The Development of Brand Engagement of Siloam Hospital's Group's and RS. Premier Bintaro's Customers through Brandpost Interaction on Facebook, Twitter and Instagram

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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 reveals that the forms and characteristics of both Siloam Hospitals Group's and RS. Premier Bintaro'sbrandposts 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.

1 INTRODUCTION

Entering the globalization era, the field of hospitals industry allows the establishment of foreign private hospitals in Indonesia along with the development of competitive medical tourism. The Jakarta Post quoted Frost and Sullivan, a consulting and business company, stating that in 2008, there were 288,000 Indonesian people who were seeking medical treatment in Malaysian hospitals. Moreover, according to the Asian Health Care and Hospital Management, Indonesian people filled more than 50% of the medical services capacity for foreigners in Malaysia.

The presence of foreign private hospitals in Indonesia and the development of competitive medical tourism from neighboring countries become a threat to the national private hospitals and the government hospitals in Indonesia. Those hospitals are required to improve their quality along with their services quality, as well as being required to aggressively promote their health services through some promotion activities. One of the strategies that they use is advertising their brand on social media.The latest survey of the Indonesian Internet Service Providers Association (2016) shows that the three most widely used social media are Facebook (71.6 million), Instagram (19.9 million) and YouTube (14.5 million). The rapid development of social media provides an opportunity for above hospitals producing unsought products to promote their services on social media. Based on the observations, the majority of Indonesia hospitals are actively using social media. Siloam Hospitals Group has the most followers on Facebook and Instagram, specifically 153,856 followers on Facebook and 434,000 followers on Instagram. Next, JEC Eye Hospital which has 97,560 followers on Facebook and 5,500 followers on Instagram.In addition, RS. Premier Bintaro has a total of 38,993 followers on Facebook and 3,918 followers on Instagram.

One of those hospitals' goals in promoting their health services is to improve their reputation through branding activities.Building brand engagement through branding on social media can be conveyed

through some strong brandpost strategies. The Indonesian hospitals which discuss the use of social media as a means of branding which is carried out in the form of brandpost and how it influences the engagement of their prospective consumers is still few in numbers.

The branding carried out through some brandpost strategies on social media can be conveyed in different ways depends on the needs and interests which are adjusted to the characteristics of Facebook, Twitter and Instagram. However, the number of research on brand image and brandpost, especially within the context of health and medical treatment, is still deemed to be quite low in Indonesia. Siloam Hospitals Group and RS. PremierBintaro uses 3 social media, namely Facebook, Instagram and Twitter, to promote their medical services

Hence, this study focuses on digging deeper into the brand engagement of Siloam Hospitals Group's and RS. Premier Bintaro's customers through brandpost on Facebook, Twitter and Instagram. Based on the aforementioned background, the formulation of the problem that will be raised is as follows;

1. What are the differences between brandposts strategies conducted by Siloam Hospitals Group and RS.Premier Bintaro that effect their brand engagement on Facebook, Twitter and Instagram?
2. Among Facebook, Twitter and Instagram, which one is the most to effectivelybuild the brand engagementof Siloam Hospitals Group and RS. Premier Bintaro?

2 THEORICAL FRAMEWORK

Relationship Marketing
Solomon (2007: 11) defines relationship marketing as an everyday interaction with consumers and providing reasons for them to maintain ties or relationships with the company from time to time. Whereas Kotler and Keller (2012: 20) define relationship marketing more broadly as a goal to build long-term relationships that are mutually beneficial for core parties such as consumers, distributor suppliers and other marketing partners in order to maintain and develop the business. In Dwyer et al. (1987), Scanzoni (1979) describes that the relationship between marketers and consumers occurs in five phases which explain how both parties respond to one another, namely (1) awareness, (2) exploration, (3) expansion, (4) commitment and (5) dissolution.

Consumer Brand Relationship
According to Schultz & Schultz (2004) in Veloutsou and Mountino (2008), consumer brand relationship is a bond in the form of financial, physical, or emotional that makes brand marketers and consumers stay together. Therefore, it is importance' for a company to be active and intense in interacting with consumers through the brand of products they produced as to strengthen the emotional bond in building an excellent relationship between consumers and the brand.

In his research, Veloutsou (2007) explained that there are two different dimensions of relationships between consumers and brand of a product. The first dimension is two-way communication, in which consumers who have a strong relationship with a brand will tend to hear information or news about their chosen brand and are also willing to give feedback if needed. This two-way communication process shows that there are several interactions between consumers and the brand that match the perceptions of the both side. The second dimension is emotional exchange, in which consumers will try to develop their feelings to a brand by giving value to the brand that they like and will also feel an advantage obtained through the interaction they do.

Brand Engagement
Brand engagement is the process of building emotional and rational relationships between customers and a brand. Brand engagement is a process of developing consumers' tendency to take a leading brand as part of how they see themselves (Sprott, Czellar, and Spagenberg, 2009). Engagement is strongly related to communication on social media, because social media generates a centric and participatory relationship, therefore, involvement in social media naturally becomes a meaningful relationship. Communicating through social media walls allows customers to interact with a brand by giving comments, likes or dislikes, and also by sharing the contents with their social connections.

According to Muntinga, Moorman and Smit (2011) regarding to the typology of Consumers' Online Brand-related Activities (henceforth COBRA), consumer engagement in social media pages can be measured through three sustainable levels. First, users' behavior in consuming content on social media, such as watching videos and images, reading product reviews, and downloading brand widgets, is a relatively passive online participation activity and is considered as a minimum level of online activity. The moderate level of online activity is related to users' activities in contributing to the content of the page by giving

responses to the content they provide or provided by other users, such as conducting polls on Facebook, interacting through talks on wall posts, and commenting on videos or images posted on social media pages. The highest level of activity includes the users' behavior of creating user-generated content (UGC), such as giving product reviews, and also creating and sharing videos and images on a brand's social media pages so that other users can consume and also contribute to the brand.

Social Media

Brogran (2010) defines social media as a new tool for communication and collaboration which enables many types of interactions that were not previously and publicly available in the community. Social media is defined by Mayfield (2008) as a medium for users to be able to participate on, along with creating and sharing messages. While Kotler & Keller (2012) defines social media as a means for consumers to be able to convey information—in the form of texts, images, audios, and videos—to the company and vice versa. From the definition of social media above, it can be concluded in general that social media can be interpreted as a place to convey and receive information, in which users can actively interact and participate. Social networking sites allow for viral marketing and word-of-mouth promotion to be more effective than the traditional media outlets because of the high levels of consumer engagement associated with these alternate forms of web-based media.

Brandpost

Creating a post is the main core of social media activity from which interaction between users start to grow. Post is an article uploaded to a website / social media page in the form of words, pictures or videos. Uploading posts on social media and websites can be called as "posting", whereas posting activity that inform a particular brand is called "brandpost". This brandpost will encourage consumers to interact with the brand by giving comments or giving replies to a comment. The presence of interaction on social media shows that the information posted is interactive. The brandpost form is a display of brandpostthat contains a message or information to be conveyed to the consumers. The display of this brandpost form consists of text only, text with image, or text with video. Kim et al., (2015) suggested the application of interpersonal communication theory to understand consumers, since social media marketing requires a harmonious interaction with them.

3 RESEARCH METHOD

This study uses an explorative qualitative approach which is aimed to dig deeper into the interaction of Siloam Hospitals Group and RS. Premier Bintaro with their customers through comments, replies and shares on Facebook, Twitter and Instagram in order to build brand engagement.Then, the data are analyzed using content analysis.

The Unit of Analysis

According to Eriyanto (2011: 59) the unit of analysis can be described as part of the contents (words, sentences, photos, scene pieces, paragraphs) that are examined and used to deduce the contents of a text.

Research Variables

The variable of this study is the message delivered through brandpostswhich are posted by Siloam Hospitals Group and RS. Premier Bintaro, along with user comments and replies on Facebook, Twitter and Instagram.

Data Types and Sources

The primary data is online documents in the form of brandpostswhich are posted by the research objects on Facebook, Twitter and Instagram.

Data Collection Technique

The data collected in this study are in the form of brandpost—which are determined and posted on Facebook, Twitter and Instagram by the research objects in a period of 3 months—along with comments and replies from the mentioned hospital brands, namely Siloam Hospital Group and RS. PremierBintaro. Then, the data would be classified based on the brand name and the types of social media on which the brandposts are posted. After carrying out the process of collecting and selecting the data, this data will be taken into the process of data coding (Sekaran, 2006).

Reliability Test

Reliability test used in this research is reproducibility reliability test as anintercoder reliability which is done after conducting coder training and after doing the data coding process. The reliability test uses the following Holsti formula (Eriyanto, 2011):

$$\text{Reliability Between Coder} = \frac{2M}{N1+N2}$$

M = the number coding having the same amount

N1 = the number of coding created by coder 1
N2 = the number of coding created by coder 2.
The number of tolerable minimum reliability in this formula is 0.7 or 70%.

Validity Test

This study uses face validity and content validity test, so that the measurement of validity will be based on expert evaluation and approval from the scientific community obtained from several supporting journals. Face validity is the most basic type of validity which relates to whether the tool used does measure the concept to be measured, while content validity is a type of validity that checks whether the measuring instrument has included all the concepts to be measured (Neuendorf, 2002: 116; Eriyanto, 2011: 273).

4 ANALYSIS

This study uses content analysis method that allows researchers to analyze textual information and identify the nature of the text systematically, such as the appearance of certain words, concepts, characters, themes, or sentences. To do content analysis towards a text, the text will be coded first into categories and then analyzed using conceptual analysis or relational analysis (Sekaran 2006).This study uses thematic analysis data analysis techniques, which is a method to identify, analyze, and make the data reporting (Braun & Clarke, 2006). To facilitate the codification process and analysis in this research, pertaining to the interactions occurred on the Siloam Hospitals Group's and RS. Premier Bintaro'sbrandposts, researcher used a qualitative analysis tool software NVIVO 11 trial version.

5 RESULTS

Validity and Reliability Test Results

There are two reliability tests administered in the present study, namely the initial reliability test conducted after the coder training, and final reliability testing carried out after completing the entire coding process. Based on the results of the initial reliability test, the reliability point of the brandpost characteristics is 0.78, and the reliability point of the brandpost contents is 0.88. It shows that the two coders have the same perception towards contents of the categories contained in the coding sheet. In addition, the result of the final reliability testshows that the reliability point of the brandpost characteristics is 0.86, and the reliability point of the brandpost contents is 0.83. According toEriyanto (2011; 290), the minimum tolerable reliability point is 0.7 or 70%. Therefore, all the results of the data coding could be taken into the analysis stage.

Communication Strategy

Communication strategy in this research is a combination of several aspects of communication, namely frequency, direction, modality and content. However, this research uses the aspects of social media communication, which are only content, frequency and channel.

Content
Brandpost Form

The content in question in this research is the information conveyed to social media users through brandposts posted by Siloam Hospitals Group and RS. Premier Bintaro. The content is divided into several forms including text only, text with image and text with video.All of the brandposts posted by Siloam Hospitals Group on Facebook, Twitter and Instagram, are not in the form of text only.Instead, they are in the form of text with image, with a percentage of 84.9% posted on Facebook, 100% on Twitter and 81.7% on Instagram, and in the form of text with video with a percentage of 15.1% on Facebook and 18.3% on Instagram.

Likewise, all of the brandposts posted by RS. Premier Bintaro are not in the form of text only. Instead, they are in form of text with image, with a percentage of 80.6% on Facebook, 71.4% on Twitter and 80.6% Instagram, and in the form of text with video with a percentage of 19.4% on Facebook, 28.6% on Twitter and 19.4% on Instagram.

Brandpost Characteristics

In this study, Brandpost characteristics are categorized as having interactivity such as link to website, call to act, question and quiz (Vries et al., 2012). A brandpost that belongs to "link to website" characteristics of interactivity should add, at least, a single link in the post that brings the customers to a news site or blog, but not to the company's site.Also, a brandpost that belong to "call to act" characteristics of interactivity should encourages consumers to give likes and comments or retweets the post.Lastly, the brandpost belongs to "question" characteristics of interactivity if it contains, at least, a question that should be answered by the

consumers. However, if the brandpost contains questions along with rewards for some lucky consumers who answer the questions, then it belongs to "quiz" characteristics of interactivity.

The data shows that the percentage of the Siloam Hospital Goup's brandposts on Facebook is 0% "link to website", 32% "call to act", 3% "question", 0% "quiz", and 65% the rest has no characteristic of interactivity. On Twitter, there is 0.05% "link to website" brandposts, 21.95% "call to act", 0% "question" and "quiz", and 78% the rest is the brandposts having no characteristic of interactivity. Also, the percentage of brandposts on Instagram is 0% "link to website" and "quiz", 28% "call to act", 5% "question", and 67% the rest has no characteristic of interactivity.

On the other hand, the Siloam Hospitals Goup's brandposts on Facebook has a percentage of 0% "link to website", 20% "call to act", 0% "question" and "quiz", and obviously, 80% the rest has no characteristic of interactivity. Moreover, the percentage of brandposts on twitter is 0% "link to website", "question", and "quiz", 22% "call to act", 5% "question", and 78% the rest is the brandposts having no characteristic of interactivity.Lastly, the percentage of brandposts on Instagram is 0% "link to website", "call to act", and "quiz", 23% "question", and 67% the rest has no characteristic of interactivity.In sum, the majority of both Siloam Hospitals Group's and RS. Premier Bintaro'sbrandposts do not contain any interactive messages.In addition, there is no brandpost in the form of quiz and the percentage of "call to act" and "question" brandposts is deemed quite low.

Brandpost Contents

Brandpost content is the information conveyed by Siloam Hospitals Group and RS. Premier Bintaro on social media. Based on the contents, brandpost is divided into informational brandposts, entertainment brandposts, and neutral brandpost which do not contain any information related to a product or any other interesting information.

The content of Siloam Hospital Group's brandposts on Facebook is in a percentage of 47% informational, 0% entertainment, and 53% neutral. On Twitter, the percentage of brandpost contents is 39% informational, 0% entertainment, and 61% neutral, while on Instagram, the percentage is 35% informational, 0% entertainment, and 65% neutral. Otherwise, the content of RS. Premier Bintaro'sbrandposts on Facebook is in a percentage of 54% informational, 0% entertainment, and 46% neutral. On Twitter, the percentage of brandpost contents is 35% informational, 0% entertainment, and 65% neutral, while on Instagram, the percentage is 54% informational, 0% entertainment, and 46% neutral.

Frequency

Frequency is the average number ofbrandposts posted by each hospital on every social media within a single day. Siloam Hospitals Group posted 1-2 daily bandposts on its Facebook, Twitter and Instagram page, which is ideal. On the other hand, RS. Premier Bintaro did not post daily on its Facebook and Instagram page, but they posted 1-2 daily brandposts on Twitter. It shows that Siloam Hospitals Group posted more often than RS. Premier Bintaro which did not post daily except on Twitter.

Channel

This study goes over three social media which are Facebook, Twitter and Instagram. RS. Premier Bintaro frequently uses Facebook in response to the customers' complaints, while Siloam Hospitals Group mostly interacts with the customers on Instagram. Also, it seems that both are not actively interact with the customers on Twitter.

Level of Online Engagement

Interacting on social media with a brand owner through comments and replies makes it easier for customers to express their likes or dislikes towards the brand. In this study, the concept of online engagement emerges from the typology of COBRA. The customer engagement on social media pages can be measured through three sustainable levels (Mutinga, et al., 2011). Therefore, the level of online engagement is measured through "Consume" in which the number of likes and views is analyzed, "Contribute", which is the interaction on brand post measured by the number of comments and the number of shares; two-way communication that occurs in the form of positive, negative or neutral comments; and emotional exchange measured by positive and negative testimonials; and lastly "Create", in which the user-generated content (UGC) and product reviews are measured.

Consume

1. Number of Likes

According the observation, the Siloam Hospitals Group's neutral brandpost—in the form of text with image containing educational information about glaucoma—is liked the most on Facebook. On Twitter, its most liked brandpost is the one—in the form of text with image—containing information

about the announcement of walk Interview. Moreover, on Instagram, the most liked brandpost is informational brandpost—in the form of post text with image—containing information about medical check-up packages for premarital. Whereas, the RS. Premier Bintaro's informational brandpostannouncing its new ambassador is liked the most on Facebook. In addition, on Instagram, the most liked brandpost is the one containing consumers' testimonials towards the hospital's services, while its brandposts on Twitter only got a few likes.

2. Number of Views

According the observation from a total of 50 videos posted by the Siloam Hospitals Group on Facebook and Instagram, the brandpost having the higher view is an informational brandpost containing ambulance services. Meanwhile, the RS. Premier Bintaro's neutral brandpost explaining the dangers of smoking is liked the most on Facebook. Furthermore, its most viewed brandpost on Instagram is an informational brandpost promoting its leading sport clinic services supporting a particular football club.

Contribute

1. Interaction

This study analyzes the interaction through Facebook, Twitter and Instagram based on the brandpost that has the highest number of comments and shares. A large number of comments indicate that there is an interaction between brands and consumers, and an interaction among consumers. And the number of shares shows the willingness rates of the consumers to share the information to their own friends or followers.

a. The Number of Comments

The Siloam Hospitals Group's brandpost on Facebook that has the highest number of comments is a neutral brandpost—in the form of call to act—informing Glaucoma which aims to check the consumer knowledge about the disease by participating in the comment. Likewise, its brandpost on Instagram that has the highest number of comments is also in the form of call to act, while its brandposts on Twitter only have a few comments.

Meanwhile, the RS. Premier Bintaro's brandpost on Facebook that has the highest number of comments is a neutral brandpost explaining the dangers of smoking. Next, its brandpost on Instagram that has the highest number of comments a brardpost introducing its new pediatrician, while its brandposts on Twitter have no comments at all.

b. The Number of Share

The only social media that have direct sharing feature are only Facebook and Twitter. The Siloam Hospitals Group's brandpost on Facebook that has the highest number of shares is a brandpost informing a job vacancy, while on twitter, its most shared brandpost is an informational brandpost promotinga radio talkshow. Otherwise, the RS. Premier Bintaro'sbrandpost on Facebook that has the highest number of shares is an informational brandpost explaining the dangers of smoking. And no one shared its brandposton Twitter.

In Dwiyeret al. (1987), Scanzoni (1979) explains that the relationship between marketers and consumers is carried out in five stages, namely awareness, exploration, expansion, commitment and dissolution.In relation with the Scanzoni's concept and the observation on those two hospital's brandposts, it can be concluded that RS. Premier Bintaro is still on the awareness stage, in which its daily brandposts is for the sake of consumers' awareness through social media. On the other hand, Siloam Hospital Group seems to have stepped further into the engagement stage as it frequently interacts with the consumers as their fans or followers on social media.

2. Two-Way Communication

Social media is an effective means for two-way communication. Consistently interacting with customers on social media can attracts their awareness and maintain their relations. The interaction in the form of replies shows the existence of the brand itself so that it will be easier to get closer to customers. For the leading hospitals such as Siloam Hospitals Group and RS. Premier Bintaro, the promotion of health services on social media should have passed the awareness stage and focused more on the engagement between the brand and the consumer.

In this research, customers' comments and replies are divided into three categories which are positive comments, negative comments and neutral comments. Based on the observation on Siloam Hospitals Group's Facebook page towards all comments which possibly generate two-way communication, the percentage of the comments is 94% neutral, 3,5% positive, 0,23% negative, and 2,27% the rest is unclear. On Twitter, the percentage of comments which possibly generate two-way communication is 43% neutral, 0% positive, and 57% negative comments found here.And on Instagram, the percentage of comments which possibly generate two-way communication is 77%

neutral, 6,8% positive, 2,8% negative, and 10,8% unclear. In addition, there is no comment in the form of customer testimonials or product reviews found on Facebook and twitter, but on Instagram, the percentage of positive testimonials is 0,9%, the negative one is 0,1%, and 1,2% is in the form of product reviews.

Otherwise, based on the observation on RS. Premier Bintaro's Facebook page towards all comments which possibly generate two-way communication, the percentage of the comments is 82% neutral, 0% positive, 18% negative. Besides, there is no comment in the form of positive testimonials or product reviews. And, there are no comment found on its Twitter page.But on Instagram, the percentage of comments which possibly generate two-way communication is 73% neutral, 9% positive, 9% negative, and 9% in the form of product reviews.In sum, both hospitals have not got a decent number of comments in the form of consumers' testimonials, product reviews, or content created by the consumers on their social media pages.

3. Emotional Exchange

Customers will try to express their feelings to a brand by giving feedback to the brand that they like, and then start to realize that they also get some advantages from those interaction. This kind of behavior belongs to the discussion of emotional exchange, where customers can give both positive and negative testimonials.In fact, there are a number of positive testimonials given by the customers to Siloam Hospitals Group on Instagram. Besides telling satisfaction in using products, customers also make an invitation to take pediatrician services of Siloam Hospitals Group to anyone who reads the comments.In addition, there is no negative testimonial given by the customers to Siloam Hospitals Group and RS. Premier Bintaro on their social media pages.

Create

According to Mutinga et al. (2011), the highest level of online activity in the typology of COBRA is user-generated content creation activities.In this research, content creation activities are divided into product reviews and user generated content (UGC).An example of product reviews given by the customers is found on the Siloam Hospitals Group's Instagram, in which the customers explains the Siloam Hospitals Group's strengths and weaknesses in detail based on his/her own experience. This behavior also shows that they are most likely loyal

to the brand.Then, an example of user generated content (UGC) is found on the customers' comments or replies—containing a particular form of contents that is created by the customers itself and is publicly available for other customers—on Siloam Hospitals Group's brandposts.

6 CONCLUSIONS

Based on the analysis and discussion above, it can be concluded the forms and characteristics of both Siloam Hospitals Group's and RS. Premier Bintaro'sbrandposts are quite similar, but the contents, frequency, and social media channels—on which they post their brandposts—are different. Also, 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.

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