

ABSTRACT

The development of the health sector in Indonesia has made significant progress, reflected in the increase in the number of hospitals in Indonesia. As the sector grows, people are increasingly realizing the importance of quality healthcare. This phenomenon is the basis for strategic steps by hospitals, such as RSIA Bunda Jakarta which utilizes social media, especially Instagram, as the main means of promoting its services. This research uses the basis of marketing communication theory, especially in the context of message & media strategy. This research adopts qualitative methodology with a descriptive approach and is supported by the constructivism paradigm. Data are obtained by data collection techniques through observation, interviews and documentation. The results showed that at the stage of developing a message strategy, the RSIA Bunda Jakarta marketing team presented a variety of content ranging from educational content containing accurate medical information, informative content that can increase audience participation and promotional content that can stimulate consumer purchase interest. The variety of content presented not only contains a message, but also creates rational and emotional appeal to increase active interaction with the audience, as well as strengthen brand trust and credibility. In the media strategy, RSIA Bunda Jakarta's marketing team succeeded in adjusting content with Instagram features according to audience needs, choosing the right upload time, and utilizing the moment and involvement of artists or influencers. Overall, this study concluded that the marketing team of RSIA Bunda Jakarta successfully implemented the concept of message strategy and media strategy in utilizing Instagram social media.

Keywords: *Strategy, Social Media Utilization, Instagram, RSIA Bunda Jakarta*