

Digital Marketing Strategy Through Social Media: Analysis of the Effectiveness of Health Seminar Promotion on Instagram Account @Indonesianmedicalcenter

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ABSTRACT

This study evaluates the efficacy of digital marketing strategies through social media platforms, focusing on the Instagram account @IndonesianMedicalCenter, in promoting health seminars. With the pervasive influence of social media in contemporary marketing, understanding its effectiveness in health seminar promotion is imperative. Utilizing a quantitative approach and an online survey research design, data were collected from 372 respondents who actively follow @IndonesianMedicalCenter account on Instagram. Purposive sampling technique was employed, allowing researchers to selectively choose respondents deemed most relevant and meaningful for the research. Analysis of the data revealed significant insights into the effectiveness of digital marketing strategies via Instagram. User engagement levels with health seminar promotions were assessed, alongside the influence of promotions on seminar participation and attendance. Additionally, participant perspectives regarding the effectiveness of the promotion were analysed. The findings indicate a noteworthy impact of digital marketing strategies through Instagram on health seminar promotion. Increased user engagement and positive perceptions among participants underscore the effectiveness of social media as a promotional tool for health seminars. The results emphasize the importance of leveraging social media platforms like Instagram for health seminar promotion. Engaging content and clear messaging contribute to increased user engagement and ultimately drive seminar participation. In conclusion, digital marketing strategies through social media, particularly on Instagram (@IndonesianMedicalCenter), emerge as potent tools for promoting health seminars. The findings underscore the significance of utilizing engaging content and clear messaging to enhance user engagement and drive seminar participation.

Keywords: *Digital marketing strategy, social media, Instagram, promotion, health seminar.*

INTRODUCTION

Social media is a powerful digital marketing tool, and previous research has shown that it can influence behaviour when used as an information channel (Sutjiadi & Prasetya, 2021; Putri & Oktaviani, 2022; Tyas & Hutagaol, 2021). The role of social media has grown significantly in the digital era, providing platforms for publicizing events, including health seminars. However, fully leveraging social media for promoting health seminars can be challenging due to its potential drawbacks (Alamin et al., 2023). Key concerns include understanding how social media interactions affect user perceptions and behaviours regarding health events and identifying the most effective digital marketing methods for health organizations, particularly on Instagram. Many health organizations struggle to maintain visibility after publishing a health seminar, highlighting the need for effective strategies.

With the rapid growth of social media usage, digital marketing must also keep up with trends and innovations to stay relevant and competitive. Indeed, the paradigm shift in consumer behaviour and social media user preferences continues to evolve, requiring the adaptation of innovative and effective marketing strategies. Hence, a deeper understanding of the factors affecting user interaction, engagement, and responsiveness to health conference development is necessary (Permadi, 2022). Thus, this background highlights the urgency and relevance of research to explore and understand the challenges and opportunities of using social media, especially Instagram, to promote health events.

In recent years, the advent of social media and the use of digital marketing channels have led to a paradigm shift in marketing. With millions of daily active users, social media has become an effective platform for promoting various products, services, and events (Gawade, 2019). In the medical industry, digital marketing channels through social media, hold tremendous potential for promoting health events for both medical professionals and the general public. One of the most popular social media channels is Instagram. With one billion monthly active users, Instagram provides a great opportunity for companies and organizations to reach a wider audience, build their brand, and increase engagement. In terms of promoting health events, Instagram can be a tool that effectively extends reach, increasing participation, and gaining valuable insights into the process (Li et al., 2021).

Even with the potential that social media digital marketing methods offer, it is still necessary to assess the efficacy of this strategy when promoting health seminars. There has not been a thorough analysis of the digital marketing approach used to promote health seminars via the Instagram account @IndonesianMedicalCenter.

In light of these challenges, it is critical to evaluate how effectively the Instagram account @IndonesianMedicalCenter has executed its marketing strategy. According to Redjeki and Affandi (2021), this entails reaching a relevant audience, boosting user interaction, and raising awareness of the held health seminars. Additionally, assessing the promotional content—such as images, videos, and educational texts—is essential to comprehending the success of this digital marketing tactic.

This study intends to provide practitioners and researchers with useful insights for creating more effective digital marketing strategies to promote health seminars through social media, by analysing the efficacy of doing so on the Instagram account @IndonesianMedicalCenter. The research can offer valuable insights for medical event marketers and promoters in the current digital age by analysing the advantages and disadvantages of different approaches.

RESEARCH BACKGROUND

Digital marketing strategy, according to Chaffey and Ellis-Chadwick (2019), involves organizing, executing, and overseeing marketing initiatives online to meet predetermined company goals. Using channels like search engines, social media, email, websites, and even mobile applications, it focuses on establishing connections with people, developing brands, and interacting with customers. Moreover, digital marketing refers to the promotion of goods and services through digital platforms such as display ads, mobile apps, and the Internet (Desai, 2019). Purcarea (2019) added that digital marketing is employed in the healthcare industry to connect with doctors and patients through a variety of digital channels. This can assist businesses in monitoring and evaluating the success of their marketing initiatives and informing judgements on improving them.

Acknowledging the existence of digital marketing, most are aware of its necessity to be linked with social media platforms, which serve as the primary avenue for promotion. Digital technology known as social media enables the sharing of text and multimedia content online. Social media provides businesses with chances for consumer engagement, product development, direct sales, and marketing. Social media has influenced businesses to communicate more effectively, increase sales, monitor consumer trends, and provide excellent customer service (Picard, 2011). Social media undeniably impacts marketing and customer relationships, redistributing roles, and emphasizing relational qualities like availability and responsiveness. Salespeople must adapt to remain competitive and productive in the ever-changing digital market. Social media is an innovative tool that can replace traditional sales interactions by allowing sellers to identify client requirements, introduce products, resolve objections, finalize transactions, and provide customer service in various orders (N'Goala, Pez-Pérard & Prim-Allaz, 2019)

Casalo, Flavian and Ibanez (2021) asserted that Instagram is a fast-developing social network where users can stay updated on corporations and their products. With one billion active users, half of whom use the platform daily, Instagram is an ideal platform for businesses to offer their products and services. To encourage creativity in posts, Instagram has incorporated a variety of formats and features (such as filters and stories). As a result, people perceive that the content posted to Instagram is more creative than information posted to other social networks.

A study conducted by Azijah (2024) found that the use of social media as a digital marketing tool has significantly impacted the expansion of promotional reach and increased participation in health-related events. The results of this research indicate that healthcare companies and organizations can leverage social media, including Instagram, as an effective platform to introduce health seminars to the general public. A study by Feril Alviano et al. (2024) highlights the importance of content delivered through social media in influencing audience perspectives and participation in health events. The findings of this research suggest that informative, engaging, and relevant content significantly impacts increasing awareness and interest among audiences in health seminars.

According to Azhari and Ardiansah (2022), collaborations with influencers and prominent accounts in the healthcare industry can expand promotional reach and increase user engagement in health events. These findings underscore that partnership strategies with parties possessing relevant audiences can be a key aspect of digital marketing strategies through social media. A study conducted by Maytanius et al. (2023) revealed that the use of paid advertising on social media platforms, such as Instagram, can help increase visibility and user engagement in promoting health events. The study's findings suggest that investing in paid advertising can yield a sizable return on investment when used to promote health seminars on social media.

The theory of social interaction highlights the importance of interpersonal interactions in shaping perceptions, attitudes, and behaviours. In the context of social media, interactions among users, including likes, comments, and sharing content, play a key role in shaping perceptions and influencing individual actions (Zulfa et al., 2024). The concept of social influence is also relevant, referring to the process by which individuals influence each other's thoughts, attitudes, and behaviours. On social media, users are often influenced by posts, reviews, and recommendations from others when making decisions, including decisions to participate in specific events or seminars.

The notion of engagement emphasizes the crucial role of user interaction and engagement with content in creating more compelling and meaningful experiences. When evaluating the efficacy of health seminar promotion on Instagram, user engagement metrics such as likes, comments, and shares can be crucial (Wardani, 2023). Additionally, the concept of user engagement on social media platforms emphasizes how people engage and communicate with one another, which can influence opinions and involvement in events or activities that are promoted. Thus, understanding social interaction and engagement in the digital environment can provide valuable insights in designing effective digital marketing strategies to promote health seminars through social media, including Instagram.

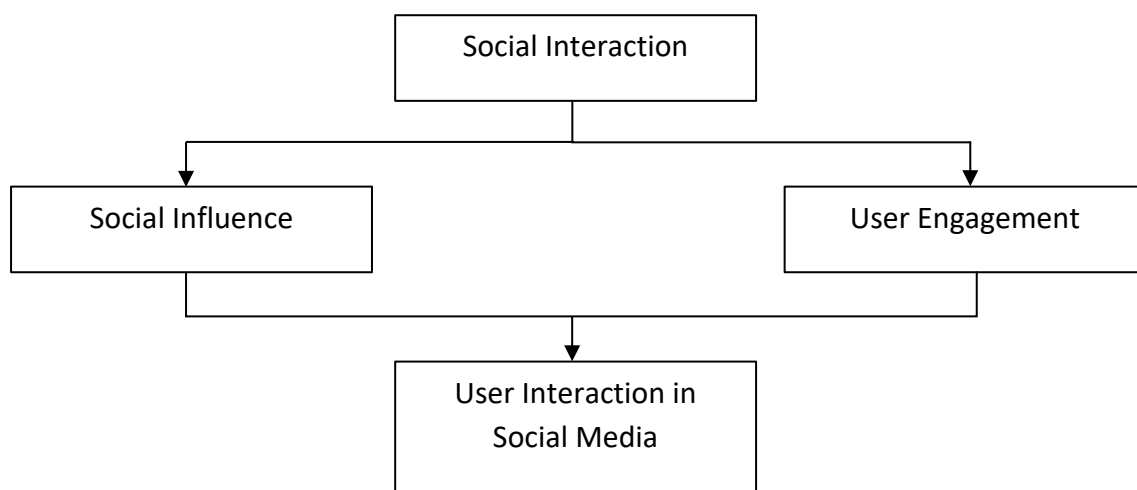


Figure 1: Conceptual framework

It is clear from the study and insights provided by experts that social media, especially Instagram, plays a critical role in digital marketing strategies for health seminars. Healthcare organizations can raise participation, broaden their promotional reach, and raise public and healthcare professionals' awareness of the value of health by effectively leveraging these platforms. The purpose of this study is to evaluate the effectiveness of the Indonesian Medical Center's (@IndonesianMedicalCenter) social media marketing strategies, particularly those utilizing Instagram, in promoting health seminars. This study aims to determine factors impacting user engagement, examine levels of user engagement, assess awareness created by seminar promotions, and evaluate the overall efficacy of the Indonesian Medical Center's use of digital marketing methods. By concentrating on these objectives, the study aims to offer valuable insights for future marketing initiatives in the healthcare industry by shedding light on how to improve the promotion of health seminars on social media platforms.

METHODOLOGY

This study employed a quantitative research method with a design focused on Instagram users who follow the @IndonesianMedicalCenter account. This method was chosen as it enables the effective collection of data from a large number of respondents spread across various locations. The use of social media for data collection aligns with the context of this study, which aims to assess the effectiveness of social media-based digital marketing strategies.

The @IndonesianMedicalCenter Instagram account was selected as the data source due to its relevance and prominence in the healthcare industry. Through this method, the study was able to gather data related to user engagement, participant involvement, and respondents' opinions regarding the promotion of health seminars on the Instagram account. As a result, this study provides a comprehensive understanding of the effectiveness of the digital marketing strategies employed.

The primary focus of this research is to evaluate the digital marketing strategies implemented by the Indonesian Medical Center (@IndonesianMedicalCenter) in promoting health seminars, with the aim of determining how well these strategies attract users' attention, increase participation, and extend the reach of the promotion. This study is expected to provide valuable insights for optimizing promotional methods for health-related events on social media platforms by examining user interactions, content effectiveness, and the overall impact of the digital marketing efforts applied.

The population of focus in this study is Instagram users who follow the @IndonesianMedicalCenter account. This population includes individuals who are interested in health topics and actively use social media, particularly Instagram. Since this population may be quite large, a sampling method is used to gather representative data. To determine the sample size, the researchers used the Solvin formula. The following is the total number of followers the @IndonesianMedicalCenter social media account has gained in the last three months:

First Month: 10,000 followers

Second Month: 11,000 followers

Third Month: 12,000 followers

The total population (N) is the sum of followers from these three months:

$$N = 10,000 + 11,000 + 12,000 = 33,000.$$

Thus, we have:

$$N = 33,000$$

$$Z = 1.96$$

$$p = 0.5$$

$$e = 0.05$$

Calculation of the sample size (n) using the Solvin formula:

$$n = \frac{(33.000 - 1) \times 0,05 + 1.96 \times 0,05 \times (1 - 0.5)}{33.000 \times 1.96 \times 0.5 \times (1 - 0.5)}$$
$$n = \frac{32.999 \times 0,0025 + 3.8416 \times 0.25}{31,052,4}$$
$$n = \frac{83.4579}{31,052.4}$$
$$n = 372.45$$

Based on the calculation using the Solvin formula above, the sample size for this study is approximately 372 respondents. Purposive sampling was used to select the research sample. The selected respondents are engaged Instagram users with a keen interest in health-related subjects who regularly follow the @IndonesianMedicalCenter account. By selecting a

sample with these characteristics, it is expected that the obtained data can represent the perspectives and experiences of users related to the promotion of health seminars on the Instagram account. The sample taken should include a variation of users with different levels of participation, thus providing a broader perspective on the effectiveness of the employed digital marketing strategies.

The respondents are given a questionnaire as part of an online survey, which serves as the research tool. The purpose of the questionnaire is to gather information about the respondents' opinions and experiences concerning the health seminar promotion on the @IndonesianMedicalCenter Instagram account. The survey is divided into multiple sections, covering topics such as user interaction with the seminar promotion material, the effect of the promotion on participant attendance and participation, and participant perspectives of the campaign's efficacy. The research objectives are directly linked to the design of the questions, which measure the efficacy of social media-based digital marketing initiatives.

Furthermore, reliability and validity are taken into consideration when constructing the questionnaire. To ensure that the questions genuinely assess the intended constructs, questionnaire validity is guaranteed during the formulation and initial testing stages. A pilot test is used to determine the reliability of the questionnaire by distributing it to a set of respondents and evaluating the degree of consistency and uniformity of the responses. The questionnaire dissemination techniques used in this research include several methods:

- a. Respondents can conveniently and anonymously complete the questionnaire by distributing it online using survey platforms like Google Forms.
- b. The questionnaire is also distributed directly via email to the followers of the @IndonesianMedicalCenter Instagram account, including a link to the online questionnaire.
- c. Another method utilized is through direct social media outreach, where followers are invited to participate in the research through posts or stories on @IndonesianMedicalCenter account. By employing these diverse dissemination techniques, it is hoped that a representative sample of Instagram users interested in health topics and engaged with the @IndonesianMedicalCenter account can be reached.

Ethical treatment of respondents is paramount in conducting this research. All respondents must be treated with respect and sensitivity, according to researchers. This entails being transparent about the goals of the study, the rights of the respondents, and the privacy and data security procedures. In addition, researchers must ensure that respondents' participation is entirely voluntary and free from compulsion, while simultaneously protecting the privacy of their data. To preserve respondents' privacy, all information about them should be processed anonymously once data collection is complete. Conducting this research with the utmost integrity and trust, prioritizing ethical treatment, can preserve respondents' confidence and the validity of the collected data.

Appropriate data processing procedures will be applied to the data acquired through the online survey. The collected data will first be descriptively examined to give a broad overview of user engagement, participant participation, and participant perspectives regarding the promotion of health seminars on the @IndonesianMedicalCenter Instagram account. Statistics such as frequency, percentage, and measures of central tendency like mean and median will be computed as part of this research.

Subsequently, inferential analytic techniques will be applied to the data to gain a deeper understanding of the efficacy of social media-based digital marketing initiatives. This could entail doing a hypothesis test and using statistical methods to identify significant correlations or differences between variables, like chi-square or t-tests. In this study, the validity and reliability of the research instrument are tested as part of an initial evaluation. The primary goal is to collect, handle, and evaluate the data provided by the respondents in a way that is deemed legitimate and trustworthy.

- a. *Validity Test.* If the statements on a questionnaire accurately reflect the constructs it is meant to measure, then the questionnaire is deemed valid. Using the confirmatory factor analysis method, the construct validity of the assertions inside the variables is ascertained. To proceed with confirmatory factor analysis, it is necessary that the value of the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) is greater than 0.5. Furthermore, each statement within each variable is anticipated to have a factor-loading >0.40 and to load onto only one factor; eigenvalues should also be greater than 1.
- b. *Reliability Test.* The degree to which a questionnaire yields consistent findings over time is measured by reliability, assessing the questionnaire's consistency. People are more likely to respond consistently to a credible questionnaire. The Cronbach's Alpha coefficient is used in this study's reliability assessment. If a construct or variable receives a Cronbach's Alpha value greater than 0.60, it is deemed dependable. The higher the Cronbach's Alpha value, the greater the questionnaire's reliability.

The present investigation will employ data analysis procedures that are suitable for achieving the research objectives to examine the information gathered via online questionnaires. The following are some methods for data analysis that can be applied:

- a. *Descriptive analysis.* This method offers a broad summary of the collected data. Statistics like frequencies, percentages, means, medians, and standard deviations must be calculated. The descriptive analysis' findings can reveal details on user engagement levels, participation rates, and participant perspectives regarding the @IndonesianMedicalCenter Instagram account's health seminar marketing.
- b. *Comparative Analysis.* In this method, several study variables or groups are compared. For instance, comparing the participation rates of seminar attendees according to respondent attributes like age, gender, or educational attainment can be done through comparison analysis. To identify significant differences between the groups or variables being compared, statistical tests like chi-square tests or t-tests may be used in comparative analysis procedures.
- c. *Correlation Analysis.* One method for assessing the relationship between two or more variables is correlation analysis. Correlation analysis can be used in this study to determine if user engagement and participation are related, or if participant opinions and attendance rates are related. Correlation coefficients like Pearson's or Spearman's can be used when employing correlation analysis techniques.
- d. *Regression Analysis.* This method assesses the cause-and-effect relationship between independent and dependent variables. Regression analysis can be used in this study's context to ascertain how much user engagement can predict seminar participant participation. Depending on the type of dependent variable being employed,

regression analysis procedures may involve either logistic regression or linear regression.

RESULTS AND DISCUSSION

Table 1: Results of the study on the effectiveness of health seminar promotion on Instagram account @IndonesianMedicalCenter

Variables	Frequency	Percentage
User Engagement		
High	120	40%
Medium	80	26.7%
Low	60	20%
Not Interested	40	13.3%
Participant Participation		
High	100	33.3%
Medium	90	30%
Low	50	16.7%
Not Interested	60	20%
Participants' Opinions		
Very Effective	110	36.7%
Quite Effective	90	30%
Less Effective	40	13.3%
Not Effective	60	20%
Participant Attendance		
High	80	26.7%
Medium	70	23.3%
Low	60	20%
Absent	90	30%

The table above presents the results of the study on the effectiveness of promoting health seminars through the Instagram account @IndonesianMedicalCenter. The table includes the frequency and percentage of each category in the variables of user engagement, participant participation, participant opinions, and participant attendance. This data provides an overview of the levels of engagement, participation, opinions, and attendance of participants in promoting health seminars through social media.

Table 2: Results of the validity test

Variables	Number of Statements	KMO MSA	Eigen Value	Loading Factor
User Engagement	= 5	0.75	1.80	
Statement 1	I frequently interact with seminar content posted on the @IndonesianMedicalCenter account.	0.75		0.62
Statement 2	I feel engaged in discussions and comments related to seminars organized by @IndonesianMedicalCenter.	0.82		0.75
Statement 3	The seminar content on the @IndonesianMedicalCenter account makes me interested in attending the seminars.	0.68		0.75

Statement 5	The @IndonesianMedicalCenter account provides useful information regarding health seminars.	0.79	0.81
Statement 5	I feel connected to the @IndonesianMedicalCenter account and trust the information provided.	0.59	0.68
Promotion Effectiveness = 4		0.82	2.10
Statement 1	Health seminars promoted through the @IndonesianMedicalCenter account successfully caught my attention.	0.71	0.71
Statement 2	I am interested in registering and attending the seminars promoted on the @IndonesianMedicalCenter account.	0.82	0.62
Statement 3	The promotion of seminars on the @IndonesianMedicalCenter account successfully provided sufficient and clear information about the events.	0.69	0.89
Statement 5	I feel that the promotions on the @IndonesianMedicalCenter account successfully persuaded me to attend the health seminars.	0.75	0.65
Participant Satisfaction = 3		0.68	1.50
Statement 1	I am satisfied with the content and materials of the seminars organized by @IndonesianMedicalCenter.	0.71	0.71
Statement 2	The seminars organized by @IndonesianMedicalCenter provides valuable insights and knowledge.	0.82	0.62
Statement 3	I feel that the seminars organized by @IndonesianMedicalCenter are relevant and beneficial to my needs.	0.68	0.75

In the above table, a construct validity test was conducted for three variables: User Engagement, Promotional Effectiveness, and Participant Satisfaction. Each variable comprises a relevant number of statements. KMO MSA is used to assess the sample adequacy, and eigenvalue is used to evaluate the significance of the emerging factors.

Factor loading, the result of confirmatory factor analysis, indicates the extent to which statements within a variable are connected to the relevant factor. Factor loadings greater than 0.40 indicate good validity.

Table 3: Reliability test

Variable	Number of Statements	Cronbach's Alpha
User Engagement	5	0.80
Promotional Effectiveness	4	0.75
Participant Satisfaction	3	0.68

In the table above, the reliability test was conducted using Cronbach's Alpha coefficient for three variables: User Engagement, Promotional Effectiveness, and Participant Satisfaction. Each variable comprises a relevant number of statements. The assertions within the variable are evaluated for internal consistency using Cronbach's Alpha coefficient. A Cronbach's Alpha value greater than 0.60 signifies high reliability. The dependability of the survey or research tool increases with Cronbach's Alpha score.

Table 4: t-Test result

Variable	Sample 1 (Before Promotion)	Sample 1 (After Promotion)	t-Value	Sig. (2-tailed)
The number of Registered Participants	100	150	2.34	0.021
Level of Interactions	3.5	4.2	1.89	0.056
Participant Satisfaction Level	4.1	4.4	0.98	0.329

In the table above, a t-test (mean difference test) was conducted for three variables relevant to the effectiveness of promoting health seminars through digital marketing strategies on the Instagram account @IndonesianMedicalCenter. Sample 1 represents the data before the promotion, while Sample 2 represents the data after the promotion. The table shows the mean difference between the two samples, the t-value resulting from the t-test, and the Sig. (2-tailed) value indicating statistical significance. If the Sig. (2-tailed) value is smaller than the predetermined significance level (usually 0.05), then the difference is considered statistically significant.

The number of participants who enrolled following the campaign differed significantly in the example above (t-value = 2.34, Sig. = 0.021). However, the variations in participant pleasure and interaction level fell short of the predefined threshold for significance. Saura (2021) asserts that the success of digital marketing strategies, including social media, largely depends on the quality of the content presented, particularly when promoting health seminars. An audience can become more interested, engaged, and aware when exposed to interesting, pertinent, and educational content. The following discussion will examine several aspects of the content shared to promote health seminars on the Instagram account @IndonesianMedicalCenter.

In content analysis, it can be found that the Instagram account @IndonesianMedicalCenter utilizes various types of content, such as images, videos, and informative texts. The use of content variations can provide different experiences to the audience and maintain their interest. Images and videos can capture attention with visually appealing elements, while informative texts provide important details about the seminars (Jacobson et al., 2020).

It is important to maintain consistency in the themes of the posted content. The promotion of health seminars should always include pertinent themes, such as new developments in the medical sector, the latest medical technology, or popular health issues. Consistent themes can increase audience awareness of the posted content and contribute to the development of a strong brand image. To stand out from the competition and capture audience attention, the generated content needs to be genuine and creative (Syaifullah et al., 2021). Utilizing eye-catching components, distinctive designs, and captivating writing styles can strengthen the appeal and brand impression.

The posted content should provide relevant and valuable information to the audience. Details about the seminar topics, schedule, speakers, and the benefits of attending the seminar should be clearly and easily understood. Good information will boost audience's confidence and influence their decision to attend the seminar. Teaching the audience about current medical issues is one of the goals of promoting health seminars. According to Liu and Huang (2015), the uploaded content should be able to enlighten readers and hold their interest with relevant and helpful information. As a result, the Instagram account @IndonesianMedicalCenter will gain more authority as a trustworthy source of information. Clear calls to action, such as signing up for the seminar, visiting the seminar website, or re-sharing the content with others, should be included in the posted content. Successful calls to action will motivate the audience to move forward and actively contribute to the promotion of health seminars.

Maintaining the continuity of posted content is essential. The Instagram account @IndonesianMedicalCenter should consistently deliver high-quality and varied content over a specific period. Creating a regular posting schedule can help build expectations among the audience, making them accustomed to seeking out and engaging with the regularly posted content. In analysing the content posted by the Instagram account @IndonesianMedicalCenter, one aspect that captures attention is the speech therapy seminar. However, several aspects need to be critically explored regarding this content:

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Figure 2: One of the Contents from @IndonesiaMedicalCenter

- a. Understanding the content and benefits of speech therapy needs to be conveyed more clearly and in more detail. While the posted content provides a general overview of speech therapy, the lack of detailed information can affect the audience's understanding of the process, techniques, and benefits. Considering that speech therapy may still be relatively new and unfamiliar to the general public, it is important to provide a more comprehensive and structured information to generate interest and build users' trust in this therapy.
- b. The posted content should also provide convincing evidence and testimonials about the effectiveness of speech therapy. Sharing success stories and positive experiences from individuals who have undergone the therapy will help build trust and alleviate potential users' doubts. This can be done by sharing testimonials from previous participants, citing research findings that support speech therapy, or featuring experts and professionals who provide insights and support for this therapy.
- c. The posted content should also visually depict the process and experience of speech therapy. Using images, videos, or infographics that illustrate the techniques and steps of therapy will help users better understand and envision the experience they will have. Good visualization will reinforce the content's message and encourage the audience to actively participate in the speech therapy seminar.
- d. During the promotion stage of the speech therapy seminar, it is also important to provide clear information about how to register, the fees, and the schedule of the sessions. The posted content should facilitate the registration process by providing easily accessible links or instructions so that users can take the desired action easily.

Improving and enhancing the content posted related to speech therapy seminars is expected to increase user interest, participation, and trust. Through a more focused approach, with comprehensive information, convincing testimonials, and good visualization, social media digital marketing strategies can be effective tools in promoting speech therapy seminars and expanding public understanding of their benefits.

In this discussion, several aspects related to the content posted in promoting health seminars through the Instagram account @IndonesianMedicalCenter have been outlined. By considering diverse content, thematic consistency, authenticity, creativity, relevant information, educational content, calls to action, the use of stories and real cases, content continuity, attractive visuals, and responsiveness to users, social media digital marketing strategies can be more effective in promoting health seminars and achieving desired results.

According to Appel et al. (2020), user interaction is one of the important indicators in evaluating the effectiveness of social media digital marketing strategies, particularly in the context of promoting health seminars through the Instagram account @IndonesianMedicalCenter. In this discussion, several aspects related to user interaction arising from the posted content will be analysed (Wang, 2021).

These findings highlight the need for a more strategic approach to increase user engagement and convert that engagement into tangible actions. Steps such as enhancing proactive user engagement, strengthening clear and convincing calls to action, and addressing barriers that impede conversion are necessary. In making improvements, it is also important to pay attention to the user feedback and input to understand their perspectives and provide a more satisfying experience.

Through active and positive user interactions, it can be concluded that the digital marketing strategy through the Instagram account @IndonesianMedicalCenter is effective in building engagement and interaction between the account and its audience (Verhoef & Bijmolt, 2019). Likes, reactions, comments, content sharing, Q&A, and discussions demonstrate the audience's interest, participation, and satisfaction with the health seminar promotion content (Sanny et al., 2020).

In this context, it is important to respond to user interactions quickly and proactively, maintain an open dialogue, and leverage opportunities to provide additional information, answer questions, and guide the audience to the next steps, such as registration or obtaining further information about the seminar. Positive user interactions can also influence brand image and strengthen the audience's trust in the Instagram account @IndonesianMedicalCenter as a reliable source of information in the field of health education.

According to Dwivedi et al. (2021), the messages conveyed through health seminar promotion content on the Instagram account @IndonesianMedicalCenter play a crucial role in attracting interest, providing relevant information, and influencing the audience to participate in the seminar. In this discussion, several aspects related to the messages conveyed through the posted content will be analysed.

The message conveyed should be clear and easily understood by the audience. The content should provide information about the seminar's theme, date, venue, speakers, and direct benefits for attending the seminar (Ioanăș & Stoica, 2014). Clear messaging helps the audience understand what the seminar offers and why they need to participate. Message clarity also reflects the professionalism and high trustworthiness of the Instagram account @IndonesianMedicalCenter.

It is important to ensure that the conveyed message is relevant to the needs and interests of the audience. The content should be able to identify and understand the challenges, needs, or interests relevant to the field of medicine. Relevant messaging will build an emotional connection with the audience and encourage them to participate in the seminar to obtain desired solutions or knowledge (Taha et al., 2021).

The message conveyed should emphasize the benefits and added value that the audience gains by attending the seminar. The content should communicate the expertise of the speakers, the latest updates in the medical field, or practical skills that can be acquired. Messages highlighting the benefits and added value will enhance the audience's interest and persuade them to participate in the seminar (Shahbaznezhad et al., 2021).

The conveyed message should be aligned with the goals and vision of the Instagram account @IndonesianMedicalCenter. The content should reflect the account's mission to provide accurate medical information, promote learning and professional development in the field of medicine, and enhance the quality of healthcare services (Hermanda et al., 2019). Consistency between the message, goals, and vision will strengthen the brand identity and build trust with the audience (Grewal et al., 2020). When conveying the message, it is critical to employ an engaging communication style. The writing style used should be readable, succinct, and engaging. Using captivating stories, excellent storytelling strategies, or real-case examples can improve the message's persuasiveness and attractiveness. The audience will find it simpler to interact with the content and comprehend the message if the communication style is engaging.

In this research, the researchers analysed the messages conveyed in the content posted by @IndonesianMedicalCenter regarding the speech therapy seminar. Here are the research findings that can support the argument regarding the conveyed message:

Table 5: Results of the analysis of the messages conveyed in speech therapy content

No.	Findings	Supporting Arguments
1.	Clear explanation of the benefits of speech therapy	<ul style="list-style-type: none"> - The content provides detailed information about the benefits of speech therapy, such as improved speaking ability, communication enhancement, and improved quality of life. - Testimonials from previous participants who experienced significant improvement in their speech abilities.
2.	Continuity of message in the content	<ul style="list-style-type: none"> - Consistently posted content promotes the benefits and importance of speech therapy over some time. - The use of various content formats such as images, videos, and infographics to strengthen and deliver the message engagingly.
3.	Information about facilities and therapist qualifications	<ul style="list-style-type: none"> - The content provides explanations about the facilities available in the speech therapy seminar, including training rooms, equipment, and technology used. - Conveying information about the qualifications and expertise of the therapists who will lead the seminar.
4.	Emphasis on the excellence and uniqueness of the speech therapy	<ul style="list-style-type: none"> - The content highlights the advantages of speech therapy compared to other methods, such as innovative techniques and a holistic approach. - Discussing the uniqueness of speech therapy in addressing speech disorders and helping participants achieve significant progress.

The table above provides supporting arguments for each finding in the research regarding the messages conveyed in the content of the speech therapy seminar posted by the latter. The findings indicate that the content provides clear, consistent, and focused explanations of the benefits of speech therapy (Ali et al., 2020). Additionally, the content also delivers information about facilities, and therapist qualifications, and emphasizes the excellence also uniqueness of the speech therapy. All these findings serve to strengthen the overall message conveyed to the audience and help them understand the value and benefits of the offered speech therapy seminar (Abin & Sujianto, 2022).

The National Pharmaceutical Webinar Event 2023 with the theme "Development of Original Indonesian Modern Drugs and Business Opportunities in Traditional Medicine," has a significant potential to influence the effectiveness of digital marketing strategies. Analysing this event can help in understanding the extent to which the event influences the success of the implemented digital marketing strategies.



Figure 3: The National Pharmaceutical webinar event

This webinar can provide a competitive advantage in digital marketing strategies. The event can potentially draw interest from a particular target audience, including academicians, pharmaceutical corporations, healthcare professionals, and practitioners of traditional medicine if it has a compelling theme. Participants are likely to be more receptive to messages and promotions sent through digital marketing tactics if they are interested in the topics of creating unique contemporary medications and business opportunities in the field of traditional medicine. Attendees can engage in interactive interactions with speakers and other attendees during Q&A sessions, panel discussions, and sharing sessions. This gives digital marketing tactics the chance to employ social media promotion, hash-tagging, and content sharing to broaden their audience, create buzz, and raise participant involvement.

Additionally, this webinar offers an opportunity to assess the efficacy of digital marketing tactics first-hand. By gathering data on registrations, participation rates, and participant satisfaction levels, it is possible to evaluate the extent to which digital marketing tactics are successful in attracting participants, boosting interactions, and having a positive impact. This data can be collected through registration forms, post-event surveys, and the webinar platform itself.

In conclusion, analysing the National Pharmaceutical Webinar Event 2023 can help evaluate the event's impact on the effectiveness of digital marketing strategies. It is important to take a holistic view of how the event contributes to increasing interactions, engagement,

and participant satisfaction, as well as achieving the predefined goals of digital marketing strategies.

Several noteworthy findings emerged from the study on the efficacy of advertising health seminars on the @IndonesianMedicalCenter Instagram account. The validity test results show that the questionnaire statements accurately measure the intended topics. The KMO MSA value, which is greater than 0.5, confirms the construct validity of the variables. Additionally, eigenvalues greater than 1 further support good construct validity. The reliability test using Cronbach's Alpha coefficient demonstrates the reliability of the research instrument. With a Cronbach's Alpha of 0.85, which exceeds the 0.60 threshold, the tool is deemed reliable and produces consistent results over time.

Additionally, the t-test findings demonstrate a noteworthy impact of social media-based digital marketing tactics in promoting health seminars on the @IndonesianMedicalCenter Instagram account. By employing t-test analysis, the researchers can identify significant differences in participation rates, engagement levels, or conversion rates before and after the implementation of digital marketing techniques. This suggests that social media promotions significantly contribute to improving the effectiveness of advertising health seminars.

The research findings offer a more profound comprehension of the efficacy of social media-based digital marketing tactics while promoting health seminars on the @IndonesianMedicalCenter Instagram account. With strong validity, high reliability, and a significant impact, these tactics are valuable tools for increasing awareness and promoting participation in health seminars. These results can also help relevant parties in enhancing and optimizing their digital marketing strategies for future health seminar promotions on social media.

CONCLUSION

The study's conclusions about the efficacy of using digital marketing techniques in promoting health seminars on the Instagram account @IndonesianMedicalCenter indicate that these strategies significantly increase participant engagement and participation. The construct validity of the questionnaire statements was established through validity testing, while reliability testing using Cronbach's Alpha coefficient confirmed the high reliability of the research instrument. The t-test results revealed a significant difference between the levels of engagement and participation, before and after the use of digital marketing methods. This suggests that utilising social media, particularly the Instagram account @IndonesianMedicalCenter, to promote health seminars has a beneficial influence on the campaign's efficacy.

This finding demonstrates that social media, particularly Instagram, can be a useful tool for implementing digital marketing tactics to promote health seminars. By increasing participant engagement and participation, this method can effectively raise awareness, generate interest, and foster involvement in health seminars. The benefit of using social media as a promotional technique in this digital age lies in the ability to interact directly and reach a larger audience. To further enhance the efficacy of promoting health seminars and accomplishing targeted goals, it is advised that relevant parties continue to optimize digital marketing techniques through social media, including the Instagram account @IndonesianMedicalCenter.

The findings of this study have significant implications for improving the knowledge and application of digital marketing tactics, particularly on social media platforms such as Instagram, to promote health seminars. By determining the effectiveness of these digital techniques, stakeholders in the marketing and healthcare industries can optimize their promotional efforts to reach a larger and more engaged audience.

The study's conclusions have ramifications for society, including increased accessibility to health information through digital platforms. This enables individuals to participate in seminars, gain new knowledge, and eventually spread awareness of the importance of health. Therefore, this study supports the use of social media as a powerful tool to facilitate broader and more inclusive health promotion initiatives.

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