

Abstrak

Rumah sakit perlu mengelola penggunaan media sosialnya untuk menjaga loyalitas pelanggan di tengah kompetisi rumah sakit yang semakin berkembang. Persaingan bisnis menjadi alasan RSIA Zainab untuk membina hubungan pelanggan melalui penggunaan media sosial. Penelitian ini menganalisis penggunaan media sosial sebagai media *customer relations* di RSIA Zainab. Pengumpulan data dilakukan melalui observasi, wawancara dan dokumentasi. Penelitian ini menggunakan konsep penggunaan media sosial dari Chris Heuer (2009) melalui aspek konteks, komunikasi, kolaborasi dan koneksi ditambah dengan analisis bagaimana RSIA Zainab menggunakan media *customer relations* di media sosial yang dikenalkan oleh Greenberg (2010). Hasil penelitian menunjukkan bahwa (1) Komunikasi RSIA Zainab terhadap pelanggan divisualisasikan melalui konten dan *caption* menarik di media sosial Instagram dan Facebook, (2) menerapkan komunikasi dua arah bagi pelanggan untuk pertanyaan dan keluhan mereka, (3) RSIA Zainab melibatkan pelanggan pada program kolaborasi di media sosial dan di grup komunitas WhatsApp, serta mengelola komunitas pelanggan online dengan melibatkannya pada acara – acara offline yang diadakan oleh rumah sakit, dan (4) RSIA Zainab telah menggunakan media sosial yang variatif yaitu Instagram, Facebook dan dua akun WhatsApp.

Kata Kunci: Komunikasi Rumah Sakit, Media Sosial, *Customer Relations*

Abstract

Nowadays, The Hospital needs to manage the social media usage for maintain their customer loyalty because of an array of hospital competitions. Thus Zainab Hospital substantially purpose to build customer relationship through social media usage. The research concern to analyze the social media usage as customer relations media at Zainab Hospital Pekanbaru. The research data was used scientific methods, observation, interviews and documentation. Research define a concept of social media usage which introduced by Chris Heuer (2009) through aspects of context, communication, collaboration and connection, also with an analysis of how Zainab Hospital implemented customer relationship on social media which introduced by Greenberg (2010). The results of research study are (1) Communication by Zainab Hospital to customers is visualized through interesting contents and captions on Instagram and Facebook, (2) applied two-way communication to their questions and complaints. (3) The hospital engaged customers in collaboration program on social media and online WhatsApp's group also managed their engagement to involve in many events which would be held by Zainab Hospital. (4) Zainab Hospital used myriad platforms of social media such as Instagram, Facebook and WhatsApp.

Keywords: Hospital Communication; Social Media; Customer Relations