



The Circular SOME Model for Instagram in RSUD Al-Ihsan's Digital Marketing Development

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ABSTRACT: Information and communication technology disruption has greatly impacted various sectors, including the health service sector such as hospitals. As a government hospital, RSUD Al-Ihsan always tries to provide the best service, including marketing multiple services using social media to reach a wider audience. One of the right ways to develop social media is by activating social media through The Circular Model of SOME. This research uses a qualitative method with a case study approach. This research data was collected using interviews, observations, and digital documents. This research found that Al-Ihsan Regional Hospital has generally utilized the share concept by creating three pillars of content: education, information, and entertainment. The optimization concept has also been implemented by using various features on Instagram such as stories, posts, reels, and highlights. The management concept is to create fast-response content such as the Integrity Zone. Lastly, important figures such as doctors or hospital leaders should be involved to increase the trust of their Instagram followers. However, there are several shortcomings in the optimization section, such as inconsistent use of hashtags in each upload and inconsistent replies to followers' comments in the management section. Therefore, this study shows that other institutions or agencies can note the importance of content consistency and copywriting in implementing social media strategies.

Keywords: Digital Marketing, Instagram, The Circular Model of SOME, Al-Ihsan Hospital.



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INTRODUCTION

The disruption of information and communication technology has a huge impact on various sectors of life, from the business economy to social life. One of the things that makes this phenomenon a massive development is the COVID-19 Pandemic. The pandemic forces humans not to travel outside the home if it is not important to maintain the wider spread of the virus.

We all know how those days are filled with fear, uncertainty, and being forced to stay at home until they create a new habit movement. This new habit certainly affects various sectors, including hospitals and health service provider institutions that must survive amid uncertainty due to the COVID-19 pandemic. (Hardjanti & Sulistiadi, 2022). The uncertainty of information obtained during COVID-19 also leads public health services such as hospitals to continue to provide important information to educate the public about the disease.

The Circular SOME Model for Instagram in RSUD Al-Ihsan's Digital Marketing Development

Aribowo, Jusuf, and Juju

As a health care institution, hospitals have a social mission where they are expected to provide the best quality health services for the community and are affordable. However, to survive and achieve success in running its services, hospitals also need a good marketing strategy ([Nur Sapardin et al., 2020](#)).

Marketing activities that hospitals can carry out are promotions. This is also regulated in Permenkes No. 44 of 2018 concerning the Implementation of Hospital Health Promotion, hospitals are required to organize PKRS (Hospital Health Promotion) with the principles of a healthy paradigm, equality, independence, integration, and sustainability ([Pemerintah Republik Indonesia, 2018](#)). Because of this regulation, hospitals are obliged to carry out health promotion for external parties such as patients, patients' families, hospital visitors, and the surrounding community, and for internal parties such as hospital human resources themselves ([Dewi et al., 2022](#)).

Information conveyed through health promotion by hospitals can be information on diseases, viruses, vaccines, drugs, and other health information often needed by the community. For this reason, hospitals are expected to be committed to organizing integrated health promotion using media widely used by the community. Health information can reach the public through the right communication media, especially after the Covid-19 pandemic and in this era of technological disruption.

To attract consumers, hospitals must have an effective marketing system ([Nur Sapardin et al., 2020](#)). Hospitals must be committed to organizing integrated and sustainable health promotion, such as the transformation of promotions from conventional to digital media ([Dewi et al., 2022](#)).

Digital media, or commonly referred to as new media, provides an interesting experience for people to participate in, not only using, but becoming part of themselves ([Nasrullah, 2014](#)). Seeing this phenomenon, hospitals, as part of the community life sector, must be willing and able to use new media for health promotion. One new media that is often used by the public is social media.

Social media is an effective communication tool with many internet users, has a wide reach, and allows users to send messages with large data capacity and unlimited storage. Social media offers various advantages to its users, mainly due to its higher speed compared to conventional media ([Sijoen et al., 2024](#)). People use social media for a variety of purposes, including business, entertainment, information seeking, and other activities ([Solihin et al., 2022](#)).

Previous research suggests that social media positively contributes to health promotion efforts. Media such as websites and Instagram are media that have high potential to be used by hospitals in Tangerang Regency to conduct health promotion ([Leonita & Jalinus, 2018](#); [Vionita & Prayoga, 2021](#)). The advancement of digital technology will sooner or later change the paradigm of health services from "Fasyankes Sentris" (health service facilities) to "Patient Centric", or in other words, health services approach the community ([Kementerian Kesehatan, 2016](#)).

The results of a survey conducted by We Are Social in 2023 emphasized that Instagram social media in Indonesia is more chosen by individuals, groups, government and private organizations to conduct digital campaigns for what they want to achieve. The following figure shows that Instagram is called the top influencer campaign platform ([We Are Social, 2023](#)).

Figure 1. Spotlight on Digital Culture in Indonesia

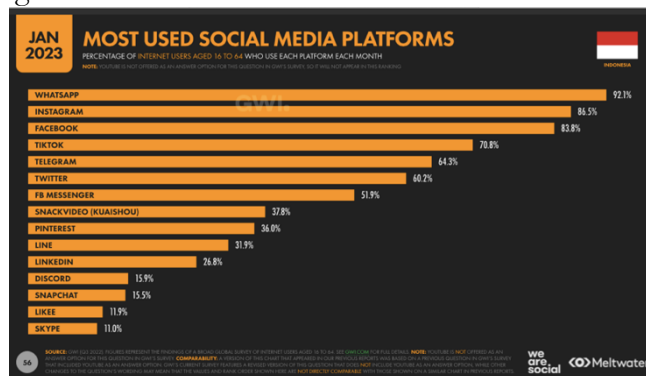


Source: (We Are Social, 2023)

In addition, Instagram is also the second most used social media (under Facebook) in Indonesia, there are around 86.5% of total social media users in Indonesia using Instagram actively (We Are Social, 2023). With Instagram's growing social media innovation, many users use the platform to advertise their businesses and share photos. This is one of the advantages of using social media, and it may also make it easier for customers to find out information about desired goods or services anytime and anywhere (Sijoen et al., 2024).

This shows that Instagram has strong potential as a promotional medium for hospitals. Kotler and Keller define promotion as an effort made by companies both directly and indirectly, to inform, attract and remind potential customers about the company's brand, products, and services (Tjiptono, 2014).

Figure 2. Most Used Social Media Platforms in Indonesia



Source: (We Are Social, 2023)

Digital marketing communication is an activity in marketing that utilizes online platforms to reach target consumers. In addition, digital marketing is defined as marketing products or services via the internet or referred to as web marketing, online marketing, e-marketing, or e-commerce (Hermawan, 2012). As part of online media, social media offers its uniqueness in the form of a more personalized form of communication and a two-way communication process (Nasrullah, 2014).

Al-Ihsan Regional General Hospital, hereinafter referred to as RSUD Al-Ihsan also participated in social media activation amid the era of the onslaught of the Internet of things and disruption of

The Circular SOME Model for Instagram in RSUD Al-Ihsan's Digital Marketing Development

Aribowo, Jusuf, and Juju

information and communication technology. RSUD Al-Ihsan, as a government hospital, also digitizes information, not only through the website but also through social media, namely Instagram. The Instagram account @rsudalihsan currently has 29,700 followers. A fairly large number for a government health agency.

In this study, researchers are interested in examining the activation of social media @rsudalihsan by using The Circular Model of SOME created by Regina Luttrell as a concept or model that can detail what needs to be developed by RSUD Al-Ihsan in conducting its digital marketing communications through Instagram @rsudalihsan. This model was created to make it easier for practitioners or social media activists to properly plan digital communication, especially on social media. There are four main things in this model, namely Share, Optimize, Manage, and Engage ([Luttrell, 2019](#)).

First, Share, this initial step aims to identify customer demographics relevant to the company. Through this understanding, companies can determine the media or networks most frequently used by their customers. This helps in choosing the right media to achieve the company's goals. The process of sharing or disseminating information at this stage also determines the most effective platform for content distribution. Additionally, this step can guide how to interact with the audience ([Linda et al., 2024](#)) This section determines which media the audience uses most often, making it easier for the company and the audience to interact. Share has small parts or dimensions: participate, connect, and build trust.

Second, Optimize, this section is taken to identify if any issues need to be addressed ([Linda et al., 2024](#)) This section determines the message and how to optimize it. Optimizing itself requires us to participate in listening and learning activities about the issues being discussed and then take part in authentic conversation so that the content created can fulfill the audience's needs.

Third, Manage: Social media activation needs to be managed properly, so it is necessary to monitor how the audience responds after we optimize their message. After we know the audience's response, we must immediately respond quickly and have a real-time conversation so that the audience can trust more about what is presented in the content. In principle, audiences on social media always expect answers to every comment they write.

The last is Engage, this process is used to identify with whom and how interactions take place where a company must be able to bring out the characteristics of the company/organization ([Mahmudah & Rahayu, 2020](#)) This part involves influencers who talk about something and package it as content. This is done to maintain a company or organization's reputation because this influencer can be said to represent the company or organization.

Based on the explanation above, the researcher focuses on developing Instagram social media @rsudalihsan as a digital marketing medium of RSUD Al-Ihsan. The aim is to understand the strategy of using The Circular of SOME by RSUD Al-Ihsan in developing Instagram social media @rsudalihsan.

METHOD

This research uses a qualitative method with a case study approach. The researcher chose this method as a form of effort to increase awareness of the phenomenon of this research. Qualitative research seeks to present the social world and its perspectives in the world, in terms of concepts, behaviors, perceptions, and issues about the humans studied (Noorlistyo Adi et al., n.d.). This research uses a case study approach from Robert K. Yin, which focuses on developing Instagram social media @rsudalihsan as a digital marketing medium for RSUD Al-Ihsan. This was done because the phenomenon that became the case in this research is a contemporary phenomenon whose cases cannot be manipulated. The main questions of this research use How and Why (Yin, 2009).

To obtain the necessary data, researchers conducted interviews, direct observation, and collected digital documents (Instagram social media content) from @rsudalihsan to collect research data. Researchers chose credible informants to answer this research. The informant selected by the researcher is M. Jaenal Arifin, S.E., M.M. as Head of Legal, Public Relations, and Marketing of RSUD Al-Ihsan. The informant has the authority regarding social media planning to promote Al-Ihsan Regional Hospital. The researcher conducted in-depth interviews three times until the data obtained was saturated or no other answers needed to be explored again.

Data analysis techniques comprise four stages: data collection, data reduction, data categorization, and conclusion. Researchers gather data from interviews, observations, and documentation during the collection stage. Then, the collected data is reduced and categorized based on its relevance to the research needs. Finally, the data is categorized. Data analysis techniques are comprised of four stages: data collection, data reduction, data categorization, and data display. During the collection stage, researchers gather data from various sources, including interviews, observations, and documentation. Then, they sort and categorize the data based on the four concepts of the Circular Model of SOME. Finally, the data is displayed as narratives, photographs, or evidence captured from social media. As an example of data categorization, consider the following: any successfully displayed data is a conclusion from a series of interviews and observations.

RESULT AND DISCUSSION

RSUD Al-Ihsan can develop digital marketing communications by activating Instagram social media @rsudalihsan, using Regina Luttrell's Circular Model of SOME approach.

Share, RSUD Al-Ihsan chose Instagram social media as its digital marketing medium.

“Baru-baru ini kita ke Instagram lebih konsen, tapi itupun kita masih menggarap yang gratisan. Artinya kita tidak mengeluarkan biaya, dengan yang gratisan saja hasilnya sudah lumayan apalagi kemudian kita kelola dengan menggunakan akun bisnis yang bisa melakukan analisa, menjangkau pasar sasaran yang kita inginkan.” (Arifin, 2023)

Various types of content, such as educational, informational, and entertainment, have also been presented in @rsudalihsan's social media. From the participation dimension, Al-Ihsan Hospital

The Circular SOME Model for Instagram in RSUD Al-Ihsan's Digital Marketing Development

Aribowo, Jusuf, and Juju

has been quite active in its participation in the digital realm. This can be seen from the total number of uploads shared by @rsudalihsan, which is 1,475 (RSUD Al-Ihsan, 2023).

“Untuk konten sendiri kita maksimalkan di 3 jenis konten yaitu edukasi, informasi dan konten yang sifatnya motivasi. Mungkin itu ya saya rasa banyak dikonsumsi juga oleh masyarakat itu konten-konten seperti itu”. (Arifin, 2023)

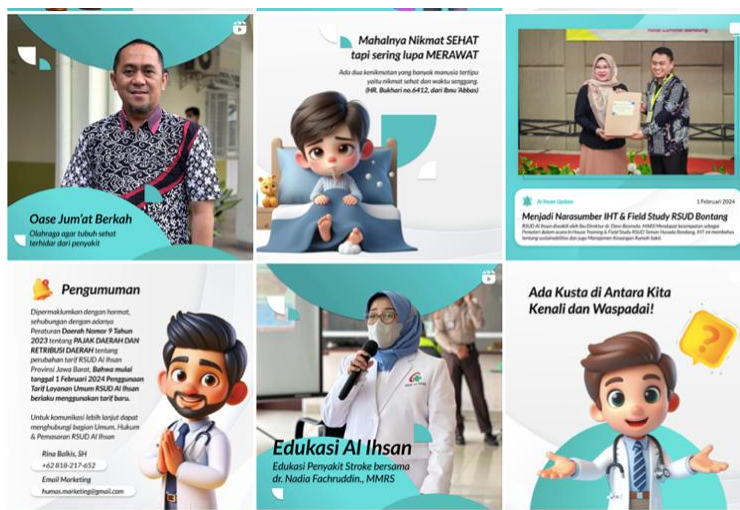
Entering the connect dimension, Al-Ihsan Hospital managed to get a large number of followers, namely 29,700 accounts. This means Al-Ihsan Hospital and netizens on Instagram are connected, especially for those needing content from health services such as hospitals.

Figure 3. Account profile @rsudalihsan (number of posts and followers)



Source: (RSUD Al-Ihsan, 2023)

Figure 4. Build Trust RSUD Al-Ihsan through Educational Content



Source: (RSUD Al-Ihsan, 2023)

The last dimension is building trust. This is shown by the type of educational content shared by Al-Ihsan Hospital to its followers. This educational content includes information on disease prevention and treatment, the use of drugs, vitamins, vaccines, and so on. By presenting such content, followers believe that @rsudalihsan is a professional hospital health service account.

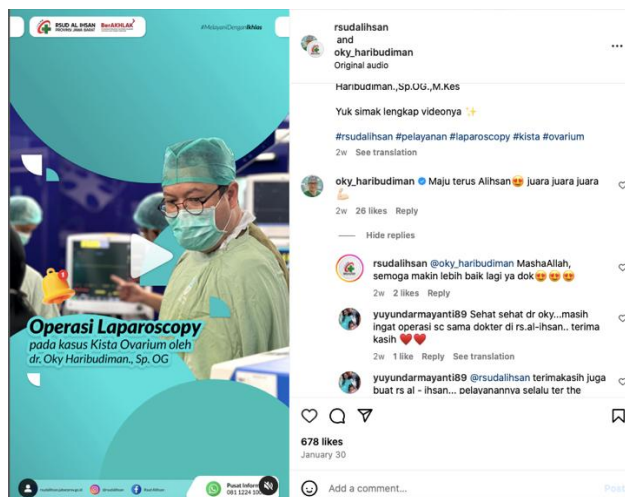
Al-Ihsan Hospital also always uses high-quality photos or videos in this Share category. In addition, they also often use animated characters instead of real photos as a form of illustration. This is an

The Circular SOME Model for Instagram in RSUD Al-Ihsan's Digital Marketing Development

Aribowo, Jusuf, and Juju

interesting thing where it's a position as a government hospital. Still, Al-Ihsan Hospital already cares enough about the quality of images produced for the digital promotion needs on Instagram.

Figure 5. Content quality @rsudalihsan



Source: [\(RSUD Al-Ihsan, 2023\)](#)

However, the researcher saw a lack of some of the content uploaded by RSUD Al-Ihsan. This deficiency is the writing of captions. Each caption tends to repeat the copywriting in the uploaded content.

Figure 6. Examples of repetition of Instagram caption @rsudalihsan



Source: [\(RSUD Al-Ihsan, 2023\)](#)

Optimize, Researchers see that Al-Ihsan Hospital's efforts to conduct digital promotions using Instagram have provided interesting health content, especially health issues often discussed by the public. The listen and learn dimension is a promotional step that involves creating content through various features in Instagram media.

So far, researchers see that Al-Ihsan Hospital has utilized several features, such as posts, reels, stories, highlights, profile photos, and complete account bios that describe the account as an official account of Al-Ihsan Hospital.

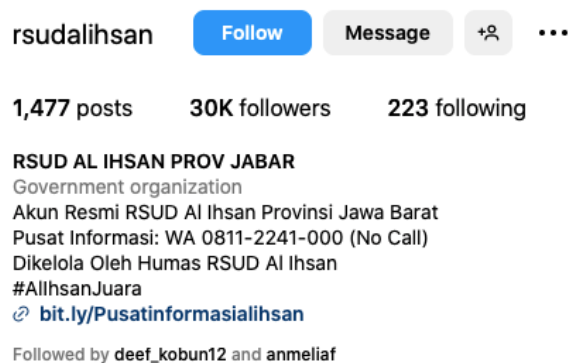
Figure 7. Profile Picture @rsudalihsan



Source: [\(RSUD Al-Ihsan, 2023\)](#)

The profile photo of @rsudalihsan uses the official logo of Al-Ihsan Hospital, plus a description in the biodata written in the @rsudalihsan account. Thus, this account is real or an official account of Al-Ihsan Hospital.

Figure 8. Biodata @rsudalihsan



Source: [\(RSUD Al-Ihsan, 2023\)](#)

In 2017, Instagram launched its new feature called highlights. The existence of this feature is useful for allowing users to save Instagram Stories without time limits. This feature can be used as a way to promote products by displaying various product reviews, endorsement results, and promos provided [\(Dewaweb Team, 2022\)](#). RSUD Al-Ihsan has three highlight categories: Integrity Zone, WBS, and SP Al-Ihsan.

Figure 9. Use of @rsudalihsan Account Highlight Feature



Source: [\(RSUD Al-Ihsan, 2023\)](#)

Next up is Instagram Story. This feature has been around since 2017 and has started to be used by most people to share the happening moments. For how it works, Instagram Story will appear on

The Circular SOME Model for Instagram in RSUD Al-Ihsan's Digital Marketing Development

Aribowo, Jusuf, and Juju

the top bar of the feed. To see it, users can press the profile photo, then all the content they uploaded in the last 24 hours will appear (Nabil et al., 2021).

So far, the use of the story feature by @rsudalihsan is not done all the time, only at certain moments.

Figure 10. Use of @rsudalihsan Account Story Feature

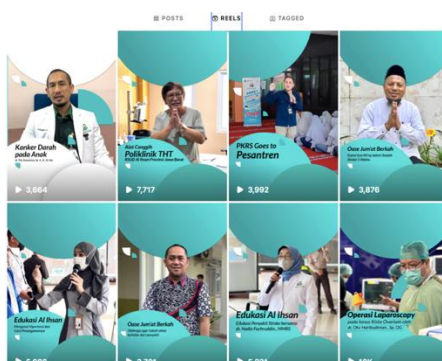


Source: (RSUD Al-Ihsan, 2023)

Next is the use of the Reels feature, which was one of Instagram's most recent features in 2022.

“Untuk fitur ini, @rsudalihsan sudah memanfaatkannya dengan baik dan sudah memiliki 103 Reels dengan jumlah views yang beragam.” (Arifin, 2023).

Figure 11. Reels @rsudalihsan



Source: (RSUD Al-Ihsan, 2023)


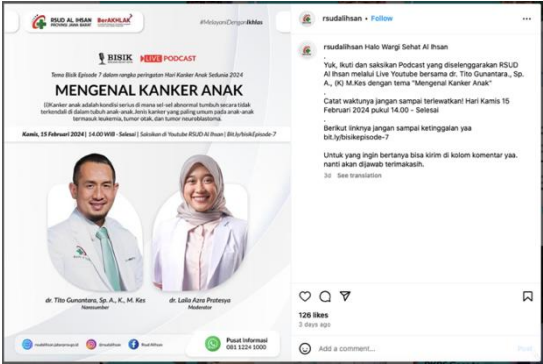
The next dimension in optimizing is to take part in an authentic conversation. One way to do this is to use the hashtag feature, which facilitates searching for content or accounts that Instagram

The Circular SOME Model for Instagram in RSUD Al-Ihsan's Digital Marketing Development

Aribowo, Jusuf, and Juju

users want to visit. So far, there has been inconsistency in optimizing this feature. Some of the content uploaded by @rsudalihsan uses hashtags, while others do not. Researchers recommend using these hashtags consistently so that accounts and uploaded content can be read into the Instagram algorithm.

Table 1. Inconsistent Use of Hashtags/Tags

| With Hashtags / Tags | Without Hashtags / Tags |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|  |  |

Source: (RSUD Al-Ihsan, 2023)

Managers can set up a media management or media monitoring system to monitor conversations in real time. Examples include responding to consumers directly, sending private messages, sharing links, monitoring conversations, and measuring success or failure. (Luttrell, 2019).

There are two dimensions of management: quick response and real-time conversation. The fast response dimension can be created by creating content to answer questions from Instagram followers. So far, one of the contents that falls into the quick response category is related to the Integrity Zone carried by Al-Ihsan Hospital. The content explains the prohibition of extortion and gratuities and the fact that they must perform excellent service, one of which is information related to BPJS patients who are free of charge.

Figure 12. Quick Response content on @rsudalihsan



Source: (RSUD Al-Ihsan, 2023)

The Circular SOME Model for Instagram in RSUD Al-Ihsan's Digital Marketing Development

Aribowo, Jusuf, and Juju

While in the real-time conversation dimension, there is inconsistency in replying to comments from followers. In the upload on the same day, January 31, 2024, Instagram @rsudalihsan uploaded two content, one piece of content about Al-Ihsan Education Reels and one piece of information related to the increase in tariffs for Al-Ihsan Hospital services. In the Reels content, the admin of @rsudalihsan still replies to his followers' comments. Still, in the tariff increase information content, the admin of @rsudalihsan does not carry out comment reply activities, even though if seen in the following image, there are questions from account followers. Still, they have not been answered or replied to by the admin @rsudalihsan.

Figure 13. Real Time Conversation Consistency Comparison - Admin @rsudalihsan Replies to Followers' Comments



Source: (RSUD Al-Ihsan, 2023)

Figure 14. Real Time Conversation - Admin @rsudalihsan Does Not Reply to Followers' Comments.



Source: (RSUD Al-Ihsan, 2023)

“Divisi Humas dan Pemasaran RSUD Al-Ihsan sendiri masih mengalami kendala terutama di SDMnya. Saat ini SDM yang kami miliki belum cukup untuk mengcover aktivitas digital, terutama di media sosial.

The Circular SOME Model for Instagram in RSUD Al-Ihsan's Digital Marketing Development

Aribowo, Jusuf, and Juju

Kalau produksi konten sudah berjalan baik, tapi kalau media monitoring ini yang perlu SDM khusus untuk mengelolanya, ya tadi kita perlu menambah SDM sesuai dengan keahliannya di sini.” (Arifin, 2023)

Engaging in conversations with consumers and influencers is the most important component to social strategy. An organization needs to be where its customers are (Luttrell, 2019). At this stage, Al-Ihsan Hospital, a government hospital with Islamic values, prioritizes the best service for all people. RSUD Al-Ihsan also tries to stay close to its followers on Instagram. One digital marketing communication strategy to establish a relationship with its followers is to create Oase Jum'at Berkah content containing religious values. This Blessed Friday Oase content features important figures such as clerics and hospital leaders who are credible enough to deliver Blessed Friday messages, such as Mr. Moch. Jaenal Arifin is also an informant of this study.

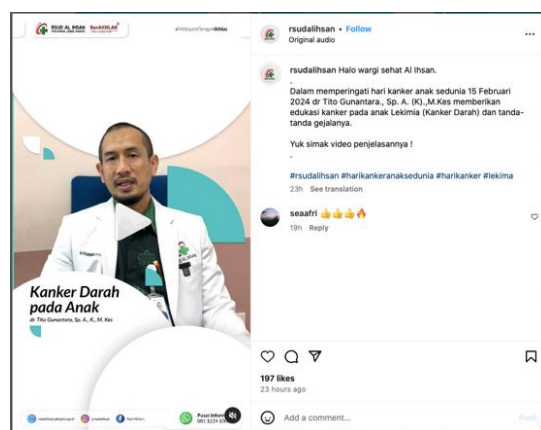
Figure 15. Involvement of Important Figures in the Content of @rsudalihsan's Friday Blessing Oase



Source: (RSUD Al-Ihsan, 2023)

In addition, the PR and marketing team has used the right strategy to raise the source's credibility by placing photos of specialists following the issues discussed or involving specialists in videos related to their specialties.

Figure 16. Involvement of Specialist Doctors as Top Influencers for Health Content of @rsudalihsan Instagram Account.



Source: (RSUD Al-Ihsan, 2023)

The Circular SOME Model for Instagram in RSUD Al-Ihsan's Digital Marketing Development

Aribowo, Jusuf, and Juju

Al-Ihsan Regional General Hospital, located in Bandung Regency, is a West Java government-owned hospital with type B. It already uses Instagram's social media @rsudalihsan as its promotional media. However, based on observations, the utilization of Instagram in its promotional activities tends not to be optimal.

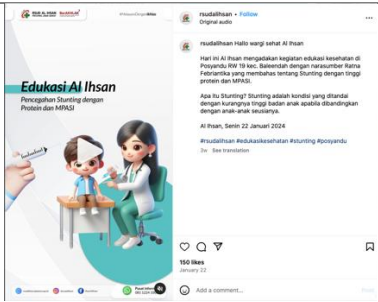
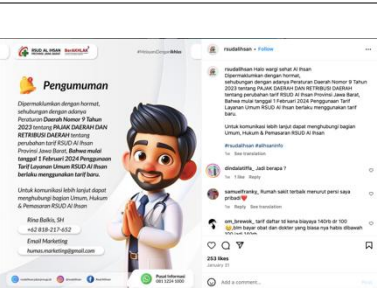

To find out how optimal health promotion activities on the @rsudalihsan account are, researchers first try to calculate the Instagram engagement rate. Engagement rate itself is the total participation received by an Instagram account during a certain period and is expressed as a percentage of followers (Heppy Lestari, 2023a). The number of Instagram followers @rsudalihsan is 29,700, with a total upload of 1,475 (RSUD Al-Ihsan, 2023). There are three content pillars: education, information, and motivation/entertainment. Researchers calculated the engagement rate on a sample of each type of content. The method of calculating the engagement rate is as follows:

Figure 17. Instagram Formula Engagement Rate

$$\text{Engagement rate} = (\text{Number of Likes} + \text{Comments}) / \text{Number of Followers} \times 100\%$$

Source: Researcher Data

Table 2. Typification of Engagement Rate of 3 Content Types in @rsudalihsan

| Education Content | Informative Content | Entertainment Content |
|----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
|  <p>Likes: 150 Comment: 0</p> |  <p>Likes: 253 Comment: 6</p> |  <p>Likes: 135 Comment: 0</p> |
| $(150+0) / 29.700 \times 100\% = 0,0050\% \text{ engagement rate}$ | $(253 + 6) / 29.700 \times 100\% = 0,0087\% \text{ engagement rate}$ | $(135 + 0) / 29.700 \times 100\% = 0,0045\% \text{ engagement rate}$ |

Source: (RSUD Al-Ihsan, 2023)

A good engagement in social media activation, especially Instagram, is 10% -30 %. This figure is taken from the fact that content presented on Instagram media is only seen by 10% - 30% of the account's followers (Heppy Lestari, 2023b). From the table above, it can be concluded that the performance of Al-Ihsan Hospital's social media activation is not optimal because the engagement rate of its content does not reach 10% of its total account followers.

Researchers see that digital communication efforts to conduct digital promotions by Al-Ihsan Hospital tend to be futile and need to be strengthened and developed more deeply regarding digital marketing communication strategies through social media. This needs to be done by Al-Ihsan Hospital because promotion on social media has a good impact on the hospital, both in the form

The Circular SOME Model for Instagram in RSUD Al-Ihsan's Digital Marketing Development

Aribowo, Jusuf, and Juju

of a positive image and economic benefits. It is stated in previous research that respondents tend to recommend brands that they follow on social media. ([Bailey, 2010](#)).

The share stage carried out by Al-Ihsan Hospital is appropriate for choosing and using Instagram social media because, as explained earlier, Instagram has a high user base, the second largest in Indonesia after Facebook. In addition, Instagram social media is also a platform with a high level of use as a promotional media or digital campaign. ([We Are Social, 2023](#)).

At this stage, Al-Ihsan Hospital also pays attention to the quality of photos and videos uploaded to Instagram social media. A company can visually highlight the advantages of its products or services through quality photo and video content. Photos or videos of products that are attractive to visitors are usually taken with a high-resolution camera that shows the product in detail. And the caption in each upload on the Instagram account has a big role in reflecting the company's product image ([Sugiharto & Amalia, 2022](#)) Optimal use of Instagram as part of digital marketing for a product or service will increase the number of people who recognize it and, therefore, sales. ([Sangaji, 2021](#)).

The quality of the photo or video is not enough. It needs affirmation in the caption writing. Based on the research results, caption writing is only a repetition of the copywriting in the content. The caption should be written in full as an image reinforcing text. Caption writing must prioritize copywriting rules to attract followers' attention and connect them with the uploaded content. Copywriters play a crucial role in building product brand awareness. Brand awareness is the ability of potential buyers to recognize and remember a brand as part of a product category. ([Mona & Riyald Fernanda Pramulia, 2022](#); [Tritama & Tarigan, 2016](#)).

Optimizing social media activation means creating engaging messages. Organizations should listen to what is being said and learn from shared conversations. One way to optimize messages within social media is to take advantage of its features ([Luttrell, 2019](#)).

The feature used to show that the @rsudalihsan account is an official account is the use of a profile photo of the Al-Ihsan Hospital logo and a biodata caption with the caption "Government Organization" which shows that Al-Ihsan Hospital is a government-owned hospital as well as the inclusion of WhatsApp numbers and information center links. Thus the account is an account with a real identity. In the cyber world, there are three types of virtual identities created, namely real life identity, pseudonymity, and anonymity ([Wood & Smith, 2005](#)).

The next feature is Instagram Story. Activities on Al-Ihsan Hospital's Instagram Story do not often display the latest content or information. However, this feature can be maximized at this time. Business people can utilize Instagram Story to introduce the products or services they sell to the wider community. Researchers recommend optimizing some of these Instagram features by conducting activities to determine the timeline and timetable for all Instagram content so that the features can be well planned.

There are several benefits that business people can feel when using Instagram Story to promote their products, such as being able to improve communication between sellers and buyers, provide a place for sellers to produce some video content, and help business people to be able to work with other brands or influencers ([Dewaweb Team, 2022](#))

The Circular SOME Model for Instagram in RSUD Al-Ihsan's Digital Marketing Development

Aribowo, Jusuf, and Juju

RSUD Al-Ihsan also follows the trend of using the Instagram Reels feature. This feature is appropriate because this feature is reported to generate 22 percent more interactions than regular video posts. Thus, Reels is the right choice for users who want to increase the reach of their account ([Haloka Talks, 2023](#)).

In media management @rsudalihsan, there is an inconsistency in replying to comments. For the real-time conversation dimension, researchers recommend that the @rsudalihsan Instagram admin must always make real-time conversations with his account followers, because an increase in followers, likes, and comments occurs on Instagram accounts if the social media admin replies to comments or messages by direct message ([Sugiharto & Amalia, 2022](#)).

Several approaches are needed to attract attention in the content uploaded to social media. One of them is by paying attention to the credibility of the source. Al-Ihsan Hospital always features important figures in its content at the engage stage, from hospital leaders to specialist doctors. The researcher considers that this step is something appropriate to increase the trust of its Instagram followers because these figures act as influencers who play a role in disseminating information, so that messages can be targeted to a wider audience and of course also interesting to be listened to by the public ([Rosanti et al., 2020](#)).

CONCLUSION

Using social media for digital marketing needs careful planning, not just following trends. This careful planning will be useful to see the performance of a company's social media activation for digital marketing. Al-Ihsan Hospital has utilized The Circular Model of SOME in developing its Instagram social media to conduct digital marketing communication of health services. But even so, the performance of Instagram @rsudalihsan's engagement rate percentage is still far from the minimum 10% of total followers. To make digital marketing communication more effective, RSUD Al-Ihsan should immediately involve social media specialists to read or analyze existing weaknesses to overcome them and produce optimal social media activation. Researchers recommend that caption writing can be better by paying attention to copywriting rules, optimizing existing features by creating content timelines and content timetables so that content can be uploaded in various features, using hashtags to be more consistent following the uploaded content, and strengthening real-time conversations by being consistent in replying to follower comments, of course with a priority scale. This research can be continued using quantitative methods by measuring the effectiveness of social media and content used by Al-Ihsan Hospital in reaching its patients and seeing how social media fulfills the information needs of patients. The findings of this study offer valuable insights for various agencies, institutions, and companies. They can be utilized to ensure and finalize social media strategies and creative content strategies. Additionally, the results can enhance an organization's capacity to conduct social media analysis. This, in turn, enables the digital marketing process to operate effectively and efficiently, thereby achieving its objectives.

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