

ABSTRAK

Memasuki era globalisasi persaingan antar rumah sakit semakin ketat. Hal itu menuntut rumah sakit di Indonesia untuk meningkatkan mutu rumah sakit dan melakukan strategi pemasaran yang lebih agresif melalui *branding* di media sosial. *Branding* di media sosial dalam bentuk *brandpost* yang diharapkan mampu menciptakan *brand*. Penelitian ini berfokus menggali lebih dalam pembentukan *brand engagement* pada pelanggan Siloam Hospitals Group dan RS. Premier Bintaro melalui *brandpost* di media sosial Facebook, Twitter dan Instagram.

Penelitian ini menggunakan pendekatan kualitatif, data yang dikumpulkan adalah *brandpost*, *comment* dan *reply* di media sosial Facebook, Twitter dan Instagram dua rumah sakit dan dianalisis dengan *content analysis*.

Dari hasil penelitian ini terdapat persamaan komunikasi *brandpost* antara Siloam Hospitals Group dan RS. Premier Bintaro jika dilihat dari bentuk dan karakteristik *brandpost*nya, namun terdapat perbedaan strategi *brandpost* antara Siloam Hospitals Group dan RS. Premier Bintaro berdasarkan isi *brandpost*, frekuensi dan *channel* yang digunakan. Pada media sosial Siloam Hospitals Group, media sosial yang paling mampu memunculkan *brand engagement* adalah media sosial Instagram. Sedangkan media sosial RS. Premier Bintaro yang berpotensi untuk menciptakan *brand engagement* adalah Instagram karena interaksi yang terjadi lebih aktif dibandingkan media sosial lainnya.

Kata kunci: *Brand Engagement, Media Sosial, RumahSakit, Brandpost*

ABSTRACT

Entering the globalization era, the increasingly stringent competition between hospitals demands Indonesian hospitals to improve their quality and to conduct more aggressive marketing strategies through branding on social media. Branding on social media in the form of brandpost is expected to effectively build brand engagement. This study focuses on digging deeper into the development of brand engagement of Siloam Hospitals Group's and RS. Premier Bintaro's customers through brandpost on Facebook, Twitter and Instagram.

The present study used a qualitative approach in which the data are in the form of brandposts, comments and replies on Facebook, Twitter and Instagram of the mentioned hospitals were analyzed using content analysis. The results of this study reveal that the forms and characteristics of both Siloam Hospitals Group's and RS. Premier Bintaro's brandposts are quite similar, but the contents, frequency, and social media channels—on which they post their brandposts—are different. In addition, their interaction with consumers on Instagram that seems to be more active rather than on the other two social media shows that Instagram is the most effective social media on which they optimally build their brand engagement.

Keywords: Brand Engagement, Social Media, Hospital, Brandpost