

Research Article

Public Relations Marketing Program of Regional General Hospital (RSUD) in Bandung Regency in Building Communication with the Public

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Abstract: The development of technology and information accompanied by the growth of the number of hospitals has encouraged the hospital business to become increasingly competitive. Currently, government and private hospitals implement various marketing public relations strategies to build trust, increase loyalty, and build company reputation. The purpose of this study is to describe the marketing public relations program of regional general hospitals in Bandung Regency in building communication with the public. This study uses a qualitative approach with descriptive studies. The data collection techniques used were literature studies, observations, and in-depth interviews. The results of the study show that hospitals implement marketing public relations to build communication with the public. The marketing public relations program implemented by the hospital is health promotion, patient services, special events, and collaboration with external publics. Health promotion is carried out to improve the level of public health. Patient services are provided to serve various queries and consultations from patients. Special events are held in collaboration with third parties such as foundations, communities, and companies. Meanwhile, collaboration is carried out with insurance, companies, and mass media. Digital media and mass media are used to optimize health education to the wider community.

Keywords: Communications, Hospital, Marketing Public Relations.

1. Background

The growth of hospitals and the development of technology and information drive business competition in the health sector. Not only private hospitals, now government hospitals also implement various marketing public relations strategies to build trust, increase loyalty, and build the hospital's reputation. Marketing public relations programs are designed to reach patients, patient families, surrounding communities, communities, media, and government. Health information and education are increasingly easy to obtain from various media, both print, electronic, and digital so that public awareness of health needs is increasing. Improved health can be achieved by improving the quality and adequacy of health services that are evenly distributed and affordable for all levels of society. Hospitals in this case play an important role in providing the best health services to achieve optimal public health, hospitals also play an important role in organizing the public health system as a liaison in the doctor referral system.

Based on research on the development of hospitals in Indonesia in the Disruptive Era, the results of the study show that the improvement and development of hospitals in Indonesia must absolutely continue to be carried out continuously by following various technological developments. Improving the quality of service will affect patient satisfaction and public loyalty in using health facilities. (Ramie et al., 2022).

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Everyone has the right to a healthy environment for achieving health, this is explained in Law number 36 of 2009 concerning health. Everyone has the right to obtain safe, quality and affordable health services. Everyone has the right to independently and responsibly determine the health services needed for themselves. The goal of health development is to increase the awareness, desire and ability of everyone to live healthily in order to achieve optimal public health (Kemenkes, 2009).

The government is currently also focusing on Healthy Indonesia as part of the Golden Indonesia 2045 vision. Where there are several aspects of health that are the focus of the government, including increasing access and quality of health services, reducing maternal and child mortality rates, handling diseases, building national health resilience, strengthening health financing and insurance, and cross-sector integration.

Efforts to make people healthy do not only focus on curing diseases, but more on prevention strategies. The public health approach needs to shift from treatment to primary care, immunization, and regular health check-ups," Previously, 80% of time and budget were focused on curing sick people, such as doctors, heart surgery, or expensive medical equipment. In fact, maintaining public health is much more important. Two crucial things are immunization and check-ups. "Prevention is the main key. Countries with low health costs and high life expectancy always prioritize preventive measures," This step, according to the Minister of Health, is part of a long-term strategy to create a healthy society as a foundation for achieving Golden Indonesia in 2045 (Biro Komunikasi dan Pelayanan Publik, 2024).

Research on the Effectiveness of Marketing Communication Strategy for Health

Services at RS Moh Ridwan Meuraksa Kesdam Jaya Makassar shows that the hospital implements fast service standards and has been integrated online with the system, medical personnel serving patients are competent and experienced, the marketing communication strategy implemented increases patient visits, cooperation and collaboration with various parties also increases. In facing various challenges, the hospital innovates, promotes, improves the quality of human resources, optimizes information technology and anticipates changes, maximizes the hospital's advantages and takes advantage of existing opportunities. In general, the research results show that services at the hospital are quite effective. The promotion is very good and the facilities provided by the hospital are comfortable. (Dwi Jayanti, 2023).

Other research on the assessment of public relations related to effective health care shows that public relations plays a critical role in building engagement and clear and transparent communication with patients. Health information needs to be disseminated accurately to the public and support education that increases health literacy and promotes disease prevention. In addition, public relations is essential in crisis management because it helps organizations deal with

emergencies such as disease outbreaks, medical errors, and negative publicity. (Falilat Bamidele et al., 2025)

Marketing public relations plays an important role in building trust, loyalty, and reputation of the hospital. Marketing public relations tactics that can be implemented by hospitals include health promotion, health services, collaboration with the media and special events.

public relations marketing strategies at the Surabaya Islamic Hospital, the research results showed that the hospital carried out offline and online promotions. Promotions were carried out by utilizing the hospital website and social media such as YouTube, Twitter, Instagram, and Facebook. Meanwhile, for offline promotions, the hospital held activities involving the community such as free eye examinations and distributing glasses for online motorcycle taxis. Patients chose the Surabaya Islamic Hospital because of the PKRS program that attracted attention so that patients had confidence in the hospital. In creating a public image, the hospital broadcast a health talk show in collaboration with Radio in Surabaya (Rahmandani et al., 2022)

Other research conducted at Panti Rapih Hospital Yogyakarta with quantitative analysis of the influence of marketing public relations on customer loyalty shows that there is a fairly strong relationship between hospital marketing public relations activities and customer loyalty. Based on the T-Test, it can be concluded that marketing public relations has an effect on customer loyalty. (Aran & Andiyansari, 2024)

Marketing public relations is currently not only implemented by private hospitals amidst the increasingly high competition in the health industry, government hospitals implement marketing public relations strategies and tactics to build trust, build reputation, and increase patient loyalty to the hospital.

Another study entitled *Why Does Hospital Social Media Marketing Public Relations Fail? A Close Observation of Brand X in Socializing its MRI Service Benefits* shows quite interesting results, where the marketing public relations strategy through Instagram social media has not been effective in introducing products or services provided by Hospital X, because it has not had a significant influence on the number of patient visits. (Elgusia, 2019)

Based on the background that has been explained, the purpose of this study is to describe the marketing public relations program of regional general hospitals in Bandung Regency in building communication with the public.

2. Theoretical Study

"Marketing is meeting needs profitability" can be defined as marketing is carrying out an activity to meet consumer needs in a way that all parties get benefits or advantages (Kotler & Keller, 2016). Furthermore, public relations (PR) is a planned communication between an organization and its audience. This communication is carried out to achieve certain goals based on mutual understanding. PR is an activity that is continuously carried out to build and maintain public understanding and acceptance of the organization (Jefkins, 2004). Furthermore, Thomas L. Harris explains that marketing public relations is a process of planning, applying and evaluating certain programs that are carried out with the aim of stimulating consumers to buy a product so that they can achieve certain satisfaction through various exposures to information obtained through certain communication activities. (Harris & Whalen, 2006).

Three strategies in marketing public relations are push strategy, pull strategy and pass strategy. Push strategy is a "push" strategy that is needed to use sales force and trade promotion to push products through various channels. The target in push strategy is sales force, dealers, distributors and retailers. Pull strategy, This strategy is a "pulling" strategy so it requires costs for advertising and promotion so that consumer demand becomes more developed. The target in this pull strategy is the consumer or end user. Pass strategy or what is called "passing" strategy focuses on consumers as publics as the target of this strategy. This pass strategy involves companies or brands in community activities that can have an impact on efforts to shape public opinion that benefits the company. Pass strategy is shown to gatekeepers, organizations based on certain interests, government, community leaders, influencers and consumers as the public (Harris & Whalen, 2006).

3. Research Methods

This study uses a qualitative approach with a descriptive study. The researcher describes the Marketing Public Relations (MPR) program implemented by the Regional General Hospital (RSUD) in Bandung Regency. The qualitative approach uses descriptive data related to verbal and non-verbal statements and the behavior of the people studied. (Taylor, 2016). In qualitative research, data is obtained through an approach to explore and understand the meaning given by individuals or groups originating from social or human problems (Creswell, 2014). The data collection techniques used are literature studies, observations, and in-depth interviews with the hospital marketing team that carries out the role and function of marketing public relations, information obtained related to the MPR program implemented, cooperation with third parties, use of digital media, and hospital innovation. The researcher also conducted observations on the website and social media used by the hospital to observe the information and education provided and the interactions that occur between the hospital and the audience.

4. Results and Discussion

Al Ihsan Regional General Hospital (RSUD) Bandung Regency is a type B hospital established in 1993 by the Al Ihsan Foundation. In 2004, ownership changed to the West Java Provincial Government. Al Ihsan Hospital is a class C and D referral hospital with the number of patients reaching 2000/day with 712 rooms. The hospital is also currently a model hospital from many islands. The work culture established by the hospital is Sincere, professional, accountable, teamwork, innovation, integrity, and excellent service. The role and function of public relations is carried out by the public relations division in collaboration with PKRS and

IT. The hospital uses various public relations marketing media to communicate with its public. The hospital was previously under the Al-Ihsan Hospital Foundation which adheres to Islamic values, currently the management of the hospital is under the government, but Islamic values are still used, such as the presence of spiritual officers who go around visiting patients to provide positive values and guidance to patients and families. Religious activities are also held for hospital employees.

Table 1. Marketing Public Relations Program

No	PR Marketing Program	Target	Media/Collaboration
1.	Health Promotion	Patients, patient families, hospital health workers, community, health centers	X- Banner, Poster, Magazine, Instagram, Facebook, Youtube
2.	Patient Services	Patient	Face to face, Whatsapp
3.	<i>Special Event</i>	Society, Community	Rumah Teduh Foundation, PMI, Community, BUMN
4.	Collaboration	Public	Insurance, Radio, Television, Company

Source: Research Results, 2024

Marketing public relations program agenda is determined by the pkrs and public relations team. Tuesday and Thursday are health education content, Friday is healthy exercise activities, and on Saturday is exercise and diabetes school activities. At the diabetes school, patients and survivors are given education and taught basic movements that must be done to overcome diabetes. The hospital also collaborates with third parties for yoga health programs, where the hospital facilitates the activity venue.

The hospital designs health promotions in various formats, one of which is a podcast to provide health information and education to the public. The resource persons appointed are doctors, psychologists, or hospital health workers. Health education is delivered using internal print media such as hospital magazines published once a month, X-Banners, and posters published in various areas of the hospital as well as digital media such as Facebook, Instagram, and YouTube to reach a wider audience. The hospital also carries out coaching programs with communities, such as cancer communities and diabetes communities.



Figure 1. Podcast publication on Instagram media
Source: Instagram RSUD AL Ihsan, 2025

Podcasts are published through social media YouTube, Instagram, and Facebook. In the final stage, evaluation is carried out by analyzing social media insights and viewers on each content raised. To produce health content, the hospital also involves doctors, psychologists, and other health workers. The hospital also commemorates national and international health days by presenting relevant health information and education on various media.

The hospital also initiated the Eling program or mobile education in collaboration with the health center. The hospital currently fosters more than 40 integrated health posts, health education is also carried out in schools with the "PKRS go to school " program. The hospital approaches the community and Islamic boarding schools to find out what is needed. The education provided includes freedom from bullying and stunting . In addition, health center guidance is carried out with counseling once a week.

Social media content is designed by the pkrs and public relations teams, which begins with the content planning stage. Content ideas are obtained from every part of the hospital and based on health days. Informative health content is prioritized to be raised on social media.

Patient service (customer service) is under the public relations division which is run in accordance with the established SOP. In addition to direct or face-to-face services, the hospital also provides WhatsApp media to serve various questions and consultations from patients and their families. The hospital also prioritizes public assessments, if there is a bad assessment on Google Review and the name of a doctor or hospital employee is listed, the hospital will conduct a direct evaluation. The hospital will also visit the patient. Inpatients who are healthy and return home will also receive a thank you message and a check-up schedule.

The hospital on several occasions held free health checks such as blood pressure, cholesterol, body mass index, nutritional consultations, and other education for visitors. The hospital currently manages a WhatsApp group for heart survivors to provide heart-related education. The PKRS team also held story telling activities at the hospital for child patients.

The hospital is currently continuing to innovate, there are three applications that can be used by internal and external hospitals, namely the Application used by hospital employees, while RSUD Al Ihsan Mobile can be used by patients. The hospital also collaborates with PT Pos for drug delivery services with 2x deliveries per day, thus providing convenience for patients.



Figure 2. Smart Literacy Box

Source: AL Ihsan Regional Hospital, 2004

The hospital provides a reading area (read corner) and a smart literacy box (kolecer) which provides various reading books in the hospital area in collaboration with the library, so that patients can wait for the examination while reading books.

In organizing various special events , the hospital collaborates with various parties such as Yayasan Rumah Teduh and PMI. One of the activities that is usually carried out in a special event is a health talk show . Several special events are held by the hospital based on health day. On World Heart Day, for example, the hospital collaborated with the West Java Provincial Government to organize an activity at the Arcamanik Sports Arena which featured

an angklung performance by 1000 heart survivors so that it received an award from the Indonesian Record Museum (MURI), this event was held in collaboration with various parties. The hospital also held a duha study, where the hospital delivered tausiyah and health education for employees and patients.

On several occasions, the hospital collaborates with external parties. The hospital collaborates with the Indonesian Eye Specialist Association or Perdami to organize free cataract surgery. Meanwhile, mass circumcision activities are held in collaboration with BUMN and the community. The hospital also opened a post at the Cianjur earthquake location. The hospital collaborates with third parties, namely insurance for services in the VIP and Executive classes.

Health education is delivered through various media to reach a wider audience. The hospital collaborates with media such as PRFM, I Radio, and TVRI Bandung. This activity is expected to increase public awareness of health. Education is packaged in the form of a talk show. The hospital also collaborates with Tribun Jabar and several media for advertorials and press conference activities related to new hospital services or innovations. Meanwhile, for information such as special events, launchings, or hospital inaugurations, the public relations team issues press releases to the media.

Evaluation of activities is done by looking at the response/ feedback from the audience or participants. For example, in the Duha recitation, the participants reached 500 people. For activities at the integrated health post, the participants numbered 20-30 people. Meanwhile, for health education activities at schools/Islamic boarding schools, the number could reach 200-300 students. The indirect impact of various activities carried out can be seen from the data on outpatient and inpatient visitors. Currently, the average number of outpatient patients is 2000 patients/day while for inpatients, it can be seen from the inpatient occupancy rate, if it has reached 80%, it means it is quite high. The inpatient occupancy rate has now reached 90%. Another indicator is public satisfaction with the hospital, the graph of which continues to increase. The hospital also distributes questionnaires to monitor the quality of service and forms a task force to monitor hospital services.

The challenges faced in implementing a marketing public relations program are when hospitals collaborate and communicate with external parties. Furthermore, challenges related to special marketing budgets. Hospitals must also comply with government regulations, so that health promotion is focused on providing health education to the community not only in the hospital but also in the surrounding environment.

Table 2. Hospital Public Relations Marketing Media

No.	Media	Account	Followers/ Subscribers
1.	Facebook	Alihsan Regional Hospital	2,800
2.	Instagram	@rsudalihsan	41,000
4.	Youtube	AL IHSAN Regional Hospital, West Java Province	8,400
5.	Website	https://rsudalihsan.jabarprov.go.id	-

Source: Research Results, 2024

On Facebook media, the information conveyed is service information, activity information and special events , and health education. The health education conveyed includes maintaining heart health, healthy and fit tips from nutritionists, tips for overcoming dehydration, and education for pregnant women. Education is presented with interesting audio visuals and a relatively short duration of 2-3 minutes, this is an effective strategy to avoid audience boredom. Meanwhile, complete and in-depth health education is presented on YouTube media.

Instagram is the hospital's social media with the most followers , namely 41 thousand. The categories of information presented are service information such as polyclinic schedules, publications and activities (special events) such as publication of the community satisfaction index, duha study activities, blood donation, special events world kidney day to raise awareness of the importance of maintaining kidney health, as well as visiting or comparative study activities. Health education is delivered in the form of reels with a relatively short duration with topics raised including being free from anemia, bone cancer, maintaining heart

health, maintaining dental health, how to consume fruit, the benefits of walking, and nutrients needed by the body. With Instagram media, hospitals are able to reach more than 40 thousand audiences.



Figure 3. Innovation of Al Ihsan Hospital Sisters
Source: Youtube RSUD Al Ihsan, 2023

The hospital has used YouTube media since November 2015 with more than eight thousand subscribers. The number of video content displayed is 323 videos. The video content displayed includes hospital innovations such as the Sustera innovation (sustainable welfare), Cemas Cekal innovation (fast in, fast out of hospitalization), Sedia innovation (diabetes school), Edukasi Keliling innovation (eling), Sagita (our kidney friend), Sicakep (nursing information and record system), Si rumah upik (halfway house facility for cancer patients), Semar (effective strategy to reduce patient referral rates), Sidumas (public complaint system), Gumasep (wait for prescription), Gercep (emergency movement, fast & professional response), Si Pare (recycle wastewater utilization system), Sustera (sustainable welfare), and Zeruk (zero referral). Hospital innovation content is delivered with a short duration of 2-3 minutes so that it is quite attractive to the audience. Al Ihsan Hospital is one of the hospitals with the most innovations.

The hospital also displays sophisticated hospital facilities such as sophisticated equipment in the polyclinic, cancer center, and Cath Lab services. Several hospital activities are also displayed with interesting audio visuals such as birthday celebrations, diabetes gymnastics, blood donation, and August 17th events. Furthermore, health education such as tuberculosis in children, getting to know plastic surgery, getting to know Lupus, balanced nutrition, nutrition for hemodialysis patients, diabetes wounds, knee pain, family medicinal plants (Toga) are delivered by various speakers completely and in depth.

On the website media, information is delivered completely and in depth. The categories of information displayed include hospital profiles, services, doctor schedules, info, integrity zones, PPID, online registration, PKRS, and complaints. The profile category displays historical information, vision and mission, organizational structure, work culture, and management. There are three hospital services, namely emergency installation (IGD), outpatient installation (IRJ) and inpatient installation. Patients can also access the doctor's practice schedule. Various information is presented in the info category such as awards, innovations, service standards, community satisfaction index (IKM), rates, accreditation, and regulations. Patients can also register through the online registration menu. Patients and the general public can also submit complaints through the complaint service available on the website. The use of digital media has the advantage of being able to reach a wider public, for every health information or education delivered through digital media the hospital is able to reach more than fifty thousand audiences.

5. Conclusion

Hospitals implement marketing public relations to build communication with the public. The role and function of public relations are carried out by the public relations division in collaboration with PKRS and IT. The marketing public relations programs implemented by the hospital are health promotion, patient services, special events, and collaboration with various parties. Health promotion is carried out to improve the health of the community by providing health education to patients, patient families, hospital health workers, health

centers, integrated health posts, and the surrounding community. Patient services are provided to serve various questions and consultations from patients both in and after hospitalization in the hospital through face-to-face and WhatsApp media. Special events are carried out in collaboration with third parties such as foundations, communities, and companies. The activities held are angklung demonstrations, free cataract surgery, and mass circumcisions. Meanwhile, collaboration is carried out with insurance, companies, and the mass media. Health education is delivered through various media to reach a wider audience, this collaboration is expected to increase public awareness of health. Publication of the marketing public relations program is also delivered through the company's print media such as X-Banners, posters, magazines and digital media such as Facebook, Instagram, YouTube, and websites.

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