

Analysis of The Application of Digital Marketing at The Pratama Bina Insani Husada Clinic

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Abstract. Technological developments bring significant changes in various sectors, including the economy and health, especially private clinics. This study aims to determine the level of digital marketing implementation at Bina Insani Husada Primary Clinic. The main focus of digital marketing in primary clinics is to raise awareness to attract potential patients. This success is measured through five indicators: accessibility, interactivity, entertainment, trust, irritation, and information. This study used a descriptive qualitative method with a purposive sampling technique, involving 110 respondents who were selectively chosen. Data was collected through a questionnaire. The results showed that the level of digital marketing implementation at Bina Insani Husada Primary Clinic reached a score of 4,25 which is included in the outstanding category.

Keywords: Digital Marketing; Primary Clinic; Social Media Marketing

I. INTRODUCTION

During the Industrial Revolution 4.0 (virtual world physical system), digital technology is currently developing very rapidly, has a very relevant influence in various sectors of life, and is the main choice for the community. The development of this technology is integrating automation, cyber, physical, and biological technologies. This is because people have used a form of media that can be easily accessed by everyone (Laksmi Jaya & Andriani, 2023). Menurut Profesor Klaus Schwab seorang ekonom asal Jerman dan Chief Executive Officer World Economic Forum (WEF) bahwa teknologi ini telah mengubah cara kerja atau cara hidup manusia secara fundamental dan ini juga telah mempengaruhi berbagai disiplin ilmu, kesehatan, ekonomi dan hal lainnya (Suar, 2022).

These advancements are driven by a multitude of factors, including the continuous enhancement of internet infrastructure, the growing effectiveness and efficiency in communication channels, the increasing sophistication of smartphone technology, the rapid expansion of e-commerce platforms, the pervasive influence of diverse social media channels, and the rising levels of internet proficiency among users. These technological strides have exerted profound impacts across economic and healthcare domains, notably in the realms of marketing and sales strategies. The expanding prevalence of internet usage has significantly broadened the landscape of business opportunities. This ongoing trend underscores the transformative role of technology in global markets, fostering greater connectivity and accessibility, and fundamentally reshaping consumer behaviors and corporate strategies alike (Nidaul Khasanah et al., 2020).

After the COVID-19 pandemic passed, it had an impact on all sectors of life, especially the health industry, accelerating the growth of marketing with digital systems. The development of digital-based technologies such as technology platforms from desktops, laptops, smartphones, and other devices has changed marketing to adapt to new technologies and has created a new marketing model called digital marketing. (Sembiluh & Sulistiadi, 2022)

Digital marketing reflects the shift from traditional marketing methods to digital platforms. In recent years, the

use of the Internet and mobile devices has increased significantly. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), internet usage in Indonesia has reached 78.19 percent by

2023. This means that 215,626,156 of the total population of 275,773,901 people have used the Internet. This data indicates that more than 78% of Indonesians are connected to the internet, showing significant potential for the implementation of digital marketing strategies in the country. (APPJI, et al., 2023). Currently, the marketing strategy that is becoming increasingly popular is digital marketing. It uses digital technologies such as the internet, mobile devices, and social media to promote services and/or products and reach a wider range of consumers (Sari et al., 2023).

Digital marketing encompasses a diverse range of marketing activities leveraging digital and internet-based media platforms, including websites, email, television, and social media, with the primary goal of expanding consumer reach and engagement. This approach leverages the ubiquity and accessibility of digital platforms to connect with target audiences, foster brand awareness, drive traffic to websites, and ultimately convert leads into customers. By utilizing data-driven strategies and analytics, digital marketing enables businesses to optimize campaigns in real-time, personalize customer experiences, and measure the effectiveness of marketing efforts more accurately. This dynamic and interactive form of marketing not only enhances customer interaction and engagement but also facilitates faster and more efficient communication, contributing to overall business growth and competitiveness in the digital era (Chaffey & Chadwick, 2019).

Currently, digital marketing is one of the marketing methods that are in great demand by business people to attract consumer attention to the products and services they offer. Business people are now starting to switch from conventional marketing models to modern marketing models, namely online marketing through digital marketing (Sukmasetya et al., 2020).

Inevitably, every company must have a different marketing strategy in its application depending on its capacity and experience, both in practical and theoretical

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ways. A marketing strategy is a marketing system that is used as a guideline and applied by companies to channel information to consumers to achieve goals. To achieve this, it is necessary to have a series of various activities or processes that have been designed into a strategy. The tighter the competition, the more important it is to implement a marketing strategy. In this situation, companies inevitably have to face this competition by implementing digital marketing so that the company has more value and that its market share can be won and maintained (Sutrisno, 2020).

Some of the techniques included in digital marketing include Search Social Media Marketing, Email Marketing, Video Marketing, Search Engine Optimization (SEO), Webinars and Live Streaming, Influencer Marketing, Search Engine Marketing (SEM), Content Marketing, Pay-Per-Click (PPC) Advertising, Online Public Relations (PR), Mobile Marketing, Affiliate Marketing, Marketing Automation, and others (Sari et al., 2023).

This study aims to describe and better understand the types of digital marketing strategies that have been implemented by the clinic, including online advertising, content marketing, and social media, and how these strategies are integrated into market health services. Then observe patients and other stakeholders responding to the digital marketing campaign, including the level of participation, questions, and feedback received. It was also to analyze the extent to which the digital marketing campaign had increased public awareness of the clinic and its impact on the clinic's image as well as investigate new opportunities or areas that can be improved in the application of digital marketing, including the exploration of latest technological innovations that can be applied to increase the effectiveness of marketing strategies (Burhan & Sulistiadi, 2022).

II. LITERATURE REVIEW

Marketing

Marketing plays a crucial role in determining the success of a company in a competitive business environment. By conducting effective and efficient marketing, an agency can improve its performance in the future, reach more consumers, and achieve profits. Marketing is a managerial and social process in which individuals and groups fulfill their needs and wants by creating, exchanging, and giving value to goods, services, and ideas. It all starts with recognizing the needs, wants, and demands of customers (Alimin et al., 2022).

Marketing according to The American Marketing Association (AMA) offers a formal definition of marketing as a function of a series of institutions and processes to create, communicate, deliver, and exchange value propositions for clients, partners, customers, and society in general. The purpose of marketing is to make sales increase and to know and understand customers well so that products or services match their needs and desires (Saputri et al., 2023).

Marketing is the process of interaction between sellers and buyers to facilitate product transactions, including goods and services. This concept no longer refers to a specific physical location but instead encompasses a series of activities where sellers and buyers communicate and negotiate. Sellers present products or services to consumers,

while buyers evaluate and consider them before making a purchase. The marketing process involves various elements such as promotions, offers, and after-sales service, all aimed at effectively and efficiently meeting consumers' needs and wants. As a result, marketing plays a central role in economic activity, enabling sellers and buyers to interact and create value through the exchange of products and services. Marketing is the process of interaction between sellers and buyers to facilitate product transactions, including goods and services. This concept no longer refers to a specific physical location but instead encompasses a series of activities where sellers and buyers communicate and negotiate. Sellers present products or services to consumers, while buyers evaluate and consider them before making a purchase. The marketing process involves various elements such as promotions, offers, and after-sales service, all aimed at effectively and efficiently meeting consumers' needs and wants. As a result, marketing plays a central role in economic activity, enabling sellers and buyers to interact and create value through the exchange of products and services (Laksana, 2019).

Digital Marketing

Along with the development of digital technology, marketing activities have now used digital and internet media in the form of websites, electronic messages, and social media to increase the number of consumers called digital marketing (Chaffey & Chadwick, 2019). Now digital marketing is a marketing strategy that business people want to do to attract consumers to pay attention to the products they offer. Business people today have abandoned traditional marketing methods/models for new marketing, especially digital marketing. (Sukmasetya et al., 2020).

Digital marketing has a significant positive impact on improving marketing strategies, becoming the first choice for today's digital generation. Therefore, businesses must show creativity and innovation in designing marketing strategies to win the competition with competitors, increase sales, and generate profits. There is a short story that if you want to succeed in entrepreneurship, you only need to increase the budget for advertising. Because the bigger the advertising budget, the higher the potential for success (S. Maylinda & Sari, 2021).

Digital marketing through social media is an internet platform that provides opportunities for users to show their identity, interact, cooperate, share information, and form social relationships virtually. With social media, businesses can reach a wider audience through a more personalized and interactive approach. Users can share content such as text, images, and videos, as well as engage in discussions, provide feedback, and participate in online communities. This allows companies to establish stronger and more direct relationships with consumers, increase brand awareness, and develop more effective marketing strategies. Social media offers a variety of tools and features to make campaigns engaging and shareable. For example, features such as stories, live broadcasts, and sponsored ads allow companies to communicate with their audience in real-time and capitalize on key moments. In addition, social media provides valuable analytics data to understand consumer behavior. This data includes metrics such as interaction rates, number of views, and audience demographics, all of

which are useful for measuring the success of marketing campaigns and identifying areas for improvement. Analytics data enables companies to make more informed decisions about their marketing strategies. For instance, they can identify the most popular content among their audience and determine the best times to post it. This insight allows companies to optimize their strategies and achieve better results. Social media also facilitates more targeted marketing. With ad targeting features, companies can tailor their ads to specific audiences based on criteria such as age, location, interests, and behavior. This enables companies to reach individuals who are most likely to be interested in their products or services, thereby boosting the efficiency and effectiveness of their marketing campaigns. In today's digital age, maintaining a presence on social media is crucial for companies looking to remain competitive. Social media not only helps companies reach a wider audience but also enables direct interaction with consumers, fostering loyalty and strengthening their brand image. Consequently, social media has become an essential tool in modern digital marketing strategies. With careful and strategic use, companies can leverage the power of social media to achieve their marketing goals and create value for their consumers (Chakti, 2022).

Digital Marketing Indicators

Digital marketing indicators are parameters used to measure digital marketing performance. Analyzing these indicators can help businesses understand the effectiveness of promotions and adjust strategies to achieve the marketing goals of businesses. In the ever-changing and highly competitive business world in the era of digital technology, businesses need to monitor and adjust digital marketing strategies based on market changes, consumer behavior, and new technologies. Therefore, compiling digital marketing indicators is not just a one-off, but a continuous process to stay competitive and succeed in a dynamic digital marketing environment (Putri & Marlien, 2022).

Digital marketing indicators are essential tools for measuring, monitoring, and analyzing the performance of digital marketing campaigns. They help in assessing the effectiveness of various strategies by measuring metrics such as the number of impressions, clicks, and interactions. Using these indicators, marketers can evaluate return on investment (ROI) to ensure that the resources invested are yielding the desired results. In addition, digital marketing indicators provide an understanding of audience behavior, identify trends, and offer insights that can be used to optimize future campaigns.

The data obtained from these indicators allows marketers to make more informed decisions, adjust their strategies to achieve better results, and improve the overall efficiency and effectiveness of their digital marketing efforts. In qualitative research, digital marketing indicators play an important role by providing deep insights into consumer interactions and responses to campaigns.

Analysis of qualitative data such as comments, reviews, and feedback from social media helps marketers understand consumer motivations, preferences, and needs in greater detail. By evaluating the sentiment and context behind this data, researchers can dig into the factors that influence consumer behavior and identify areas for improvement or new opportunities.

These indicators also aid in audience segmentation, allowing marketers to create more personalized and relevant messages for each market segment. Qualitative research supported by digital marketing indicators offers a holistic view that combines quantitative and qualitative data, helping companies design more comprehensive and effective marketing strategies. (Aryani, 2021)

Currently, many business people are starting to develop their businesses which were previously carried out traditionally and are now digital. Apart from being efficient, customers or related parties also find it easier to enjoy the products offered. Business actors who previously used or marketed their products with traditional media are now starting to utilize the Internet as a marketing medium through online places, social media, websites, video advertisements, banners, and others. According to Yazer Nasdini, cited by (Aryani, 2021), there are six indicators of digital marketing. Among them are accessibility, interactivity, entertainment, credibility, irritation, and informativeness. Then the results of research conducted by (Sembiluh & Sulistiadi, 2022) state that digital marketing has a positive influence in achieving success targets and consumer satisfaction, customers, and other related parties. (See Figure 1)

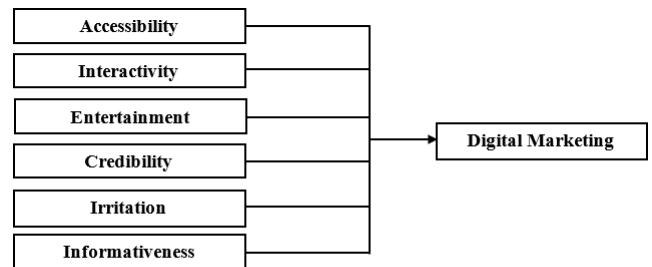


Figure 1. Digital Marketing Indicators

Source: Processed by the author (2024) cited from Aryani, 2023

III. RESEARCH METHODS

The researchers used a qualitative approach to understand context, process, and meaning in depth, which allowed exploration of the complexity of the situation as well as the perspectives of the subjects in this study. This approach emphasizes exploring aspects that may not be visible in quantitative methods, such as the nuances of behavior and social interactions. The method used is collaborative research that emphasizes the search for truth through logical reasoning. With this descriptive approach, not only is an accurate depiction of what is happening done, but also the why and how of the phenomenon is investigated. This helps in developing a more comprehensive understanding of the complexities that lie behind the phenomenon. Qualitative research often involves the active participation of the research subjects, allowing researchers to gain deeper and more authentic insights into their experiences and perspectives. Thus, this approach not only provides a deeper understanding of the phenomenon being studied but also provides an opportunity to explore dimensions that are not visible from a quantitative perspective (Nazir, 2019).

This research is descriptive, focusing on describing and explaining in detail the phenomenon under study, to provide an in-depth description of certain characteristics, processes, or contexts (Arikunto, 2019). This descriptive

approach not only describes what happens but also investigates the reasons and factors underlying the phenomenon, resulting in a more comprehensive understanding. Qualitative research also often involves the active participation of the research subjects, allowing researchers to gain richer and more authentic insights. Thus, this method becomes a very effective tool in uncovering the various complex and dynamic dimensions of the phenomenon being studied.

This research was conducted at Bina Insani Husada Primary Clinic, a health care provider in Bandung Regency that aims to provide high-quality health care and services to the community. The clinic is owned by an individual and is the only clinic in the area, located at Jl. Raya Sindang Sari, No. 09, Ciluluk Village, Kec. Cikancung, Kab. Bandung, with a zip code of 40392.

The researcher used a questionnaire with a Likert scale to measure respondents' perceptions of social media. This scale has five alternative answers with the following scores:

Table 1.a. Alternative Likert Scale Answers

Statement	Value
Strongly Disagree (SD)	1
Disagree (D)	2
Neutral (N)	3
Agree (A)	4
Strongly Agree (SA)	5

Source: Julhadi in Sudjana, 2019

To determine the length of the interval class, the formula can be used, namely, $P = \text{Range} / \text{Number of Classes}$. With the range as the difference between the largest and smallest values, and the number of classes as many as 5 the following are alternative answer intervals as an average assessment:

Table 1.b. Alternative Likert Scale Answers

Statement	Value
Strongly Disagree (SD)	1
Disagree (D)	2
Neutral (N)	3
Agree (A)	4
Strongly Agree (SA)	5

Source: Julhadi in Sudjana, 2019

A deeper understanding of visitors' use of social media to interact with the clinic and obtain information about health services. By using non-probability sampling, the research acknowledges that not all population members have an equal chance of being selected. Nonetheless, this approach provided the researcher with context-specific insights into visitors' perceptions, behaviors, and experiences in the context of digital healthcare. The study's results are expected to contribute significantly to the development of more effective communication and marketing strategies in today's digital era (Sugiyono, 2019).

Since the population size is unknown, the sample size is calculated using the Ferdinand (2019) method and references from Roscoe (Sugiyono, 2019), which is between 30 and 500. The sample size is determined 25 times the independent variable. With 18 statements and 6 variable indicators, the sample required was 108 respondents and

rounded up to 110 respondents (Roscoe in Ferdinand, 2019).

The criteria for respondents are Visitors to Bina Insani Husada Primary Clinic, Men and Women, At least 17 years old, Domiciled in Bandung, Have visited the clinic's digital platform at least once. Samples were taken using the Non-probability Sampling and Purposive Sampling approach (Sugiyono, 2019).

IV. RESULTS AND DISCUSSION

Research Results

The population in this study consists of visitors to Bina Insani Husada Clinic who use social media platforms. Although the actual population size is unknown, the researchers chose to focus on those who actively interact through social media. Population in the context of research is a collection of individuals who have certain characteristics that are relevant to the research objectives. This study aims to describe and analyze the behavior, perceptions, and preferences of clinic visitors who use social media as a means of interaction and information related to health services. By identifying and understanding their patterns of interaction with the clinic through digital platforms, the researcher hopes to gain deeper insights into how social media influences the way visitors obtain health information, how they communicate with providers, as well as the impact it has on their health decisions. Through a qualitative approach, this study will allow researchers to explore and unearth the nuances of complexity in visitors' interactions with clinics, which may not be revealed in quantitative research. As such, this research not only provides a comprehensive picture of the relationship between social media and healthcare but also provides a solid foundation for the development of more effective marketing and communication strategies in the healthcare context (Sugiyono, 2019).

The study's sample is deliberately selected from a population with specific characteristics. The research uses the Non-probability Sampling Method, meaning not all population members have an equal chance of being selected. In this instance, the research employs a purposive sampling technique, enabling researchers to select participants based on special considerations related to the research objectives. Research participants were chosen from visitors to Bina Insani Husada Main Clinic who have become members after visiting the clinic. This approach allows researchers to focus on individuals with relevant experiences or characteristics pertaining to the studied phenomenon. This study involved 110 respondents through a questionnaire on Google Forms, consisting of 39 men and 71 women who actively use social media. Based on methodological recommendations, a sample of 110 respondents was taken. The collected data was verified to ensure accuracy. Respondent profiles were carefully considered based on gender, age, education, clinic visitor status, and source of healthcare information.

This study analyzed Bina Insani Husada Primary Clinic's digital marketing, including website, social media, and online advertising, and its impact on the clinic's growth and reputation. The aim was to understand the level of digital marketing implementation at the clinic. The results of the study provide insights for Bina Insani Husada Primary Clinic to improve health services and digital presence. The findings are expected to form the basis of strategic

recommendations to optimize digital marketing, expand patient reach, and improve interaction with the community.

Respondent Profile

In this study, respondent profiles were analyzed to provide a representative picture of the sample. Respondents were categorized based on gender, age range, latest education level, clinic visitor status, and source of healthcare information. The purpose of this analysis was to understand demographic characteristics and consumer preferences that might influence behaviors related to digital marketing and healthcare. Care was taken to classify the respondents to ensure a balanced representation of the various target population groups so that the results reflect the views of the wider community.

Based on gender, 35% of respondents (39 people) were male, while 65% (71 people) were female. This reflects the tendency of women to use social media more actively than men. Previous research shows that women participate more in social media platforms such as WhatsApp, Facebook, Instagram, and TikTok. They tend to prefer sharing information, engaging in social interactions, and seeking emotional support through social media. Women are also more interested in health and lifestyle content, so they often seek information about health services through these platforms. This gender distribution reflects the general pattern of social media use in the population. (See Diagram 1)

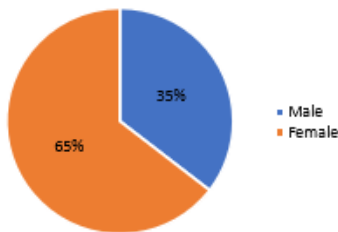


Diagram 1

Research Questionnaire Results Based on Gender

This study analyzed the profile of respondents based on age with a significant distribution. A total of 8% (9 respondents) were less than 20 years old, 60% (66 respondents) were between 20 to 30 years old, 25% (28 respondents) were between 31 to 40 years old, 5% (5 respondents) were between 41 to 50 years old, and 2% (2 respondents) were more than 50 years old. The majority of respondents are 20-30 years old, reflecting the dominance of millennials and Z generations who actively use social media and technology. This generation has grown up with digital

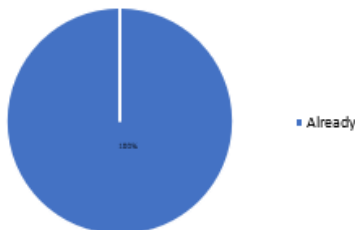


Diagram 4

Research Questionnaire Results Based on Status as a Clinic Visitor

technology, so they are more skilled and comfortable in using social media platforms to seek information and services. (See

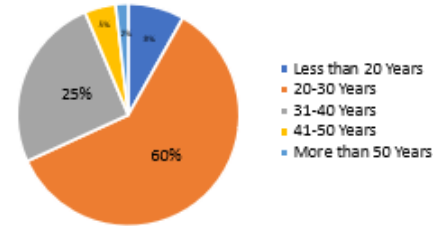


Diagram 2

Research Questionnaire Results by Age
Diagram 2)

This study analyzes the profile of respondents based on their latest education. The results show that 7% (7 respondents) have an elementary/junior high school education, 57% (63 respondents) a high school/vocational school education, 13% (14 respondents) a diploma, 18% (20 respondents) a bachelor's degree, and 5% (6 respondents) a master's degree. The dominance of respondents with a senior high school education reflects that senior high school education is the most common level accessed by the community. In addition, individuals at this level of education tend to be more skilled at using digital technology and social media. The majority of respondents with a senior high school education background in this study reflect the prevalence of upper secondary education and the dominance of a generation that is active in the use of social media and technology. (See Diagram 3)

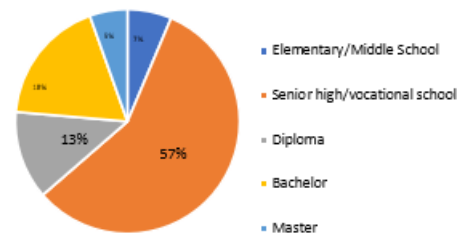


Diagram 3

Results of Research Questionnaire Based on Last Education Level

This study analyzed the clinic visitor status among the respondents. A total of 100% (110 respondents) had visited the clinic before. The questionnaire was administered directly to patients or patients' families through social media. This predominance was due to previous positive experiences with the clinic's services, which made them comfortable and motivated to participate. This reflects high trust and interest in the clinic's services. (See Diagram 4)

This study analyzed respondents' sources of information about the clinic. A total of 77% (85 respondents) obtained information through digital platforms or social media, 13% (14 respondents) through word of mouth or brochures, and 4% (5 respondents) from family and as many as 6% (6 respondents) from neighbors, while some had no clear source of information. The dominance of information from digital/online platforms reflects the trend of using digital technology to seek services, especially among millennials and Z generations. Digital/online platforms provide extensive access to information and feedback that influence patient decisions. The majority of respondents getting information from digital platforms demonstrates the importance of a strong digital presence for clinics. (See Diagram 5).

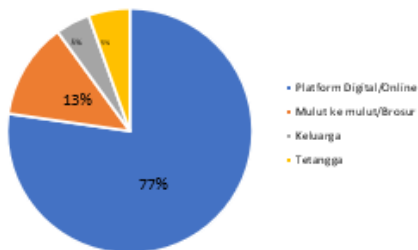


Diagram 5
Research Questionnaire Results by Source of Information

Hypothesis Testing and Data Analysis

In the era of digital technology, Bina Insani Husada Clinic has implemented a digital marketing strategy to expand its reach and increase its visibility. By using various online marketing platforms and techniques, the clinic is competing in an increasingly competitive healthcare industry. This analysis explores Bina Insani Husada Clinic's digital marketing efforts and their impact on customer engagement and business growth.

Based on Table 4.1, the statement "Online interaction makes it easier in health services" has the highest value in the interactivity indicator with an average score of 4.4 in the excellent category, this shows that respondents are very satisfied with the convenience provided by online interaction in health services, reflecting the effectiveness and efficiency of the platform used. In contrast, the statement "I feel that the variety of digital marketing content at Bina Insani Husada Primary Clinic is quite interesting and diverse" has the lowest value in the entertainment indicator with an average score of 3.1 in the quite good category, and this indicates that there is a lack of innovation and attractiveness of content.

Overall, the digital marketing variable is in the excellent category with a score of 4.25. This shows the effectiveness of the clinic's digital marketing strategy in creating accessibility, increasing interactivity, presenting interesting content, building trust, and providing useful information for patients.

Table 3. Descriptive Analysis of Digital Marketing Variables

4	I find it easy to interact with Klinik Pratama Bina Insani Husada through digital platforms (Social Media, Website, WhatsApp, etc.)	315	96	33	14	5	463	4,2	Very good
5	I can leave messages and comments on the digital platform of the Pratama Clinic.	290	100	39	16	6	451	4,1	Good
6	Online interaction facilitates health services.	355	68	48	8	2	481	4,4	Very good
7	Digital marketing content at Bina Insani Husada Primary Clinic can create an interesting and unique atmosphere.	155	108	51	26	22	362	3,3	Fairly Good
8	I feel that the digital marketing content of Klinik Pratama Bina Insani Husada is useful and inspirational.	215	92	45	32	13	397	3,6	Good
9	I feel that the variety of digital marketing content of Klinik Pratama Bina Insani Husada is quite interesting and diverse.	145	88	39	42	25	339	3,1	Fairly good
10	I feel that the digital marketing content of Klinik Pratama Bina Insani Husada is supported by credible and reliable sources of information.	215	112	30	32	13	402	3,7	Good
11	The level of transparency of information in the digital marketing content of Klinik Pratama Bina Insani Husada provides additional trust.	135	144	63	22	15	379	3,4	Good
12	Klinik Pratama Bina Insani Husada provides references or sources of information that can be trusted in digital marketing content.	245	88	48	30	8	419	3,8	Good
13	The digital marketing content of Klinik Pratama Bina Insani Husada provides information that suits my health needs and questions.	305	72	36	12	13	438	3,9	Good
14	Bina Insani Husada Primary Clinic's digital marketing content provides information with sufficient depth, including a detailed explanation of the health services provided.	180	92	51	32	18	373	3,4	Good
15	I believe that the information provided is accurate and can be scientifically accounted for	265	72	39	18	17	411	3,7	Good
16	I feel disturbed by digital advertisements displayed by Klinik Pratama Bina Insani Husada.	380	28	30	12	15	465	4,2	Very good
17	The frequency of digital advertisements from Klinik Pratama Bina Insani Husada interferes with my experience when using social media.	340	56	30	4	9	439	3,9	Good
18	The content of digital advertisements from Klinik Pratama Bina Insani Husada often disturbs me.	385	28	30	6	21	470	4,3	Very good
Σ Average							7656	425,3	
Average							4,25		Sangat baik

V. CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the research, the implementation of digital marketing at Bina Insani Husada Primary Clinic shows very good results with a score of 4.25. Effective digital marketing strategies include optimal accessibility, increased interactivity, engaging content, trust building, and relevant and useful information for patients.

The clinic also successfully implemented digital marketing strategies, increased patient interaction and trust, and provided a satisfying experience. This confirms the importance of effective digital marketing in improving healthcare services and strengthening the clinic's relationship with patients.

Suggestions

This study found some shortcomings that require improvement. Suggestions from researchers are as follows:

For Bina Insani Husada Primary Clinic, researchers provide advice for digital marketing content on the entertainment indicator has an average value of 3.1 this shows that there is a lack of attractiveness and innovation. It is recommended to increase the uniqueness of the content with more innovation and better understanding.

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