the international standard, as a digital marketer we're already engraved with knowledge that we should consider our basic label as eco-friendly product/institution and also to have an impact to human resources (Sharma & Kushwaha, 2019), it comes to raise author's question when a hospital institution labelled themselves international but their public communication through social media is nowhere near international standard. Even though any eco-friendly label has their own struggle, international label serves as greater doubt since international label means not trusting your own local standard, a stigmatization in a health industry which is known for their own strong cultural stigmatization.

The record of medical research raised more question as author found some academic papers in medical industry lacks writing comprehension, either lacks page numbers in search results or lacking page journals when scientific journal should be one surpassing humanity research as they have earlier foundation of education historically. But why it comes to this way? Does this mean that scientific industry in Indonesia lacks general understanding of advanced research based on international standard?

Interestingly, in other research shows a data about the failure of International Label in their hospital. It should be gaining at least systematic failure and behavior failure which admitted by them that international label hospital still experienced failure (Nguyen et al., 2021). In this research we would explore how the label works and synchronize in their content.

Sustainable Branding

Social media is proven to be a media to catch youth attention and blending their interest within the youths (Susilo et al., 2019), whenever there's Sustainable branding, social media is part of it. This phenomenon occurred once with Greta Thunberg who voiced environmentalism concern through social media campaign until now. Sustainable branding is part of life as company seeks to make their brand name last long or even making history.

In every digital marketing aspects, one needs to improve any sustainability marketing (Sasadhara Sasmita et al., 2021), eco-friendly as global main campaign to validate your product, it is almost like halal product in Indonesia. To be perceived as international standard, institution needs to show their consistency in sustainable branding focused on eco-friendly method such as how Microsoft implemented e-tree program in their OS to raise our awareness in planting or taking care of green environment.

The way EMC Hospital label themselves as international, therefore when we look into their content, we should find one or more thing about eco-friendly campaign in their content as the demands are to have green marketing spread in global scale (Foroudi & Palazzo, n.d.). It is important to keep the sustainable branding in their content planning because Instagram is also object of research, to track the development of Sustainable Branding's massive spread (Arif & Darmawan, 2019).

Publicity in Hospital Industry

When social media is involved, information becomes their primary source. As EMC Hospital used their international label on Instagram, an obligation of publicity is part of the key to see the worth of their hospital, such as how they perform integrity with health institutions from different country or simply had a program revealed to their customer so they may feel safe from using their medical service.

Thus, in this research we found that any global label binds by hybrid accountability caused by western hospital contemporary welfare states to be more visible about the international standard aspects they brought to Indonesia, considering that most of international labeled institution remains private about their role in society (Bode, 2019). What is it about hybrid accountability, to be specific it is to build their public image with the digital platform that contains big number of users. Is it decent enough? Or are they working according to the law? Because international label is something that involves standard that is accepted by this big numbers, therefore different culture isn't excusable anymore.

Meanwhile at marketing view, the multimarketing might lead to the high pricing, thus the reason why they use international standards even though their content didn't mirror it, as hospital finance is difficult to be observed in public (Schmitt, 2018), personally the case happened once based on Author's own experience, spending IDR 500,000 on a clinic yet only got ineffective medicine, then Author went to public hospital, only by IDR 150,000 on blood test and IDR 200,000 on medicine, a diagnose comes out as acute Hepatitis A, the other case of infection also happened but only spent IDR

450,000 we already got small surgery and medicine despite in the same region with the first clinic, this proves that multilevel marketing exists inside hospital industry that could affect pricing (Evalina et al., n.d.). For example, in Indonesia, a doctor could do PR of Health Awareness yet at the same time distributing the medicine brand to their own hospital, or in recent phenomenon, a nurse is producing content of mental health despite not aligning with their studies, such thing could to multimarketing level that leads to burgeoning literature. With the lack of international exposure might as well the international label is used to ease to multimarketing level.

METHODS

This paper use content analysis to be the key in expanding the theme of this research. Before that, we need to get familiar with the content analysis itself. Content analysis in general, in order to know further about the use of Content Analysis in communication science, this explicitly describing what information was needed from the paper that we're working on and how that information was obtained by them. This section will start with research focused on more aspects of messages— the visibility of issues as noted in hybrid accountability or improved tone of the language— and move towards studies that combine these approaches to meet result that is based on the truth of analyzed data (Atteveldt, 2008). But what model that we should use first? We will use Krippendorf as it is currently more relevant in validity and the simplest one.

That analysis content will contain Identification, Candidate Selection and Candidate Filtering packed inside a table. Identification will serve as animate pronoun or noun phrase that describe its political function. The Candidate Selection is the best sample match since we usually looked for what is considered to be the best in the possible phrases or objects(Dougherty, 2005; Herring, 2009; Lombard et al., 2002). The last one will be Candidate Filtering is our decision in placing what we considered to be the most accurate in our research data.

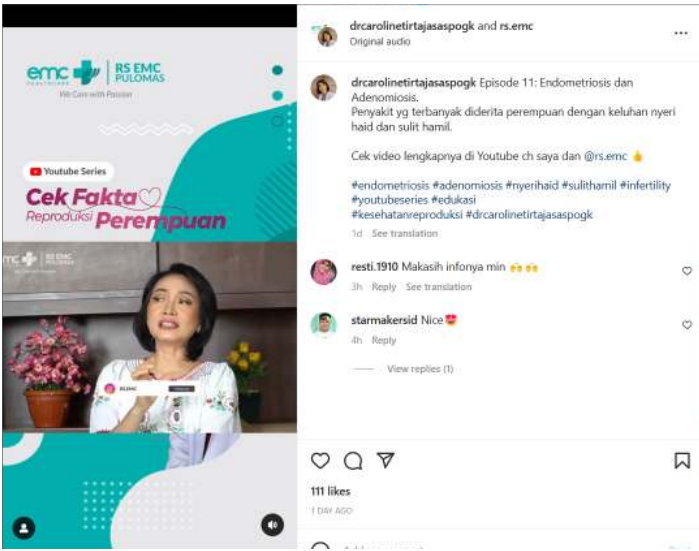
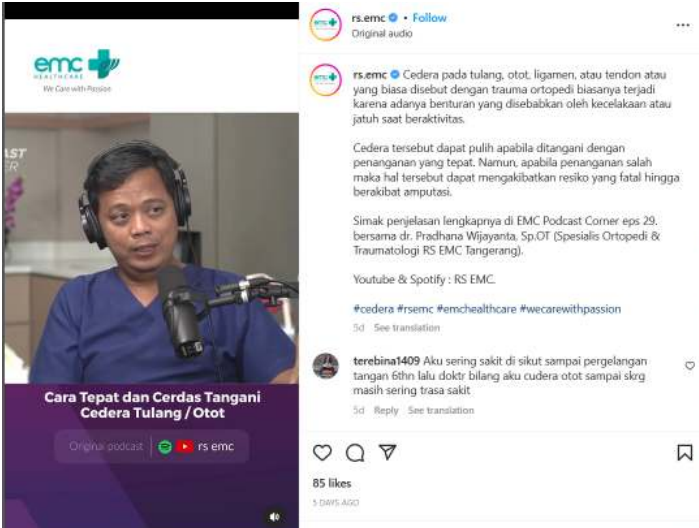
How about the data conceptual itself? It started with syntax which correlate with index above then we will seek result of its semantic relations since syntax is a tool to find puzzle pieces for this research while semantic is finding its structural and political meaning for our society. The reason why this method synchronized each other is that how syntax helps us to construct scattered meaning in different form of text and visual, therefore the semantic meaning can be found when the data is gathered together, then we observe each unit whether it has strings connected to each other or not.

How about the validity itself? The validity we mostly knew either from a massive data or widely recognized interview. However, with content analysis characteristics, we could find the answer not by data exposure but the conceptual answer in it through syntax and semantics. Like how the world in the past is biased by Sherlock Holmes deduction and discovery, unfortunately it lacks its conceptual exposure on the message is conveyed, instead they found it in scattered clue prepared by the culprit. Content analysis is not to find answer from something prepared by the culprit but an answer from data performed by themselves. In this method we could find semantic relations

using grammatical analysis in purpose of getting better comparison or comprehension before we start a conclusion.

RESULT AND DISCUSSION

EMC Hospital is international labelled hospital in Jakarta that has six branches around Jabodetabek. Their main definition of their own institution is to build superior and reliable health services while their main mission is to be an exceptional and trusted healthcare provider. In our finding, we will use a table consists of Content, the type of content and description. The content is taken from EMC International Hospital In Instagram, the format will be both Podcast Video and Visual, then we will describe what's happening on the content.

Content	Type	Description
	Podcast	The video is a podcast contained topic about Adenomyosis spoken in Indonesia.
	Podcast	The video is a podcast about bone or muscle injury spoken in Indonesia.

		<p>Podcast</p>	<p>The video is a podcast about parenting and spoken in Indonesia.</p>
		<p>Podcast</p>	<p>This video is about a podcast contained a topic of Myoma and Cyst myth.</p>
		<p>Podcast</p>	<p>The video is about podcast contained topic of Heart Swelling spoken in Indonesia.</p>
	<p>Picture</p>	<p>This content is a visual of new</p>	

			<p>recruited Doctor, the text composition used both Indonesian and English language.</p>
		<p>Picture</p>	<p>This is a visual of Jaundice disease poster with the text composition using Indonesian language.</p>
		<p>Picture</p>	<p>The content is a visual of a new recruited Doctor, text composition is using Indonesian and English language.</p>
	<p>Picture</p>	<p>The content is a visual of new</p>	

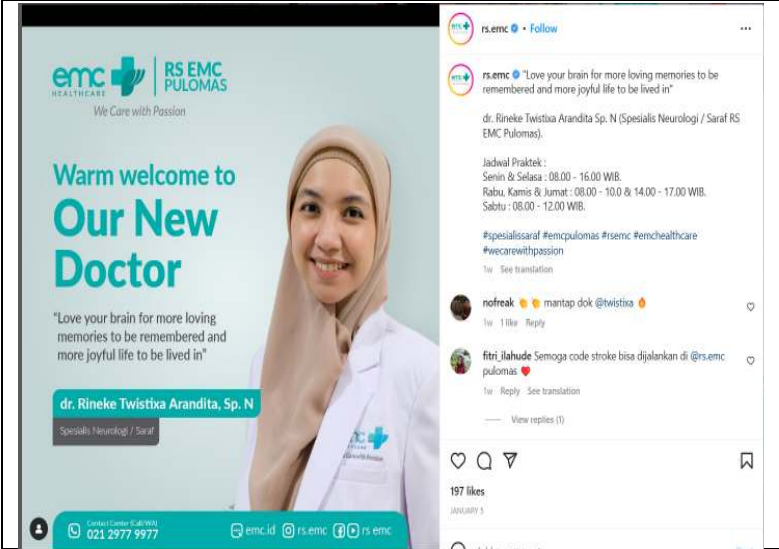
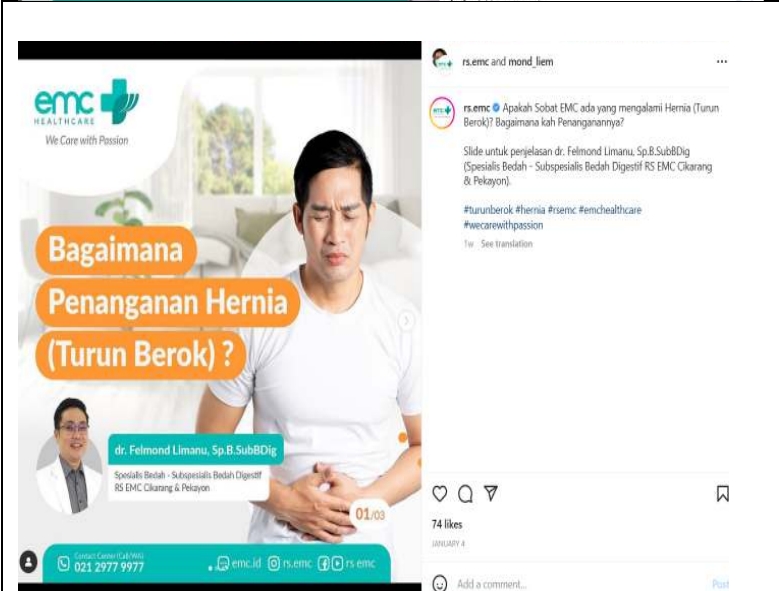
		<p>recruited Doctor, text composition used Indonesian and English language.</p>
	<p>Picture</p>	<p>The visual is a poster of Hernia disease used both Indonesian and English language.</p>
<p style="text-align: center;">TOTAL</p>	<p style="text-align: center;">NUMBER S</p>	<p style="text-align: center;">PERCENT (%)</p>
<p style="text-align: center;">Total Podcasts</p>	<p style="text-align: center;">5</p>	<p style="text-align: center;">50</p>
<p style="text-align: center;">Total Visuals</p>	<p style="text-align: center;">5</p>	<p style="text-align: center;">50</p>
<p style="text-align: center;">Indonesian Language Found (In Semantic)</p>	<p style="text-align: center;">10</p>	<p style="text-align: center;">100</p>
<p style="text-align: center;">English Language Found (In Semantic)</p>	<p style="text-align: center;">3</p>	<p style="text-align: center;">30</p>

Table 1. Content Analysis Samples
Source: Author's (2022)

Due to the EMC Hospital putting international label in their industry, we trace the *use of their language* in their content. Based on our findings, the result of that content that we have 10 samples in video and visual format. There are total of 100% in their Indonesian language semantic, but the English language use is only 30%, thus it makes us only finding zero pure English content, it only has English mixed with Indonesian language

contents. The five contents of podcasts are speaking in Indonesia, they didn't mention their main event related to international healthcare event. The same goes to their five visual contents, they mixed both Indonesia and English but strangely didn't put medical occupation in English name as for international hospital, displaying occupation with English name is important to give exposure in their international label and it only serves as the basic of it.

Among five video contents and five visual contents, the *type of marketing* that we found are the health awareness campaign, this actually shifted differently from what we got in international data that prescription drugs are the highest form of marketing. A question recalled why didn't they include prescription drugs in their contents? Instead, they filled it with typical health awareness campaign, making it no different than local hospital without international label.

The data should be varied in each aspect but what we found is the repeated homogeneity. From use of language aspects, we got same result that their international language composition doesn't look composed or properly managed. From the aspect of type of marketing, the data only finds out about health awareness campaign, not synchronizing of the long medical data from 1997 to 2016 that the most spending is on prescription drugs focused on therapy. Thus, it raised more question, do they actually prioritize international standard?

Not only that, among the commentators, we didn't find any comments or patients that are affiliated with foreign health treatment institutions, making it less international exposure. When you make an international label, not only we self-claim that we make an international standard but also produce contents that are related to international standard and more homogenous results. Such as Tenaga Kesehatan Instagram, they could produce more interactive content that follows @Innov_Medicine's Twitter account.

Therefore, as in Hospital Marketing impact should have at least corporate social responsibility (Kumar et al., 2014), the lack of international standard exposure should be a concern for the hospital. They only showed concern to the patient between different age or just handling kids. It kind of different from how most hospitals, even if it needs to change the culture and language or the age, they still cross the culture. The same goes to ordinary hospital which their international label is questionable. This also proves that our data is not in a good shape when it comes to language because we aren't trained to read book since child stage, it makes them just selling an expensive English skill to build their hospital. As far as author knows, they didn't bother with the vocab shape in Indonesia because he know that most people will just pass that as normally and such, not considering the weight of literature and the language.

Hedonism Influence

In Indonesia, medical students are perceived to be rich, smart and promising. Thus, stigmatization followed by economic capability leads them in hedonistic lifestyle. This hedonistic lifestyle such as during the lab practice, they just leave the expensive devices defenseless due to their assignment obligations or wearing luxurious objects, this is part of their culture in order

to raise their personal value (Ardenghi et al., 2021). Or it can be obligations to read and write their literature in English. This type of luxury construct in both of their task and lifestyle is no wonder that a hospital like EMC hospital would use international label as their branding. To be able to be seen as decent hospital especially to compete with hospital industry in Jakarta-level that is seen as advanced business.

Other than hedonism caused them to lean on international standard to be seen as the greater, the study found that it also gatekeep other doctors from getting promoted (Baba et al., n.d.), this kind of gatekeep lowered medical workers to improve the industry, they also didn't get paid enough if they're not from rich backgrounds, thus it could hinder the proper international standardization among medical industries. Due to literature level, ordinary patients might not notice, however things like this should be taken into consideration.

According to the table and its relationship with hedonism influence, the five podcasts and visuals mostly only shows the face of their workers, it represents pride of working there or bearing certain occupation. The hedonistic lifestyle during the education process drives the tendency to only show their face instead of making an illustration of the idea, not to mention it still lacks their diplomatic relationship, event and task with foreign related events and institutions.

International Standard

After find several aspects then realizing that the data has homogenous results, this leads back to typical case like Halal food labelization. A food labelled halal despite its questioning hygiene or cleanliness. This includes the international standard itself, the data we took from 1997 to 2016 it that how prescription drugs showed the highest value, yet the data we got from EMC hospital is that their content revolves around health awareness campaign. The pattern of health awareness campaign itself seemed to be a repetitive local marketing campaign than international campaign, as this kind of health awareness campaign is mostly from idea that Indonesian citizen is still alien to medical knowledge or the idea Indonesian citizen is in discovery phase despite claiming to be entering digital 5.0 industry.

In the global advanced marketing itself, Eco-friendly product becomes every company campaign if they want to walk together in global advanced movement, thus allowing company to interact each other as if they're diplomatic partner (Kaye et al., 2021). However, the five contents of podcasts and visuals didn't show any sign of eco-friendly campaign despite building business in a form of scientific services. This makes modern business shifted in interesting changes that social related product has could practice scientific movement with their eco-friendly label, but industry that sells scientific services doesn't include eco-friendly in their services, there's no trace of diplomatic relationship between EMC Hospital and other related foreign institution either such as the relationship with World Bank. Therefore, how will they face the question of why didn't they include eco-friendly label? Is they labelled themselves in international standard.

The misunderstanding of international standard unfortunately comes from the misunderstanding of health awareness itself. As health awareness also serves as stigmatization that Indonesia is in discovery phase. Discovery phase is often exploited in developed country even though they could obtain advanced knowledge only through internet. This discovery phase treatment leads to the hospital not developing the highest result in prescription drug. Almost all medical related accounts are related to health awareness that serves as discovery. Generally, it is good to keep the memory refreshed, however at the same time it isn't same as how they label themselves in international standard.

According to the data on the table, the data of five podcasts and visuals didn't contain any casual phrases or slangs or memes that indicates their intimacy with the digital platform and the youth, instead the data only found a formal English. To live in Indonesia is to realize that the English language lived within Indonesian practice is mostly the formal or casual language, therefore the contents only showing the typical Indonesian vocab that is still influenced by Indonesian cultural and language construct. Many people seemed to skip this part of different language structure and take language as in dictionary only. However, to those who are aware about actual translation would notice the odd in mostly using casual English, as we know that even some of entertainment applications, they already made a friendly translated English when communicating with their audience.

With this, it is revealed that EMC Hospital lacks their *language construct* in their content to show that they're using international label properly, unlike how Thailand trying to make international hospital gets their exposure by making hotel-hospital hybrid in their service (Andrea Whittaker, 2015). Their language display is still of a introduction level of a English based fan-page instead of running an account with international standard. Such as film and company account, they consistently used English no matter how odd it is to cross the culture. One of them is mostly pharmaceutical industry. Company should dress themselves in casual way in order to perform an ad about their medicine but it also contains a message to blend in society.

Model of Marketing

The first thing we get after discovering all the data is that people have the right to health that includes a right of access to good quality palliative care (Seymour, 2018), that was the ideal of hospital industry could achieve in general. The content appeared in their @rs.emc Instagram account is that of this type of marketing:



However, in truth according to gathered data and theories:



Visual 2: Marketing model

Source: Author's own

Even though the result of highest hospital spending is on prescription drugs, health awareness is exploited to allow them to perform multilevel marketing. This actually could help medical worker to gain money on their own yet at the same time disturbing the price of health services due to not following local rates to be allowed to negotiate the price.

Interestingly, even between those 70% of Indonesian language dominance in their content, 50% of it is homogenous data of using Indonesian language from Podcast content. The podcast content with Indonesian language indicating that they didn't have foreign loyal clients that could pay for their content or need their content, or it could also indicate that the medical worker itself who speaks on the content still lacks English public speaking and foreign exposure in medical world. The other 50% data is also homogenous data of mixed language between Indonesia and English, contributing to the 70% data of Indonesian language's presence in it. The crucial part of that 50% homogenous data of INA-EN hybrid content is that the lack of occupation name written in proper English as in translation language, the proper mention of English-based occupation name is important. Author also didn't find any relatable survey displayed in their Instagram post as it is important to give survey form in public Instagram account so that their client could get easier access to communicate.

CONCLUSION

The COVID-19 Pandemic could hinder the development of our hospital industry, thus one of the proofs we find is the conclusion of this research still leaves to further unknown spot in hospital industry. Such as when we know Indonesian Hospital used Health Awareness campaign instead of prescription drugs content for their own Instagram account, we still didn't know whether they struggle to have more security in displaying their services to follow international rules as it historically could trigger multimarketing competition with other state or it merely their escape to gain more benefits via multimarketing that is affected by medical students hedonism culture. This also leads to gatekeeping career, demotivating some medical worker that could also hinder the development of international hospital.

The content of International Hospital even though should be filled with creative illustrations and events to engage more with the audience, yet it was dominated with face design and text, showing the typical narcissism in their communication and visual design aspect as well as lacking its crucial advice. Author's suggestion for this kind of case is to build more eco-tourism in their

infrastructure and facilities as ASEAN is mostly dominated with its tourism spot. If Thailand could build hotel-hospital hybrid, then Indonesia could bring more effort by fixing their content's use of language and other new creative plan. This is still one hospital; we still need to know more about other international hospital.

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