

ABSTRACT

Universitas Indonesia Hospital (RSUI) is a health institution under the University of Indonesia that acts as a teaching hospital. In addition to providing medical services to patients, RSUI is also active in increasing public awareness of health issues through the use of digital content. One of its implementations is a content management strategy through the use of the official RSUI website, which has succeeded in attracting high visitor traffic compared to similar institutions. This website is the main communication media in conveying health information, educating the public about a healthy lifestyle, and building a positive image of the institution. This study uses the Communication Strategy theory developed by Bungin (2015) and a qualitative approach with in-depth interview methods with key informants and relevant supporters. The findings show that RSUI utilizes various elements, such as health articles, educational videos, and visual illustrations, to convey complete, interactive, and easily accessible information to various groups, including patients, medical personnel, students, and the general public. The content management strategy implemented not only emphasizes the provision of medical information, but also preventive education, as well as the integration of digital technology such as smart search features to improve user convenience.

Keywords: *Brand Awareness, Health Issues, Hospitals, Management strategy, Website Content.*