

The Utilization of Instagram as a Health Education and Branding Media at Aysha Islamic Hospital

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ABSTRACT

Social media has become a strategic platform in healthcare communication, including for education and institutional branding. This study aims to explore the use of Instagram by Aysha Islamic Hospital as a medium for health education and strengthening the image of the institution. The approach of this research is qualitative descriptive with a case study method. Data was obtained through observation of @rsislamaysha's official Instagram account, interviews with the digital marketing team, and digital documentation. The results showed that Instagram was actively used to deliver educational content, service promotions, patient testimonials, and hospital social activities. Visual communication strategies, integration of Islamic values, and two-way interaction are the main strengths in building relationships with audiences. However, the main challenge faced is that the quantitative content effectiveness evaluation system is not optimal. Findings support the critical role of social media that social media has an important role in increasing public health literacy and strengthening the branding of health care institutions.

Keywords: Instagram, health education, hospital branding, digital communication, social media

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INTRODUCTION

Marketing is one of the fundamental aspects in the world of healthcare that plays an important role in creating, communicating, and delivering value to patients (Agarwal et al., 2020; Hinson et al., 2019; Nurjanti, 2025). In an increasingly evolving healthcare environment, hospitals and healthcare facilities must have effective marketing strategies to build trust, improve service quality, and attract and retain patients. Philip Kotler defines marketing management as the process of selecting a target market and building relationships with customers to create long-term value. In the context of hospitals, marketing not only promotes medical services, but also understands patient needs, provides an optimal treatment experience, and builds a trustworthy and professional image of the hospital (Keller, 2003).

One of the important components of marketing is branding, which has a crucial role in shaping public perception of the quality of services and the reputation of hospitals (Abu-Hasheesh et al., 2024; Cham et al., 2022; Senyapar, 2024). Branding not only includes a logo or visual identity, but it also reflects values, service excellence, and the overall patient experience. In the healthcare sector, strong branding can increase patient loyalty, speed up the decision-making process, and differentiate hospitals from competitors. Research by Aaker (1996) confirms that brand equity in health services includes positive associations with service quality, safety, empathy of medical personnel, and ease of access to services.

In today's digital era, social media has become an integral part of people's daily lives. According to GoodStats data (2024), internet users in Indonesia reach 185.3 million people, and more than 98% access the internet through mobile devices. One of the most popular social media platforms in Indonesia is Instagram. With the number of active users continuing to increase, Instagram is not only used as a means of entertainment and communication, but also as a medium of information and education, including in the health sector. Hospitals, as health service institutions, are required to be able to adapt to information technology developments in order to improve the quality of services and reach the community more broadly.

Research shows that social media is very influential in increasing public health literacy and shaping perceptions of health service institutions (Nasrullah, 2015; Susanto, 2022). Instagram has advantages in terms of visualization, interactivity, and flexibility in message delivery. This reinforces the argument that social media can be used as a strategic tool to reach out to people and promote healthy living behaviors (Rimal & Lapinski, 2009).

In the context of health services, social media not only functions as a promotional tool, but also as an effective educational medium to improve public health literacy. According to Hanifah (2023), the use of Instagram by health institutions can increase public awareness of the importance of disease prevention and a healthy lifestyle through educational content that is easy to understand and interesting. In addition, social media also plays an important role in building the image and branding of hospitals, which can increase patient trust and loyalty (Vionita & Prayoga, 2021).

The use of social media in the health sector is important considering the changing behavior patterns of people who are now more often looking for health information through the internet and digital platforms (Al-Dmour et al., 2020; Tennant et al., 2015; Zhao & Zhang, 2017). Hospitals as public service institutions are required to adapt to these developments, not only in the context of clinical services, but also in disseminating health knowledge to the community at large (Ventola, 2014). Effective communication strategies through social media can help improve public health literacy, strengthen public trust, and expand the reach of accurate health information.

In addition, social media also plays a role in shaping a positive image of the hospital in the eyes of the public. Hospital branding through digital platforms can be done through consistent, informative, and relevant content to the needs of the community. In this case, Instagram is an ideal medium because of its ability to display visual identity and institutional values in an attractive way (Kaplan & Haenlein, 2010).

Instagram has the advantage of conveying information visually and attractively, which makes it an ideal platform to effectively convey health messages. Through features such as feeds, stories, reels, and IGTV, Aysha Islamic Hospital can present educational content about health, service promotions, patient testimonials, and hospital social activities creatively and easily accessible to the public. This approach not only strengthens the hospital's relationship with the community, but also encourages higher user engagement.

Aysha Islamic Hospital is a type C hospital that began operating in 2022 amid fierce competition for health services in the Bogor area, which has realized the importance of a digital presence to build a positive image and provide health education to the public. The use of Instagram by Aysha Islamic Hospital is one of the important strategies in communicating

accurate health information, increasing public health literacy, and strengthening the hospital's branding as a professional, caring, and modern institution.

Despite the growing recognition of social media's role in healthcare marketing and health literacy, there remains a significant gap in empirical studies that specifically examine the strategic use of Instagram by hospitals in Indonesia, especially newly established institutions like Aysha Islamic Hospital. Previous research often focuses broadly on digital health communication or patient engagement without addressing how Instagram can be optimally utilized to simultaneously enhance hospital branding, patient education, and community trust in competitive local health markets. This study uniquely explores the intersection of Instagram-based health promotion and institutional branding within the Indonesian socio-cultural and digital landscape, offering fresh insights on content strategies, audience engagement, and organizational outcomes. By focusing on a recent entrant in a competitive region, this review contributes new evidence on how emerging hospitals can leverage social media to build visibility and credibility effectively.

This study aims to analyze how Aysha Islamic Hospital utilizes Instagram as a strategic tool for health education and brand building (El-Zoheiry, 2021). The objectives are to evaluate the effectiveness of Instagram content in increasing public health literacy, strengthening patient trust, and enhancing the hospital's image. Additionally, the research seeks to identify best practices and challenges faced in implementing digital marketing strategies in the healthcare sector in Indonesia. These insights will help formulate recommendations for optimizing social media use by hospitals to meet both informational and reputational goals.

The findings of this research will provide valuable guidance to hospital managers and marketing teams seeking to improve digital engagement and community outreach through social media platforms. For policymakers, the study underscores the importance of supporting digital literacy and infrastructure in healthcare institutions to expand equitable access to health information. Moreover, integrating social media strategies into national health communication policies can strengthen public trust and promote preventive health behaviors. The research also encourages regulatory bodies to establish frameworks ensuring responsible and ethical use of social media in health promotion, fostering transparency and patient-centered communication across Indonesia's healthcare system.

METHOD

This study uses a qualitative descriptive approach with a case study method. The primary data sources include 120 Instagram posts published on the official Aysha Islamic Hospital account (@rsislamaysha) over a six-month period from January to June 2024. Additional data were gathered through digital documentation, in-depth interviews with the hospital's Digital Marketing team, and direct observation of the hospital's digital communication activities. Data collection techniques involved systematic content observation of posts and user interactions, semi-structured interviews, and document review. Content analysis was applied to identify communication patterns, educational message themes, posting frequency and types, as well as audience engagement levels. To ensure data validity, triangulation of sources and methods was employed—this means combining multiple data sources (Instagram posts, interviews, and documents) with various collection methods

(content analysis, interviews, observation). For example, insights gained from analyzing Instagram content were cross-validated with interview findings from the marketing team to provide a comprehensive understanding of the hospital's digital communication strategy.

RESULTS AND DISCUSSION

The results of the analysis showed that Instagram accounts @rsislamaysya actively share content regularly, on average 3–5 times per week. The dominant types of content include health education (35%), service promotions (25%), patient testimonials (15%), hospital activities (15%), and interactive content such as quizzes and polls (10%). The content type includes several activities:

A. Health Education

Aysha Islamic Hospital consistently uploads educational content containing information related to common diseases, health tips, balanced nutrition, and a healthy lifestyle. The content is packaged in the form of infographics and short videos that are easy to understand, such as explanations of hypertension, diabetes, maternal and child health, and the importance of immunization.

B. Service Promotion

Service information such as medical check-ups, outpatient and inpatient services, and routine doctor's practice schedules are published. Hospitals also use Instagram to promote certain service packages, such as vaccinations or discounts on laboratory services.

C. Interactive Activities

Aysha Islamic Hospital leverages the Stories feature to conduct polls, health quizzes, and interactive education. Instagram Live is used for Q&A sessions with doctors, reinforcing user engagement with the institution in person.

D. Image and Branding Strengthening

The hospital distributes documentation of social activities such as blood donation, social services, and participation in national and religious holidays. Patient testimonials and thank you were also uploaded to strengthen public trust in the quality of service.

From the results of the interview, the digital marketing team of Aysha Islamic Hospital stated that the use of Instagram is focused on two main goals, namely education and reputation. The selection of Instagram as the primary medium is based on the preferences of the target audience who are more active on the platform. The communication strategy is focused on delivering a message that is light but educational, accompanied by attractive visuals and consistent with corporate colors and visual identity of Aysha Islamic Hospital to improve information retention.

However, hospitals also face challenges in an evaluation system that is not optimal. Until now, Aysha Islamic Hospital does not have a structured content effectiveness measurement system, such as systematic engagement rate tracking, reach and impression analysis, and user surveys. This leads to a lack of quantitative data that can be used to objectively assess the extent to which Instagram content has an impact on improving health literacy and public perception of institutions.

Discussion

The rapid development of information technology has encouraged various institutions, including hospitals, to utilize social media as a means of strategic communication. As a visual platform with millions of active users, Instagram has been used by the hospital to deliver information directly to the public through educational content, service promotions, and digital interactions. The use of social media for health education has been widely recognized in various studies. According to Moorhead et al. (2013), social media is an effective tool in increasing public health literacy and expanding the reach of health information quickly. Aysha Islamic Hospital packs educational content in the form of infographics and short videos that discuss popular topics such as hypertension, diabetes, immunizations, and maternal and child health. A delivery strategy that is lightweight, visually appealing, and tailored to the characteristics of Instagram users is one of the strengths of this hospital's digital communication. This is reinforced by Ventola (2014) who stated that informative visual content is easier to understand and remember by the wider community.

Based on the results of observations and interviews, the educational content of Aysha Islamic Hospital emphasizes the delivery of information about a healthy lifestyle, disease prevention, and education based on religious themes, which is packaged in the form of infographics, reels, and short videos. This strategy is supported by the research of Leonita & Jalinus (2018), which confirms that social media is very effective for health promotion due to its flexibility in reaching different segments of society and the ability to convey messages visually.

In addition to the educational aspect, Instagram is also used by Aysha Islamic Hospital to build institutional branding. Promotion of services such as medical check-ups, doctor's practice schedules, and special service packages. According to Rizal et al. (2022), social media is an effective health service promotion medium because it is able to convey information quickly, broadly, and interactively. This effort not only increases public awareness of hospital services, but can also expand the reach of potential patients. Consistent content visuals and distinctive color identities give it a professional feel. This is in line with the principle in digital marketing according to Kotler & Keller (2016) that consistency in the delivery of visual messages forms trust and loyalty to the brand.

The strategy of strengthening image and branding is carried out through uploading documentation of social activities, participation in national and religious events, and patient testimonials. Kotler & Keller (2016) stated that a good institutional image can be built through positive and consistent public communication, including through social media. Research by Pratiwi et al. (2021) also supports this finding, where patient testimonials on social media have been proven to increase public trust in the quality of hospital services.

The results of an interview with the digital marketing team of Aysha Islamic Hospital revealed that the content strategy follows the latest social media trends. One significant example of utilization is the use of the Instagram Live feature for interactive Q&A sessions with doctors. This strategy shows a two-way approach in communication, bringing institutions closer to the community directly, as also explained in the research of Herbawani et al. (2021) which examined the effectiveness of Instagram Live in delivering health education during the COVID-19 pandemic.

In the study of Herbawani et al, (2021) it was found that the use of Instagram Live for health education increased public understanding of health issues, such as the New Normal

protocol, with the results of the participant's knowledge evaluation reaching 78.8% in the good category.

Furthermore, based on the findings of Susanto (2022), social media such as Instagram is very important to bridge the health information gap in society. Through visual content, it is easier for people to understand and remember the message conveyed than conventional text media. In the context of Aysha Islamic Hospital, this approach is realized through reel content with light narratives and attractive graphic design.

In addition, communication that is value and ethical, such as strengthening Islamic values in content, adds a spiritual dimension to the hospital's branding strategy. This creates an emotional bond with the target audience, namely the Muslim community who are looking for health services that match their religious values. Content such as commemorations of Islamic holidays, sharia-based service programs, and patient testimonials demonstrate the hospital's efforts in communicating its unique values. This supports the argument from Keller (2003) that emotional branding is the key to creating a long-term relationship with the audience.

Another important thing is that the digital strategy of Aysha Islamic Hospital is in line with the guidelines issued by the Ministry of Health of the Republic of Indonesia in the document Communication Strategy for Health Promotion in the Digital Era (2020). In the document, the Ministry of Health of the Republic of Indonesia emphasizes that health institutions must utilize digital media to expand the reach of health promotion, increase community involvement, and adapt health messages to the characteristics of digital platforms. The Ministry of Health also highlighted the importance of building a two-way relationship between health institutions and digital society through content that is informative, participatory, and contains relevant local and cultural values. Aysha Islamic Hospital, through its communicative and visual approach and the insertion of Islamic values in health education, can be said to have fulfilled the principles of digital communication recommended by the government.

Overall, the use of Instagram by Aysha Islamic Hospital has made a real contribution to improving public health literacy and strengthening the image of the institution. This digital communication transformation also opens up opportunities for hospitals to continue to innovate in delivering health information that is more inclusive, interactive, and based on the needs of the community.

CONCLUSION

This study shows that the use of Instagram by Aysha Islamic Hospital is a relevant and adaptive communication strategy in conveying health information while strengthening institutional image in the digital era. Through educational visual content, service promotions, and interactive activities, the hospital has succeeded in building a closer and dialogical connection with the community. The use of Instagram features such as feeds, stories, reels, and live is maximized to reach audiences that are suitable for the productive age segment and young families. The digital communication strategy carried out by Aysha Islamic Hospital is in line with the guidelines from the Ministry of Health of the Republic of Indonesia regarding the importance of health promotion transformation through digital platforms that are informative, participatory, and in accordance with the local context. The application of Islamic values,

professional visualization, and a humanist approach in each content shows an effort to integrate health education and the formation of effective emotional branding. However, this study also reveals challenges, especially in the aspect of digital content evaluation. The lack of optimal effectiveness measurement systems, such as structured engagement rate tracking, content reach analysis, and user satisfaction surveys, are obstacles in measuring the real impact on public health literacy and public perception of institutions. Therefore, strengthening the digital monitoring and evaluation system is an important recommendation for the sustainability of hospital communication strategies in the future.

Overall, the results of this study show that the use of Instagram by Aysha Islamic Hospital has been effective in building educational digital communication, service promotion, and strengthening the institution's image. Although there are still challenges in the evaluation aspect, the digital communication strategy carried out is in accordance with health communication theory and government policies on the use of digital media for public health education.

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