


An integrated marketing communication strategy to increase a number of inpatient visits at Efarina Etaham Hospital Berastagi

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Article Info	ABSTRACT
Keywords: Integrated Marketing Communication (IMC), Promotional goals, Increasing inpatient visits	Health, as a human right, requires fair, equitable, and quality services for the entire community. The Indonesian government is committed to improving health by providing facilities, including hospitals. The Health Law emphasizes the right of every individual to access safe and affordable health care. Hospitals play a strategic role in improving public health, but have evolved into "business" institutions with a more focused approach. Modern healthcare requires a new paradigm, with hospitals actively engaged in marketing communication and promotion. Integrated Marketing Communication (IMC) becomes a crucial approach to achieving promotional goals and enhancing the hospital's publicity. Patient visit data at RS Efarina Etaham Berastagi for the period 2019-2021 shows fluctuations influenced by factors such as the COVID-19 pandemic. This study proposes the implementation of IMC at RS Efarina Etaham Berastagi, considering the characteristics of internal and external informants. The research method used is qualitative descriptive, combining in-depth interviews, observations, and secondary data analysis. The results indicate that RS Efarina Etaham Berastagi has implemented some elements of IMC, but there are still internal and external challenges to overcome. By strengthening IMC strategies, it is expected that RS Efarina Etaham Berastagi can be more effective in reaching the community, building a positive image, and increasing the number of inpatient visits. This research provides insights for hospital management and stakeholders to optimize marketing strategies to achieve better public health goals.
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INTRODUCTION

Health is a human right so that every community has the right to receive health services fairly, equally and with quality that reaches all Indonesian people. In connection with this, the Government is trying to improve public health services by providing health service facilities, including hospitals. One of the basic needs of life that is the government's responsibility is health. In Law No. 36 of 2009 concerning Health, it is emphasized that

everyone has the same rights to obtain access to health and obtain safe, quality and affordable health services. This means that in this case the government is obliged to make efforts to provide health services that comply with the criteria of the law.

Hospitals as one of the health facilities that provide health services to the community have a very strategic role in accelerating improvements in the level of public health. Therefore, hospitals are required to provide quality services in accordance with established standards and can reach all levels of society. According to Law of the Republic of Indonesia Number 47 of 2021 concerning Hospitals in Article 1, it is stated that a hospital is a health service institution that provides comprehensive individual health services that provide inpatient, outpatient and emergency services.

In line with the progress and development of medical science and technology, hospitals (hereinafter referred to as RS) have developed from a purely humanitarian, religious and social institution, into an institution that is more focused and more "business" oriented, especially after investors were allowed to establish a hospital under a legal entity with the aim of making a profit. With the rapid development of science medical knowledge and technology, there are many things that hospitals can do to help a patient (Aditama, 2016).

In health services, hospitals must abandon the old paradigm that society needs us. Now we are the ones who need them. Marketing communications and promotions are part of marketing activities and are very necessary for companies because on the one hand they convince consumers of the products/services offered, while on the other hand they really determine the company's success in facing competition in the market. With a well-planned communication strategy, using the types of marketing communications that have been implemented in several companies, such as advertising, personal selling, sales promotions, public relations and direct marketing, will have a good impact on increasing a company's publicity.

The IMC (Integrated Marketing Communication) approach must provide a consistent and persuasive message that is specifically tailored to the selected audience and target. The reason behind IMC is to achieve promotional goals in reaching the target market and to increase awareness of the company's products and services (Camilleri, 2018). The application of integrated marketing communications can create competitive advantages and new breakthroughs for hospital management in order to achieve increased business effectiveness. As research conducted by Hasri (2017) states that to win a competition, service and quality are no longer sufficient, so other appropriate strategies are needed to provide unique and different value from other competitors in order to face competition in the business world, especially for hospitals.

IMC is part of the Marketing Department which is generally tasked with marketing products, services and facilities, obtaining favorable public opinion and maintaining a positive image. Integrated Marketing Communication or IMC activities are a marketing communication planning concept that recognizes the added value of a comprehensive plan that examines the strategic role of each form of communication, for example advertising,

sales promotion and public relations and supports them to achieve clarity, consistency and maximum communication impact through message integration (Sulaksana, 2015).

Based on data on the Performance Parameters of the Efarina Etaham Berastagi Hospital over the last 3 years, namely 2019 to 2021, there has been a fluctuation in the number of patients. The increase and decrease in the number of outpatients at Efarina Etaham Berastagi Hospital can be seen in the following table:

Table 1. Data on Patient Visits at Efarina Etaham Berastagi Hospital for the Period 2019 – 2021

NO	MONTH	2019			2020			2021		
		Outpatient	Inpatient	Total	Outpatient	Inpatient	Total	Outpatient	Inpatient	Total
1	January	3597	1229	4826	2904	1206	4110	1094	588	1682
2	February	3287	982	4269	2745	1039	3784	1056	493	1549
3	March	3638	1085	4723	2567	943	3510	1375	573	1948
4	April	3653	1099	4752	1430	449	1879	1443	700	2143
5	May	4091	1227	5318	1172	509	1681	1405	814	2219
6	June	3176	1138	4314	1118	542	1660	1458	749	2207
7	July	3464	1367	4831	1089	545	1634	1360	771	2131
8	August	2823	1293	4116	1142	689	1831	1193	643	1836
9	September	2663	1303	3966	1120	620	1740	1202	511	1713
10	October	2977	1263	4240	1051	547	1598	1400	731	2131
11	November	2843	1147	3990	1129	558	1687	1729	922	2651
12	December	2764	1135	3899	1080	573	1653	1792	1014	2806
	Total	38976	14268	53244	18547	8220	26767	16507	8509	25016

Source: Efarina Etaham Hospital ProfileBerastagiYear 2021

Based on patient data at Efarina Etaham Berastagi Hospital for the 2019 – 2021 period, it is known that the number of patients visiting Efarina Etaham Berastagi Hospital experienced fluctuations in the number of patients every month in 2019 with a total of 53,244 patient visits consisting of 38,976 outpatients and 14,268 inpatients. stay. The number of patient visits in 2020 and 2021 experienced a very significant decline with a total of 26,767 patient visits in 2020 and 25,016 in 2021. The Covid-19 pandemic has greatly influenced the number of patients who come to receive health services. This can be seen from the drastic reduction in the number of patients coming to Efarina Etaham Berastagi Hospital (Profile of Efarina Etaham Berastagi Hospital in 2021).

Apart from the obligation to care for Covid-19 patients and equip their infrastructure, hospitals are faced with inflated operational costs and unclear claim methods for Covid-19 patients. In April 2020, the Ministry of Health issued a policy requiring hospitals to reduce routine practice services except in emergency situations. These policies and phenomena have resulted in a significant decrease in the number of patients seeking treatment at hospitals and as a result, hospital revenues have decreased. At the same time, people are also limiting visits to hospitals for fear of being exposed to the Covid-19 virus.

The results of interviews conducted by researchers with the Director and Head of Public Relations and Marketing at Efarina Etaham Berastagi Hospital revealed that the hospital was trying to attract its customers by using marketing programs such as placing

price promotions for patients (delivery and circumcision promotions), participating in CFD (car free day) events so that can sell directly to customers by introducing the facilities, services and doctors who practice at Efarina Etaham Berastagi Hospital. Public relations and marketing activities also socialize the hospital to various companies, covering and publishing the hospital's anniversary celebration in newspapers in the city of Berastagi, Medan and extending to the province, as well as a creative team tasked with creating material that will be posted on social media via Instagram and Facebook both provides information and education to patients. From the initial data above, it can be concluded that the marketing program for Efarina Etaham Berastagi Hospital has not been implemented in an integrated and conceptual manner.

IMC is generally considered a tool that guides marketing practitioners in developing and implementing more consistent and effective marketing communications, and is able to create a brand image, as well as encourage sales, and expand the company's target market (Prisanto, 2019: 59). Therefore, IMC has become one of the company's main marketing communications tools in providing services and connecting with customers. Without good relationships and communication, there will be no sales. This is because marketing communications has an important role in successfully attracting customer interest and creating customer loyalty which can become an important asset for the company.

Literature Review

Definition of Hospital

Hospital in English is called hospital. The word hospital comes from the Latin word hospital which means guest. More broadly, the word means entertaining guests. Indeed, historically, a hospital is an institution that is charitable in nature, to care for refugees or provide education for people who are less fortunate or poor, elderly, disabled, or young people (Ministry of Health of the Republic of Indonesia. 2012).

Hospitals are health facilities that provide health services evenly by prioritizing efforts to cure disease and restore health, which are carried out in a harmonious and integrated manner with efforts to improve health and prevent disease in a referral setting, and can be used for staff education and research. Hospitals are also institutions that can set an example in the culture of clean and healthy living and environmental cleanliness (Ministry of Health of the Republic of Indonesia, 2009).

Goals and Functions of Hospitals

Based on Article 4 of Law of the Republic of Indonesia Number 44 of 2009, hospitals have the task of providing complete individual health services. Article 5 of Law of the Republic of Indonesia Number 44 of 2009 states that to carry out their duties, hospitals have the following functions (Ministry of Health of the Republic of Indonesia, 2009):

1. Providing treatment and health recovery services in accordance with hospital service standards
2. Maintaining and improving individual health through comprehensive second and third level health services according to medical needs
3. Organizing education and training for human resources in order to improve capabilities in providing health services

4. Carrying out research and development as well as screening of technology in the health sector in the context of improving health services by paying attention to the ethics of science in the health sector.

Types of Hospital Services

In RI Law no. 44 of 2009, that a hospital is a complete individual health service institution that provides inpatient, outpatient and emergency services, the service components at the Hospital include 20 services as follows: 1) administration and management, 2) medical services, 3) emergency services, 4) operating room services, 5) intensive services, 6) high risk perinatal services, 7) nursing services, 8) anesthesia services, 9) radiology services, 10) pharmacy services, 11) laboratory services, 12) medical services medical rehabilitation, 13) nutrition services, 14) medical record services, 15) infection control in hospitals, 16) central sterilization services, 17) occupational safety, 18) facility maintenance, 19) other services, 20) libraries (Ministry of Health of the Republic of Indonesia, 2009).

According to Supranto in Triwibowo, the definition of service is a product produced by an organization that can produce goods or services. Services are also defined as services because they produce services. Service is an act in which a person or group offers another group/person something that is basically intangible and whose production is related or not related to the physical product (Tribowo, 2021).

According to Kotler in Triwibowo, he explains the characteristics of service as follows (Tribowo, 2021):

1. Intangibility(intangible)
That is, a service has an intangible nature, cannot be felt or enjoyed, cannot be seen, heard and smelled before it is purchased by consumers, for example: patients in a hospital will feel how the nursing services they receive after becoming a patient of that hospital.
2. Inseparability(can not be separated)
This is a service that is felt at the same time and if desired by someone to be handed over to another party, but is part of the service, in other words, the service can be produced and consumed/felt simultaneously, for example: nursing services provided to patients can take place perceived quality of service.
3. Variability(varies)
That is, services are very varied because they are non-standardized and constantly change depending on the service provider and the recipient of the service, for example: the services provided to hemodialysis patients in private hospitals may be different from government hospitals.
4. Perishability(not long lasting)
Where the service is a commodity that is not durable and cannot be stored, for example: certain hours without a patient in the treatment room, then the service that usually occurs will simply disappear because there is can be saved for later use.

Apart from that, Kottler and Supranto in Triwibowo also explain the characteristics of services by creating boundaries for types of services as follows (Tribowo, 2021):

- 1) The service is provided on an equipment basis (equipment based) or a person basis (people based) where person-based services differ in terms of provision, namely untrained, trained or professional workers.
- 2) Some types of services require the presence of the client (client's presence).
- 3) Services are also differentiated to meet individual needs (personal needs) or business needs (business needs).
- 4) Services are differentiated according to their objectives, namely profit or non-profit (profit or non-profit) and ownership, namely private or public (private or public).

Quality medical services can be interpreted as good medical services. The concept of good medical service is based on certain elements, as stated by Avedis Donabedian from the opinion of Lee and Jones 1933 in Wijono, as follows (Wijono, 2014):

- a. Good medical service is rational medical practice (treatment).
- b. Good medical care emphasizes prevention.
- c. Good medical services require clever collaboration between lay patients and scientific medical practitioners.
- d. Good medical care, treating the whole person.
- e. Good medical service, maintaining a close and continuous personal relationship between doctor and patient.
- f. Good medical services are coordinated with social welfare work.
- g. Good medical services, coordinating all types of health services.
- h. Good medical services include the implementation of all services modern medical science to suit everyone's needs.

Hospital Classification

Based on the type of services provided, hospitals are categorized into general hospitals and special hospitals. A general hospital is a hospital that provides health services for all types and fields of disease, while a special hospital is a hospital that provides primary services in one particular field or type of disease based on discipline, age group, organ, type of disease or other specialty. (Ministry of Health Number 3, 2020).

Based on Minister of Health Regulation no. 3 of 2020 concerning Hospital Classification and Licensing, hospitals can be classified based on ownership, type of service and class.

1. Based on ownership. Hospitals included in this type are government hospitals (central, provincial and district), state-owned hospitals (ABRI), and hospitals whose capital is privately owned (BUMS) or foreign-owned hospitals (PMA).
2. Based on Type of Service. Included in this type are general hospitals, mental hospitals, and special hospitals (for example heart, mother and child hospitals, eye hospitals, etc.).
3. By Class. Based on class, hospitals are divided into class A, B (educational and non-educational), class C and class D hospitals.
4. Class A general hospitals are general hospitals that have facilities and capabilities for broad specialist and subspecialty medical services.

5. Class B general hospitals are general hospitals that have facilities and medical service capabilities of at least eleven specialties and limited subspecialties.
6. Class C general hospitals are general hospitals that have basic specialist medical service facilities and capabilities.
7. Class D public hospitals are general hospitals that have basic medical service facilities and capabilities.

Emergency Installation Services

The hospital's Emergency Room (IGD) has the task of providing temporary medical and nursing care services as well as emergency surgical services for patients who come with a medical emergency. The ER has a role as the main gateway for emergency patients to enter (Ali, 2014).

The Emergency Department (IGD) is a hospital unit that provides first care to patients. This unit is led by a duty doctor with expert and experienced doctors in handling Emergency Services (PGD), who then, if necessary, will refer patients to certain specialist doctors (Hidayati, 2014).

The health team staff in the Emergency Installation at the hospital are expert doctors, general practitioners or nurses who have received training in handling emergencies who are assisted by representatives of other units who work in the Emergency Installation (Ministry of Health, 2018).

Inpatient Services

Inpatient services are one of the service units in hospitals that provide comprehensive services to help solve problems experienced by patients, where the inpatient unit is one of the hospital's reception centers so that the level of customer or patient satisfaction can be used as an indicator of service quality. (Nursalam, 2016).

Inpatient services are a group of health services available in hospitals which are a combination of several service functions. The category of patients admitted to inpatient care is patients who need intensive care or close observation because of their illness. Inpatient care is an individual health service which includes observation, treatment, nursing, medical rehabilitation by staying overnight in the inpatient room at government and private hospital health facilities, as well as community health centers and maternity homes where because of their illness the sufferer must stay overnight and experience a level of transformation, namely the patient from entering the treatment room until the patient is declared allowed to go home (Muninjaya, 2019).

Outpatient Services

Outpatient services are a series of medical service activities related to polyclinic activities. The outpatient service process starts from registration, waiting room, examination and treatment. Good service for outpatients does not depend on the number of people served each day or during working hours, but rather the effectiveness of the service itself (Bustami, 2016).

Outpatient services have two important aspects related to patient satisfaction, namely people and equipment. Therefore, to satisfy patients, staff are needed who can not only carry out work procedures who is kind, but friendly, sympathetic, understanding,

flexible and skilled. The human aspect consisting of medical personnel, paramedics, non-medical personnel is a factor that determines the level of patient satisfaction (Bustami, 2016).

Basic Concepts for IMC Development

Direct Marketing is an organization's marketing communication system directly with target customers to generate responses or transactions. The resulting response can be in the form of inquiry, purchase, or even support. In the Dictionary of Marketing Terms, Peter Bennett defines direct marketing as "the total activity of sellers, to streamline the exchange of goods and services with buyers, directing efforts to the target audience using one or more media (direct selling, direct mail, telemarketing, direct action advertising, catalog selling , cable TV selling, etc.) with the aim of generating responses by telephone, mail or personal visits from potential buyers or customers"

Direct marketing is one of the IMC functions which consists of front-end and back end operations. The front-end compiles the expectations of consumers which include the offer (ie everything that is real or not promised by the company in order to achieve the customer behavior that the company wants, for example: special price offers, guarantees, etc.), the data base (obtaining customer data and use that data for further offers) and the response (giving a good response to customers, for example: by creating a toll-free-line for customer service) while the back end tries to match consumer expectations with products, including fulfillment (i.e. creating products or information requested by consumers is suitable, effective and timely) (Rahajeng, 2012).

Sales Promotion is a short term for added value offerings designed to mobilize and accelerate customer response. In concept, sales promotion is used to motivate customers to take action by purchasing products which are triggered by product offers for a limited period of time. Sales Promotion is all marketing activities other than personal selling, advertising and publicity to stimulate purchases of company goods. This promotion is more flexible because it can be done at any time within available costs, is short-term, and aims to drive stronger and accelerate targeted market response.

The following are the tools used in sales promotion (Dharmmesta, 2018).

1. Place advertisements on TV and radio so that many people know about the company's products
2. Personal Selling.
3. Direct Marketing.
4. Sales promotion
5. Public relations and publishing
6. Advertising

Public Relations is one of the management functions that becomes bridge between a company or organization and its public. Public relations helps a company, organization, body or institution so that the public wants to work together well. The IMC concept means carrying out very broad and varied work, not only tasked with tracking public opinion, but also managing the corporate brand and maintaining its reputation. Then MPR is one of the public relations functions which is used as a free media to convey brand information to

positively influence potential customers. MPR itself focuses more on customers or potential customers and complements other marketing strategies in 4 ways:

1. increase the credibility of the brand message;
2. convey messages according to the target based on demographic, psychographic, ethnic or regional audience aspects;
 - a. influencing influential opinion leaders or trendsetters;
 - b. involving customers and other stakeholders in special events.

Public Relations, public relations or public relations (PR) is a management function that evaluates public behavior, identifies procedures and adapts them to the interests of the general public and then carries them out to gain understanding and acceptance from the public. PR has a broader goal than publicity because it is a goal

The main thing is to strive for and maintain a positive reputation of the product or company, Forms of implementing public relations include:

1. Special publication
2. Participation in community activities
3. Raising and
4. Sponsorship and events and others.

Personal selling, a salesperson sells individual products, services or solutions to clients. Salespeople match the benefits they offer to the specific needs of clients. Today, personal selling includes developing long-standing client relationships. This interaction provides flexibility where the seller can see or hear the response or reaction of the prospective buyer and adapt it to his sales message.

Direct Marketing, direct marketing is a free-channel approach to distribution and marketing communications. So a company may have a strategy of dealing with customers directly, in the sense that the deal is made directly between the producer and the customer.

The main tool of Direct Sales is direct response advertising where products are promoted through advertising and encourage consumers to buy directly from the company or factory (not through shops or distributors). Generally in the form of including an order form in the advertisement, an invitation to call immediately or the use of a limited time coupon. Examples: direct mail, Telemarketing, online tools and direct selling.

Sales Promotion, sales promotion is any initiative undertaken by an organization to promote increased sales, use or trial of products or services (i.e. initiatives that are not covered by other elements of the marketing communications or promotional mix).

Personal Selling

According to Kotler & Keller personal selling is direct interaction with one or more potential buyers in order to make a presentation, answer questions and accept orders. According to Terence A. Shimp, personal selling is a form of individual communication where a salesperson connects with potential buyers and tries to influence them to buy the product or service. According to Kotler & Armstrong personal selling consists of interactions between individuals and customers and potential customers to make sales and maintain relationships with customers. Personal selling is interaction between individuals, face to face, aimed at creating, improving, controlling or maintaining mutually beneficial

exchange relationships with other parties. Communication carried out by individual people can be more flexible than other promotional tools. In this way, salesmen can find out the desires, motives and behavior of consumers and can also see consumer reactions regarding the products offered by the company.

Personal Selling has 3 special characteristics, namely:

1. Personal confrontation includes a lively, direct and interactive relationship between two or more people. Each party can observe the reactions of the other party more closely.
2. Strengthening personal selling allows the emergence of various types of relationships ranging from sales relationships to friendship relationships. The typical salesperson really knows the customer's best interests.
3. Response Personal selling makes buyers feel obligated to listen to the salesperson's conversation (Ferrinadewi, 2014).

METHOD

This research uses a descriptive qualitative method, namely studying objects that reveal existing phenomena contextually through collecting the data obtained, by looking at the elements as interrelated units of study objects and then describing them. These phenomena can be in the form of forms, activities, characteristics, changes and differences between one phenomenon and another (Moleong, 2018).

The reason for using qualitative research is because the problems are still very diverse, so to identify problems in implementing infection prevention and control, further in-depth research is needed, also because the research wants to get more complete, more in-depth and meaningful data about the research problem. Apart from that, researchers want to know about the integrated marketing communication strategy in order to increase the number of inpatient visits at Efarina Etaham Berastagi Hospital (Sugiyono, 2020).

This research was conducted at the Efarina Etaham Berastagi Hospital, Karo Regency, North Sumatra Province. This research was conducted from July 2022 to February 2023, starting from the initial survey, data collection, data analysis, report preparation to the results seminar.

The determination of subjects in this research is based on certain considerations made by the researcher himself, based on previously known characteristics or properties of the population. The subjects were chosen based on the cases studied, namely the implementation of the people involved in implementing integrated marketing communication in the inpatient room at Efarina Etaham Berastagi Hospital. Informants are the main source of qualitative data in addition to other data obtained from the results of literature studies, so that informants are an important source of data in this research. Determining the data source for the people interviewed was carried out purposively, that is, it was chosen with certain considerations and objectives (Moleong, 2018). The purpose of this purposive sampling technique is for the researcher to take data sources from several people who are considered to have information that is relevant to the research focus.

The researcher concluded that informants are people who are used to provide information about the data desired by the researcher. The selection of samples as informants in this research was based on the principle of appropriateness. Suitability is that the sample is selected based on the knowledge they have related to the research topic. Based on the principles above, 10 people were selected as informants, divided into internal informants and external informants. Internal informants came from the marketing department, the general manager in charge of the marketing division and the medical department in charge of inpatient services. External informants were 4 patients selected using an accidental sampling technique with the inclusion criteria used by researchers being patients who had been treated in the inpatient room for more than 3 days, aged 18-60 years, could read and write, and were willing to be interviewed.

Table 2. Research Informant

No	Informant	Amount
1.	Marketing Manager	1 person
2.	General manager	1 person
3.	Member of marketing division	3 people
4.	Head of Medical Department	1 person
5.	Inpatients	4 people
	Number of Informants	10 people

Primary data was obtained from in-depth interviews using interview guidelines and modifications of the 8 main communication models by Kotler & Keller as well as field observations. Meanwhile, secondary data is in the form of document review. Then researchers analyzed this to draw various conclusions.

Research requires validation techniques for data collected through interviews, observation and documentation. The data validation technique was carried out by interviewing the Marketing Manager and General Manager regarding the implementation of integrated marketing communication in the Efarina Etaham Berastagi Hospital inpatient room. This research is planned as actual research using the triangulation method for data validity checking techniques which utilize something else to compare and re-examine the degree of trustworthiness of information or data that has been obtained through interviews with secondary data in the form of related documents and observation results.

RESULTS AND DISCUSSION

Informant Characteristics

The informants in this research consisted of internal informants and external informants. Internal informants consisted of managerial, marketing division and medical departments totaling 6 people, as well as external informants consisting of 4 inpatients at Efarina Etaham Berastagi Hospital. The characteristics of the informants are as in the following table:

Table 3. Distribution of Internal Informants and External Informants

No.	Informant's Initials	Gender	Age	Position/Job
Internal Informant				
1	BS	Man	42	General manager
2	JH	Woman	38	Marketing Manager
3	SR	Woman	31	Member of marketing division
4	M.A	Woman	28	Member of marketing division
5	FR	Man	29	Member of marketing division
6	HT	Woman	40	Head of Medical Department
External Informant				
1	BP	Man	48	Self-employed
2	SK	Woman	56	ASN
3	RP	Woman	52	IRT
4	M.S	Man	47	Private employees

Based on the research results in the table above, it is known that the respondents who were informants in this research were internal informants consisting of 1 general manager, 1 marketing manager, 3 members of the marketing division, 1 head of medical department and external informants consisting of 4 inpatients at Efarina Etaham Berastagi Hospital.

Strategy *Integrated Marketing Communication*(IMC)

Efarina Etaham Berastagi Hospital in planning its marketing communication strategy concept uses an Integrated Marketing Communication (IMC) strategy, where there are 8 planning stages from the modification of 8 main communication models by Kotler & Keller, namely: advertising channel communication, sales promotion, special event communication, public relations and publications, online marketing and social media mobile marketing, database marketing and direct sales, which can be described as follows:

Forms of advertising media communication include print advertisements, films, brochures and booklets, posters and leaflets, billboards, signs and DVDs. The advertising used by Efarina Etaham Berastagi Hospital to increase the number of inpatient visits uses several forms of advertising including print advertisements, brochures, posters.

Based on the results of the interview, it is known that advertising channel communication media have generally been used at Efarina Etaham Berastagi Hospital, as stated by the Marketing Manager who explained,

"Efarina Etaham Berastagi Hospital has long implemented communication in the field of advertising channels such as print advertisements, brochures, posters, etc.

"The advertising sector is starting to look better since the marketing division has new members who are experts in the field of design, including film making and digital displays which are better and more consistent than before."

Based on the results of interviews with external informants, one informant said that he preferred promotions in the form of print advertisements and displays because they were considered more interesting and interactive, there were also other informants who preferred the form of brochures or posters because they were simpler, could be carried anywhere, and could easily obtained, as expressed by informants (SK and BP) who explained,

"Shows or advertisements on TV and websites are more interesting to watch than having to read print advertisements with small writing." (SK)

"Between broadcast and print, I prefer print such as brochures and leaflets because they tend to be simple, easy to find in the hospital, and can be taken anywhere, including home, can be stuck on the refrigerator for example, so if you need information, for example, look for a landline number. sick, just look at it in the brochure." (BP)

Application of Modifications to 8 Marketing Communication Models at Efarina Etaham Berastagi Hospital

Table 4. Observation Results of Modifications of 8 Marketing Communication Models at Efarina Etaham Berastagi Hospital

No.	Media	Forms of Communication	Results		
			Observation	Yes	No
1	Advertising Channels	1. Print & display advertising	√		
		2. Movies	√		
		3. Brochures and booklets	√		
		4. Posters and flyers	√		
		5. Billboards			√
		6. Signage	√		
		7. DVDs			√
2	Sales promotion	1. Contests, games, prizes			√
		2. Samples/gimmicks	√		
		3. Bazaars and exhibitions	√		
		4. Discounts	√		
		5. Low debt payments	√		
		6. Sustainable program			√
		7. Ties/networks	√		
3	Special occasion	1. Sports			√
		2. Entertainment			√
		3. <i>Tour</i> company			√
		4. Activities take to the streets	√		
4	Public relations and publications	1. Seminars	√		
		2. Annual report			√

		3. Social donations	√	
		4. Publication	√	
		5. Community relations		√
		6. Media identity		√
		7. Company magazine		√
5	Online marketing and social media	1. Website	√	
		2. Email		√
		3. <i>Search ads</i>		√
		4. <i>Display advertising</i>		√
		5. Company blog		√
		6. Third party chat rooms, forums, blogs		√
		7. Social media; Facebook, Twitter, Instagram, channels YouTube, videos	√	
6	Mobile marketing	1. SMS/Whatsapp	√	
		2. Online marketing (app)		√
7	Database marketing	1. Catalog	√	
		2. Letter		√
		3. Telemarketing		√
		4. Fax		√
8	Direct sales	1. Sales presentation		√
		2. Sales meeting		√
		3. Incentive program		√
		4. Fairs and fairs trade	√	

The results of implementing modifications to the 8 Marketing Communication Models at Efarina Etaham Berastagi Hospital based on table 4.1 show that communication media for advertising channels are in the form of print and broadcast advertisements, films, brochures and booklets, posters and leaflets and sign boards, while billboards and DVDs are not available. Sales promotion communication media are carried out in the form of samples/gimmicks, bazaars and exhibitions, discounts, low debt payments and ties/networking, while contests, games, prizes and ongoing programs are not carried out. The communication media for special events are only activities taking to the streets, while sports activities, entertainment and company tours. Public relations communication media and publications include seminars, social donations and publications, while annual reports, community relations, media identity and company magazines are not carried out. Online marketing communication media and social media are available in the form of websites and social media such as Facebook, Twitter, Instagram, YouTube channels and videos, while e-mail, search advertisements, display media, company blogs and third party chat rooms, forums, blogs do not exist. done. Mobile marketing communication media in the form of

SMS/Whatsapp has been routinely carried out, while online marketing (applications) has not been carried out. Database marketing communication media in the form of providing catalogs has been carried out, while letters, telemarketing and faxes have not yet been carried out. Direct sales communication media in the form of exhibitions and trade shows have been implemented, while sales presentations, sales meetings and incentive programs have not been implemented.

CONCLUSION

After conducting research and processing information based on the results of interviews conducted with informants who are directly related to the operations of Efarina Etaham Berastagi Hospital, Integrated Marketing Communication (IMC) is a powerful way to convey a brand's message by inviting the public to get involved in an event. organized by the Efarina Etaham Berastagi Hospital, the management of Integrated Marketing Communication (IMC) at the Efarina Etaham Berastagi Hospital is given great attention, apart from promoting the Efarina Etaham Berastagi Hospital to the community, the Efarina Etaham Berastagi Hospital also wants to foster a good image to the community in an effort to increase the number of visits to the Efarina Etaham Berastagi Hospital. Efarina Etaham Berastagi Hospital, in implementing the Integrated Marketing Communication (IMC) communication program, cannot be separated from obstacles and constraints, both from internal management and from the competence of HR itself. The main obstacle faced in the implementation of marketing communications is the budget or financing problem from management in implementing each program that has previously been discussed in the work program

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