

HEALTH ADVERTISING ON INSTAGRAM: IS IT EFFECTIVE WHILE FOLLOWING ETHICAL GUIDELINES?

Iklan Kesehatan di Instagram: Apakah Efektif dan Sesuai dengan Pedoman Etik?

Anky Angga Alhudha¹, *Winy Setyonugroho¹, Firman Pribadi¹

¹Master of Hospital Administration, Universitas Muhammadiyah Yogyakarta, Indonesia

Correspondence*:

Address: Universitas Muhammadiyah Yogyakarta, Bantul, Yogyakarta, Indonesia | E-mail: wsetyonugroho@umy.ac.id

Abstract

Background: Given the popularity of digital marketing in business today, every hospital can start utilizing it by establishing a social media account. Instagram is a social media platform that focuses on photographs. The AISAS (Attention, Interest, Search, Action, and Share) model can be used to assess the efficacy of marketing communications. Regardless, there are issues regarding legal and ethical issues. Therefore, a question emerges: How can health advertisements be effective while following ethical guidelines?

Aims: The purpose of this research is to analyse the content of healthcare advertisements on Instagram.

Methods: This study uses the quantitative descriptive content analysis method. The samples are Instagram advertisements for health services. Search them using the hashtags (#) #dokterjogja, #klinikjogja, #klinikyogyakarta, and #rumahsakitjogja. Using convenience sampling, the researcher randomly scrolls and stops on Instagram. The data were assessed by two coders using a checklist to ensure objectivity. The checklist contains three indicators, in this case, the AIA (Attention, Interest, Action) indicator, and the other indicators were obtained from the Regulation of the Minister of Health of the Republic of Indonesia (PERMENKES) number 1787 of 2010.

Results: The highest score of the AIA (Attention, Interest, Action) indicator is 12, and there are a total of 34 advertisements (coder 1), and 84 advertisements (coder 2) violate The Regulation of the Minister of Health (PERMENKES) No.1787/2010.

Conclusion: This study finds that effective advertising is almost certain to violate the regulation. An educational health information advertisement that introduces the services provided is a good way to promote healthcare providers while remaining ethical.

Keywords: advertising, AISAS, ethics, health, social media

Abstrak

Latar Belakang: Mengingat popularitas pemasaran digital dalam bisnis saat ini, tidak menutup kemungkinan bagi setiap rumah sakit untuk mulai memanfaatkannya dengan membuat akun media sosial. Instagram adalah platform media sosial yang berfokus pada foto. Efektivitas komunikasi pemasaran dapat dinilai dengan menggunakan model AISAS. Bagaimanapun, terdapat masalah tentang hukum dan etika. Oleh karena itu, muncul pertanyaan: bagaimana iklan kesehatan bisa efektif dengan tetap mengikuti pedoman etika?

Tujuan: Penelitian ini bertujuan untuk menganalisis konten iklan layanan kesehatan yang dipasang di Instagram

Metode: Penelitian ini menggunakan metode analisa konten deskriptif. Sampel penelitian ini adalah iklan Instagram layanan kesehatan dengan mencari tagar (#) #dokterjogja, #klinikjogja, #klinikyogyakarta dan #rumahsakitjogja. Teknik pengambilan sampel yang digunakan adalah convenience sampling, yaitu melakukan pencarian dan berhenti secara acak pada Instagram. Data dinilai oleh dua koder menggunakan daftar cek untuk memastikan objektivitas. Checklist ini berisi tiga indikator, dalam hal ini indikator AIA (Attention, Interest, Action) dan indikator lainnya diperoleh dari Peraturan Menteri Kesehatan Republik Indonesia (PERMENKES) nomor 1787 tahun 2010

Hasil: Skor tertinggi indikator AIA adalah 12 dan terdapat total 34 iklan (penilai 1) dan 84 iklan (penilai 2) melanggar Peraturan Menteri Kesehatan (PERMENKES) No.1787/2010

Kesimpulan: Studi ini menemukan bahwa hampir dapat dipastikan bahwa iklan yang efektif cenderung melanggar peraturan. Iklan edukasi kesehatan yang sekaligus memperkenalkan layanan yang disediakan, merupakan cara yang baik untuk mempromosikan penyedia layanan kesehatan dengan tetap menjaga etika

Kata kunci: AISAS, etik, iklan, kesehatan, media sosial



Indonesian Journal of Health Administration (Jurnal Administrasi Kesehatan Indonesia)

p-ISSN 2303-3592, e-ISSN 2540-9301, Volume 12 No.1 2024, DOI: 10.20473/jahi.v12i1.2024.150-161.

Received: 2023-06-16, Revised: 2023-12-28, Accepted: 2024-06-21, Published: 2024-06-27.

Published by Universitas Airlangga in collaboration with Perhimpunan Sarjana dan Profesional Kesehatan Masyarakat Indonesia (Persakmi).

Copyright (c) 2024 Anky Angga Alhudha, Winy Setyonugroho, Firman Pribadi

This is an Open Access (OA) article under the CC BY-SA 4.0 International License (<https://creativecommons.org/licenses/by-sa/4.0/>).

How to cite:

Alhudha, A.A., Setyonugroho, W. and Pribadi, F. (2023) "Health Advertising on Instagram: Is It Effective While Following Ethical Guidelines?", *Indonesian Journal of Health Administration*, 12(1), pp. 150-161. doi: 10.20473/jahi.v12i1.2024.150-161.

Introduction

Given the popularity of digital marketing in business and on the market today, every hospital can start utilizing it for all of its operations, including promoting health and marketing its best products. This can be done through various techniques, including creating websites, social media accounts, and eye-catching infographics to raise public awareness of the social media being used and encourage their effective use. In the digital marketing world, every company's ability to manage web pages, e-mail, and social media is now indispensable. Every hospital must have experts in the field of IT to advertise hospital products online without going against medical ethics (Prasetyo and Sulistiadi, 2019). Social media is increasingly utilized as an innovative marketing method due to its substantial influence and special benefits that are not present in traditional marketing approaches. These advantages include the ability to engage in interactive dialogue with clients on an individual basis, to reach a wider audience, to enhance cost-effectiveness, and to facilitate expeditiousness. It allows companies to contact more customers and have better, more targeted interactions with them (Snyman and Visser, 2014; Talpau, 2014). Promotions run on social media will boost a product's or company's brand exposure because of the expanding selection of possibilities available there (Schivinski and Dabrowski, 2015).

Instagram is a popular social media platform that prioritises sharing visual content, allowing users to efficiently learn information through photographs and images. As a result, marketers may interact with people regardless of their language or country (Park and Namkung, 2022). Instagram has proven to be an excellent tool for promotional purposes, facilitating the acquisition of new patients and the maintenance of existing ones (Marliani and Achadi, 2019). In the Internet era, where anyone can easily access information, we have seen a huge increase in what we call "active contact with information." Here, consumers voluntarily dig deeper and

share intriguing information they have discovered with others whenever they notice a product, service, or advertisement. The emotional undertones of user-generated content and information about the epidemic on social media can reveal patterns of emotional dispositions during public health emergencies. Social networking can influence decision-making behaviour, increasing the risk of misinformation, conspiracy theories, stigma, violence, and religious-cultural sentiment damage. Overuse of social media has been linked to mental health issues, including fear of missing out (FOMO), cyberbullying, sleep disruption, stress, depression, and false prestige. Additionally, offending people and defaming their relationships can arise. Medical communication on social media can be challenging due to compliance, trust, and patient privacy concerns, negatively impacting doctor-patient relationships (Kanchan and Gaidhane, 2023).

Social media marketing incorporates digital innovations into the health profession, resulting in mutual benefits for both the profession and the public. Before publishing healthcare advertisements on Instagram, it is advisable to adopt an educational approach that takes into account both marketing effectiveness and ethical considerations (Analisa and Setyonugroho, 2022). The AISAS (Attention, Interest, Search, Action, and Share) model can be used to assess the efficacy of marketing communications. The model is a fundamental framework for making decisions about promotional efforts. AIDMA, a model consisting of Attention, Interest, Desire, Memory, and Action, has been replaced by the AISAS model. Developed by the Dentsu Way, a Japanese company, AISAS defines the sequential stages of consumer behaviour in the internet and digital transformation era (Sugiyama and Andree, 2011).

Regardless, there are several issues to address, including legal and ethical issues (Mahapatra *et al.*, 2019). Ethics on health advertising in Indonesia is stipulated by the Regulation of the Minister of Health of the Republic of Indonesia

(PERMENKES) number 1787 of 2010 about Advertising and Publication of Health Services. There are also some debates about advertising involving doctors. The public have the right to get information about the competence of the physician, as well as address false health information. However, although doctors provide medical services, their major objective is to provide help. Therefore, the medical profession's social context should not focus on profit business competition (Prawiroharjo and Meilia, 2017).

Therefore, a question emerges: How can advertisements for health services achieve effective marketing while following professional ethics? This topic has not yet been explored in general. Hence, the objective of this study is to examine the content of health service advertising posted on Instagram by healthcare providers to ascertain effective strategies for promoting ethical healthcare providers.

Method

This study does not need ethical approval because it uses public data, so it does not require ethical clearance (Rab et al., 2008). This study uses the quantitative descriptive content analysis method. Descriptive content analysis is a systematic scientific approach that assesses the content and the dissemination of a message and information in various media (Kim, 2019).

The study employed certain criteria for inclusion, which entailed selecting healthcare advertisements sourced from the Instagram accounts of physicians, clinics, or hospitals in Yogyakarta. These advertisements had to be in the form of photographs accompanied by a caption and were uploaded throughout the timeframe from 2020 to the 1st of June 2023. The exclusion was the posts in the form of videos and if the clinics or hospitals are not in Yogyakarta.

The study sample was an Instagram advertisement related to health services,

discovered through a systematic search employing the use of a specific hashtag (#) #dokterjogja, #klinikjogja, #klinikyogyakarta and #rumahsakitjogja, which generated 35,860 posts. The technique used in the sampling methodology was convenience sampling, wherein the researchers randomly scrolled and stopped on the Instagram hashtag search page every nine posts; the content meeting the sample criteria was afterwards chosen as the sample.

Two coders (person A and person B) assessed one hundred and five advertisements using a checklist to ensure objectivity. The checklist contains twelve indicators, the AIA (Attention, Interest, Action) variable, derived from Dentsu Way's AISAS, a framework utilised to evaluate advertising effectiveness by considering marketing communications. By minimizing the scope, AIA provides a much quicker and easier way to assess the efficacy of advertisements. The other indicators were obtained from the Regulation of the Minister of Health of the Republic of Indonesia (PERMENKES) number 1787 of 2010, which refers to Advertising and Publication of Health Services to analyse advertising ethics violations. The research data are presented in descriptive statistics using percentages in the form of tables and graphics.

Result and Discussion

Indicators based on AIA (Attention, Interest, Action) from the AISAS model

SPSS V25.0 were used to analyse the indicator's reliability. The Cronbach's Alpha score is 0.784 on the 200 checklist assessments. The instruments and the data collection methods will be considered valid and reliable if the result is greater than 0.70 or if they meet the criteria and agreement established by the coders (Setyonugroho, Kennedy and Kropmans, 2015). A total of one hundred and five advertisements were assessed.

Table 1. Total Amount of Advertisement Fulfil Each of AIA Indicator

Variable	Indicator	Coder 1 n = 105		Coder 2 n = 105	
		Σ	%	Σ	%
Attention	Emphasises the primary information or headlines using captivating language (larger font sizes, distinct font kinds, or varying font colours).	81	77.1	101	96.2
	Uses slogans.	16	15.2	56	53.3
	Displays the brand's logo, which consists of both the logo name and logo mark.	92	87.6	98	93.3
	Has an appealing design (in the way of colour choices, typography use, and the availability of photographs / photos).	70	66.7	99	94.3
Interest	Uses logical and respectful language to engage customers.	102	97.1	104	99
	Explains information in a clear and understandable manner.	100	95.2	104	99
	Provides a detailed explanation of the promoted product or service, highlighting its benefits through expressive and clear language.	66	62.9	84	80
	Displays pictures of the physician/clinic/hospital location, facilities, and the physician's work results.	7	6.7	20	19
	Display telephone number.	86	81.9	91	86.7
	Shows comments as well as tagging activity in the comment section (mentioning friends).	21	20	21	20
Action	Uses persuasive words	21	20	59	56.2
	Provides promotional deals or price reductions.	13	12.4	29	27.6

Table 1 shows that the highest indicator in the Attention variable is "Displays the brand's logo, which consists of both the logo name and logo mark" by coder 1(92 samples; 87.6%), which is followed by "Emphasises the primary information or headlines using captivating language (use larger font sizes, distinct font kinds, or varying font colours)" by coder 2 (101 samples; 96.2%). The lowest indicator is "Uses slogans" (coder 1: 15.2% (16 samples); coder 2: 53.3% (56 samples)). In the Interest variable, the lowest indicator is "Displays pictures of the physician/clinic/hospital location, facilities, and the physician's work results" (coder 1: 6.7% (7 samples); coder 2: 19% (20 samples)). The highest indicator for the Action variable is "Uses persuasive words" (coder 1: 20% (21 samples); coder 2: 56.2% (59 samples)).

Table 2 shows that three advertisements fulfil all the AIA indicators (12 indicators), one sample (coder 1) and

two samples (coder 2). The lowest scores of the AIA indicators score are 1 by coder 1 and 4 by coder 2.

Table 2. Category of AIA Indicator Score

Category	Coder 1	Coder 2
Fulfil 0 indicator	0	0
Fulfil 1 indicator	1	0
Fulfil 2 indicator	3	0
Fulfil 3 indicator	4	0
Fulfil 4 indicator	3	1
Fulfil 5 indicator	4	6
Fulfil 6 indicator	15	10
Fulfil 7 indicator	45	12
Fulfil 8 indicator	19	23
Fulfil 9 indicator	7	32
Fulfil 10 indicator	3	16
Fulfil 11 indicator	0	3
Fulfil 12 indicator	1	2
Total Samples	105	105

Indicator based on The Regulation of the Minister of Health number 1787/2010

Table 3 shows the total violations of each article clause. The article with the highest percentage of violations according to The Regulation of the Minister of Health number 1787 of 2010 is clause 5o, i.e., “Health service advertising and publication must not use academic degrees and professional titles in the health sector” by coder 1 (27 samples; 25.71%) and article 5l, i.e., “Health service advertising and publication must not disclose information to the general public in a manner that encourages individuals to use health services at the health service facility” by coder 2 (50 samples; 47.62%).

Table 3: Percentage of Total Violation of Each Article in The Regulation of the Minister of Health number 1787 of 2010

Article	Coder 1 n = 105		Coder 2 n = 105	
	Σ	%	Σ	%
Clause 4	4	3.81	1	0.95
Clause 5a	0	0.00	0	0.00
Clause 5b	0	0.00	0	0.00
Clause 5c	0	0.00	0	0.00
Clause 5d	0	0.00	0	0.00
Clause 5e	0	0.00	3	2.86
Clause 5f	0	0.00	0	0.00
Clause 5g	0	0.00	0	0.00
Clause 5h	0	0.00	0	0.00
Clause 5i	0	0.00	0	0.00
Clause 5j	1	0.95	1	0.95
Clause 5k	0	0.00	0	0.00
Clause 5l	5	4.76	50	47.62
Clause 5m	2	1.90	33	31.43
Clause 5n	3	2.86	5	4.76
Clause 5o	27	26.67	33	31.43
Clause 8(1)	7	5.71	31	29.52
Clause 10	2	1.90	2	1.90

AISAS Model in Instagram as an Effective Digital Advertising for Healthcare Industries

Organizations use social media for a variety of purposes, including building

brand awareness, influencing attitudes, interacting with customers, and learning about their preferences (Nayal and Pandey, 2021). Instagram is a free and user-friendly photo-based and video-sharing social media application with over 106.0 million Indonesian active Instagram users (Boulos, Giustini and Wheeler, 2016; Ki and Kim, 2019; *DataReportal*, 2023). Thus, Instagram is a good social media for marketing since photos/images can affect attention, attitude, or purchase intention (Li and Xie, 2020). During its entire process, AISAS describes the pattern of active customer behaviour.

The initial stage of the model involves capturing the *Attention* of potential customers. It includes introducing a product, establishing brand recognition, and making a strong first impression to attract the attention of customers (Sugiyama and Andree, 2011; Ebeid, 2014). The result of the assessment on this variable shows that the highest indicator is “Displays the brand's logo, which consists of both the logo name and logo mark” by coder 1 (92 samples) and “Emphasises the primary information or headlines using captivating language (use larger font sizes, distinct font kinds, or varying font colours)” by coder 2 (101 samples). A logo mark is an image or logo that represents a company and is used to communicate brand identification and attract customers' attention. Logos can affect consumers' impressions of a brand's personality and awareness. A well-designed logo can result in better market behaviour, such as increased market shares.

Headlines written in the conventional sense (short, to the point, and with a consistent tone) increase people's interest to read. Thus, advertisements for healthcare services from specific brands would be easy for consumers to recognize without having to seek the Instagram account name (Kim and Lim, 2019; Jeganathan and Szymkowiak, 2020). The average result indicates that 91 out of 105 advertisements put headlines with intriguing language and 95 out of 105 display their logo. The indicator “Has an appealing design (in the way of colour choices, typography use, and the

availability of photographs/ photos)” has the average result of 84 out of 105 advertisements. People could easily memorize and identify the graphic designs that appear in any digital marketing media. Attractive designs with the right stimulation can make prospective buyers able to determine products they want to get quickly. Good design should be tailored to specific consumers’ perceptions and needs of each target audience and is attention-grabbing to transcend communication barriers in the consumer’s environment (Situmorang, Wibowo and Fauzi, 2019; Oluyemi, 2021).

The lowest indicator of Attention is “Uses slogans”, with an average result of 36 out of 105 advertisements. Slogan is a catchy phrase or term that is easy to recall. The advertising frequently uses a slogan to convey to readers a fundamental idea about the product. Nowadays, hashtags or signs (#) can be used to identify messages. Many three-word hashtags are used as slogans. In social media, hashtags have become a way to quickly locate the source of content (Caleffi, 2015; Mulyadi and Fitriana, 2018). It indicates that advertisements in social media may use signs (#) or hashtags more rather than slogans.

The Interest variable focuses on consumers who express interest in the healthcare services being marketed. There are a total of six indicators, with the first three specifically addressing the writing, which is 1) using logical and respectful language to engage customers, 2) explaining information clearly and understandably, and 3) providing a detailed explanation of the promoted product or service, highlighting its benefits through expressive and clear language. More than 60% of the total sample met all three indicators; the highest is the first indicator (coder 1: 102 samples; coder 2: 104 samples). The use of language in advertisements plays a part in conveying users’ value on the offered good or service. Correct words must enhance the visual advertisements, build a strong bond with customers, and influence their purchasing

decisions. Choice of words also can build a self-image for their products. Businesses can compete by displaying a product’s upsides (product uniqueness) in specific areas. Disclosing a product’s superiority is crucial in convincing potential consumers (Kubro and Suyitno, 2019; Huang, Leong and Ismail, 2023).

The next indicator is “Displays pictures of the physician/ clinic/ hospital location, facilities, and the physician’s work results”, with the average result of 13 advertisements out of 105. It happened because of various reasons, including a lack of facilities or interior design in the healthcare providers’ place. An image of a facility or destination can affect clients’ satisfaction, behavioural aspects like the decision to visit, their following assessments of the area, and their future behavioural intentions (Kim *et al.*, 2017).

The next indicator associated with interest intends to improve customer attention by presenting contact information, with an average of 88 advertisements providing such contact details. Providing easily visible information in advertising, such as telephone numbers, can attract customers. The last indicator of Interest that shows consumer’s interest in advertisements is “Shows comments as well as tagging activity (mentioning friends) in the comments section”, with the average result of 21 advertisements.

The evaluation component of the *Action* variable focuses on how patients interact with healthcare providers. The *Action* variable consists of two indicators designed to enhance purchasing intentions and behaviours. The analysis of the *Action* indicators with the highest results is “Uses persuasive words” with an average of 35 advertisements. The second indicator of the *Action* variable is “Providing promotional deals or price reductions”, with an average of 21 advertisements. The role of price in business is closely aligned with the product’s quality, influencing the customer’s decision to associate with the brand (Liem, 2023). This indicator, in fact, contradicts the Regulation of the Minister of Health number 1787 of 2010.

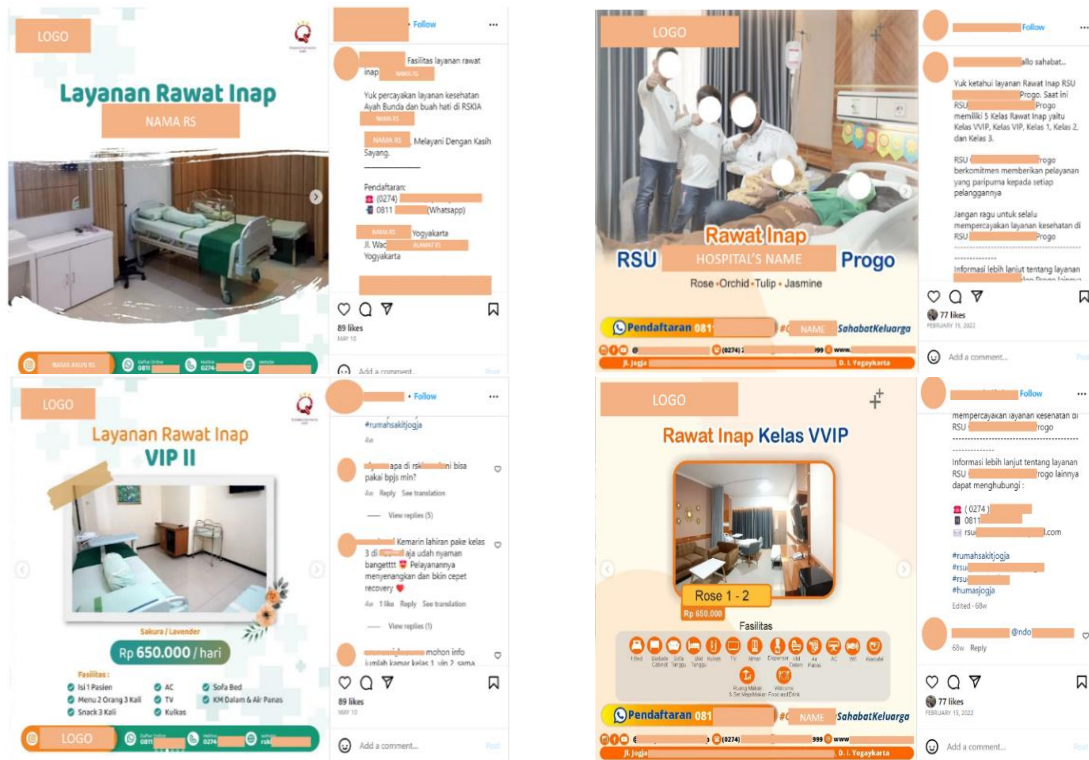


Figure 1. Sample fulfil all the AIA indicators advertisement number 74 (left) advertisement number 93 (right).

Ethical Issues on Health Advertising in Social Media

The researchers selected advertising that fulfils all 12 AIA indicators, in which advertising number 74 and number 93 (Figure 1) were accepted by both coders (coder 1: Advertisement number 74; coder 2: Advertisement number 74 and number 93). A logo mark, a clear resolution, an informative caption, and an attractive design all appear in the advertisement photo. The primary objective of advertisement captions is to give information to the audience via polite language and to be specific about the kinds and advantages of the services/products, using exact and clear language. The caption is perceived as ethically acceptable due to the absence of self-promotion, comparison with other clinics, and explicit mention of a specific clinic associated with the product or service. There is information about the brand identity, such as the clinic’s name, telephone number, website, and location. The observations on the commenting and tagging activities in the

comments section suggest that the advertisements hold a significant level of audience interest. However, their fulfilment of all 12 AIA indicators does not necessarily comply with the Regulation of the Minister of Health number 1787 of 2010. The number of violations identified ranges from 1 to 2 (coder 1: 1 point (Advertisement number 74); coder 2: 2 points (Advertisement number 74 and number 93). They violate clause 5I, which says: “Advertisements and health service publications must not disclose information to the general public in a manner that encourages individuals to use health services at the health service facility”. The violation was discovered in a caption that reads: “Come, entrust your health services at (hospital name)” in advertisement number 74 and that reads: “Don’t hesitate, always trust (hospital name) for your health” in advertisement number 93. Both coders found them persuasive in a way that encourages customers to come to their health service facility. To achieve effective marketing communications, advertisements

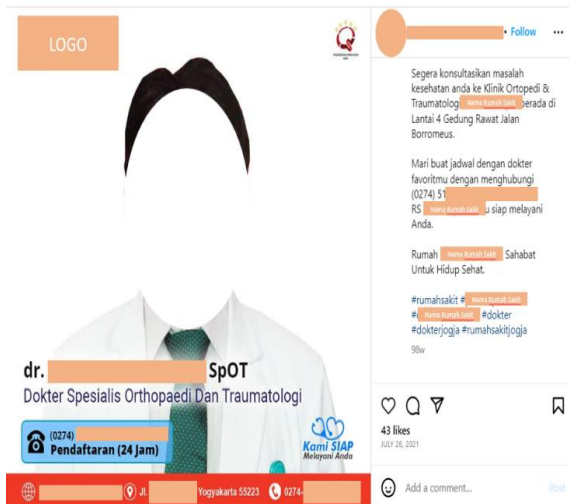


Figure 2. Advertisement number 29

need to use persuasive words in a way that customers want to check their health without encouraging them to come to their health service facility so it remains ethical. Another sample examined in this study was advertisement number 29 (Figure 2), with an AIA indicators score of 8-9 (coder 1: 8; coder 2: 9) and three violations according to both coders. The photo can attract attention, as shown by the score of 4 in the Attention variable awarded by both coders.

The Interest variable has a total score of 4, and it fails to fulfil the variable because there are neither pictures of the hospital location, facilities, the physician's work, nor comments or tagging activity in the comment section. It is tolerable since pictures of hospital locations or facilities tend to be shown on the other post on Instagram. The violations found by both coders in the article are: 1) "Advertisements and health service publications must not disclose information to the general public in a manner that encourages individuals to use health services at the health service facility", 2) "Advertisements and health service publications must not use academic degrees and professional titles in the health sector", and 3) "Health workers are prohibited from appearing in advertising or becoming models for advertisements for drugs, medical devices, medical supplies, and health service facilities except in public service advertisements". The violation was discovered in a caption, that reads: "Consult the Orthopaedic & Traumatology



Figure 3. Advertisement number 12

Clinic at (name of the hospital) immediately. It is located on the 4th Floor of the Borromeus Outpatient Building". Both coders also found that the advertisement put a health worker's picture and information. The presence of human figures has the capacity to captivate customers' attention. The fixation of viewers on human figures within a visual information environment is influenced by the presence of those human figures (Beh, Badni and Norman, 2011; Bakar, Desa and Mustafa, 2015). However, this statement contradicts the Regulation of the Minister of Health number 1787 of 2010.

Another sample is advertisement number 12 (Figure 3), with a small score of AIA indicators (i.e., 5 by both coders), but it does not violate The Regulation of the Minister of Health number 1787 of 2010. The picture only shows the headline, and there are no slogans, logos, or attractive designs according to Attention indicators. Still, it has well-packaged information about the product and shows their contact number.

Digital marketing strategies can be used effectively to promote and expand medical services within a corporate context. The strategic approach in this scenario is acquiring new consumers and delivering exceptional medical services to ensure their satisfaction and potentially generate referrals for other healthcare facilities. Health-care facilities can run media campaigns as long as they abide by the

advertising standards outlined in the law and the Regulation of Minister number 1787 of 2010. The language used must not be misleading, self-serving, boastful, or intended to promote the usage of the healthcare facility's services. Additionally, it is not permitted to disparage, fault, or evaluate the standard of care concerning other healthcare facilities. Special rates or discounts, images of medical experts or academic credentials, or marketing for treatment modalities without scientific testing are not permitted. The regulation of advertising in healthcare facilities has limitations for good reason. Still, this law has made it challenging for these facilities to create effective advertising, as healthcare providers also face another dilemma, which is exploiting profit or benefiting the consumer. Since social media can increase brand awareness (Faisal and Ekawanto, 2022), an educational approach can be used as an ethical marketing strategy. An educational advertisement that involves sharing health information and impartially introducing the services provided by the healthcare provider is a good way to promote healthcare providers while remaining ethical.

This study has several limitations, such as its focus only on the advertisement display and its discussion only on three of the five AISAS indicators. However, this study provides information about ethics in health advertising in social media and the AISAS method.

Conclusion

Digital technology marketing has a significant influence, increasing social media engagement and marketing activity. This study finds that it is almost certain that effective advertising is likely to violate the Regulation of the Minister of Health of the Republic of Indonesia (PERMENKES) number 1787 of 2010 about Advertising and Publication of Health Services. Further research should cover all advertisement regulations and need to be reviewed from the perspective of policymakers or legal advisors. The research findings above

suggest several courses of action to develop a standard framework for healthcare advertising that is ethical, legal, and effective. One such approach is creating educational health information advertisements that present the services offered.

Abbreviations

PERMENKES: *Peraturan Menteri Kesehatan* (Regulation of Minister of Health); FOMO: fear of missing out; AISAS: Attention, Interest, Search, Action, Share; AIA: Attention, Interest, Action; AIDMA: Attention, Interest, Desire, Memory, Action.

Declarations

Ethics Approval and Consent Participant

This research does not require ethical approval and participant's consent since the gathered data were public information.

Conflict of Interest

The authors declare that there is no significant competing financial, professional, or personal interests that might have affected the performance.

Availability of Data and Materials

Not applicable.

Authors' Contribution

AAA, WS, and FP conceptualized the study; AAA created the methodology; AAA, WS, and FP wrote, reviewed, and edited the manuscript; AAA, WS, and FP wrote the original draft.

Funding Source

The authors did not receive support from any organization for the submitted work.

Acknowledgment

The authors would like to offer their gratitude to Master Program of Hospital Administration, of Universitas Muhammadiyah Yogyakarta, for their technical support and to all contributors who have helped the completion of this study.

References

- Analisa, S. and Setyonugroho, W. (2022) 'Can Dentists Use Social Media Marketing Effectively While Adhering To Ethical Guidelines?', *Jurnal Aisyah: Jurnal Ilmu Kesehatan*, 7(S1). Available at: <https://doi.org/10.30604/jika.v7iS1.1214>.
- Bakar, M.H.A., Desa, M.A.M. and Mustafa, M. (2015) 'Attributes for Image Content that Attract Consumers' Attention to Advertisements', *Procedia - Social and Behavioral Sciences*, 195, pp. 309–314. Available at: <https://doi.org/10.1016/j.sbspro.2015.06.349>.
- Beh, C.-S., Badni, K. and Norman, E.W.L. (2011) 'Eye-tracking experiment to test key emerging principles of the visual communication of technology', in. *IDATER online conference: graphicacy and modelling 2010*, Loughborough: Design Education Research Group, Loughborough Design School, pp. 179–208. Available at: https://repository.lboro.ac.uk/articles/chapter/Eye-tracking_experiment_to_test_key_emerging_principles_of_the_visual_communication_of_technology/9342227/1.
- Boulos, M.K., Giustini, D. and Wheeler, S. (2016) 'Instagram and WhatsApp in Health and Healthcare: An Overview', *Future Internet*, 8(3), p. 37. Available at: <https://doi.org/10.3390/fi8030037>.
- Caleffi, P.-M. (2015) 'The "hashtag": A new word or a new rule?', *SKASE Journal of Theoretical Linguistics*, 12(2), pp. 46–69. Available at: http://www.skase.sk/Volumes/JTL28/pdf_doc/05.pdf.
- Ebeid, A.Y. (2014) 'Distribution Intensity, Advertising, Monetary Promotion, and Customer-Based Brand Equity: An Applied study in Egypt', *International Journal of Marketing Studies*, 6(4), p. p113. Available at: <https://doi.org/10.5539/ijms.v6n4p113>.
- Faisal, A. and Ekawanto, I. (2022) 'The role of Social Media Marketing in increasing Brand Awareness, Brand Image and Purchase Intention', *Indonesian Management and Accounting Research*, 20(2), pp. 185–208. Available at: <https://doi.org/10.25105/imar.v20i2.12554>.
- Huang, W., Leong, Y.C. and Ismail, N.A. (2023) 'The influence of communication language on purchase intention in consumer contexts: the mediating effects of presence and arousal', *Current Psychology* [Preprint]. Available at: <https://doi.org/10.1007/s12144-023-04314-9>.
- Jeganathan, K. and Szymkowiak, A. (2020) 'Social Media Content Headlines and Their Impact on Attracting Attention', *Journal of Marketing and Consumer Behaviour in Emerging Markets*, 1/2020(10), pp. 49–59. Available at: <https://doi.org/10.7172/2449-6634.jmcbem.2020.1.3>.
- Kanchan, S. and Gaidhane, A. (2023) 'Social Media Role and Its Impact on Public Health: A Narrative Review', *Cureus* [Preprint]. Available at: <https://doi.org/10.7759/cureus.33737>.
- Kemp, S. (2023) *DataReportal, DIGITAL 2023: INDONESIA*. Available at: <https://datareportal.com/reports/digital-2023-indonesia> (Accessed: 10 June 2023).
- Ki, C. 'Chloe' and Kim, Y. (2019) 'The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic', *Psychology & Marketing*, 36(10), pp. 905–922. Available at: <https://doi.org/10.1002/mar.21244>.
- Kim, H. (2019) 'Globalization and regulatory change: The interplay of laws and technologies in E-commerce in Southeast Asia', *Computer Law & Security Review*, 35(5), p. 105315. Available at: <https://doi.org/10.1016/j.clsr.2019.03.009>.
- Kim, M.J. and Lim, J.H. (2019) 'A comprehensive review on logo

- literature: research topics, findings, and future directions', *Journal of Marketing Management*, 35(13–14), pp. 1291–1365. Available at: <https://doi.org/10.1080/0267257X.2019.1604563>.
- Kim, S.-E. et al. (2017) 'Effects of tourism information quality in social media on destination image formation: The case of Sina Weibo', *Information & Management*, 54(6), pp. 687–702. Available at: <https://doi.org/10.1016/j.im.2017.02.009>.
- Kubro, R.A. and Suyitno, I. (2019) 'Persuasive Language in Advertisement Discourses (Business Advertorial Analysis)', *ISLLAC: Journal of Intensive Studies on Language, Literature, Art, and Culture*, 3(2). Available at: <https://journal2.um.ac.id/index.php/jisllac/article/view/11337>.
- Li, Y. and Xie, Y. (2020) 'Is a Picture Worth a Thousand Words? An Empirical Study of Image Content and Social Media Engagement', *Journal of Marketing Research*, 57(1), pp. 1–19. Available at: <https://doi.org/10.1177/0022243719881113>.
- Liem, C. (2023) 'Impact of digital marketing and price towards intention to buy mediating by brand awareness in interior design business', *Fair Value: Jurnal Ilmiah Akuntansi dan Keuangan*, 5(7). Available at: <https://journal.ikopin.ac.id/index.php/fairvalue/article/view/3048>.
- Mahapatra, I. et al. (2019) 'Social Networking in Dentistry: A Review', *Indian Journal of Public Health Research & Development*, 10(11), p. 1162. Available at: <https://doi.org/10.5958/0976-5506.2019.03672.6>.
- Marliani, L. and Achadi, A. (2019) 'The Effectiveness of Instagram as A Promotion Media at Citra Ananda Maternal and Child Health Hospital, Ciputat, Banten', in *Strengthening Hospital Competitiveness to Improve Patient Satisfaction and Better Health Outcomes. The 6th International Conference on Public Health 2019*, Masters Program in Public Health, Universitas Sebelas Maret, pp. 130–136. Available at: <https://doi.org/10.26911/the6thicph-FP.02.03>.
- Mulyadi, U. and Fitriana, L. (2018) 'Hashtag (#) as Message Identity in Virtual Community', *Jurnal The Messenger*, 10(1), p. 44. Available at: <https://doi.org/10.26623/themessenger.v10i1.671>.
- Nayal, P. and Pandey, N. (2021) 'Role of Social Media in Hospital Branding: Insights for Marketing Practitioners', in A.P. Borges and P. Rodrigues (eds) *Advances in Marketing, Customer Relationship Management, and E-Services*. IGI Global, pp. 1–16. Available at: <http://services.igi-global.com/resolvedoi/resolve.aspx?doi=10.4018/978-1-7998-3034-4.ch001> (Accessed: 11 June 2023).
- Oluyemi, A.S. (2021) 'Aspect of Consumer Behavioural Theory in the Context of Graphic Design', *Part B*, 9(4). Available at: <https://dergipark.org.tr/en/pub/gujsb/issue/67705/1013355>.
- Park, C.-I. and Namkung, Y. (2022) 'The Effects of Instagram Marketing Activities on Customer-Based Brand Equity in the Coffee Industry', *Sustainability*, 14(3), p. 1657. Available at: <https://doi.org/10.3390/su14031657>.
- Prasetyo, A.A.R. and Sulistiadi, W. (2019) 'Effect of Digital Marketing in Hospitals: A Systematic Review', in *Promoting Population Mental Health and Well-Being. The 5th International Conference on Public Health 2019*, Masters Program in Public Health, Universitas Sebelas Maret, pp. 509–512. Available at: <https://doi.org/10.26911/theicph.2019.04.47>.
- Prawiroharjo, P. and Meilia, P.D.I. (2017) 'Dokter Beriklan: Sebuah Tinjauan Menurut Kode Etik Kedokteran Indonesia (KODEKI) Tahun 2012', *Jurnal Etika Kedokteran Indonesia*, 1(1), p. 13. Available at: <https://doi.org/10.26880/jeki.v1i1.4>.

- Rab, M.A. *et al.* (2008) 'Ethical Practices for Health Research in the Eastern Mediterranean Region of the World Health Organization: A Retrospective Data Analysis', *PLoS ONE*. Edited by J.J. Miranda, 3(5), p. e2094. Available at: <https://doi.org/10.1371/journal.pone.0002094>.
- Schivinski, B. and Dabrowski, D. (2015) 'The impact of brand communication on brand equity through Facebook', *Journal of Research in Interactive Marketing*, 9(1), pp. 31–53. Available at: <https://doi.org/10.1108/JRIM-02-2014-0007>.
- Setyonugroho, W., Kennedy, K.M. and Kropmans, T.J.B. (2015) 'Reliability and validity of OSCE checklists used to assess the communication skills of undergraduate medical students: A systematic review', *Patient Education and Counseling*, 98(12), pp. 1482–1491. Available at: <https://doi.org/10.1016/j.pec.2015.06.004>.
- Situmorang, P.M.G., Wibowo, R.P. and Fauzi, F. (2019) 'The Effect of Implementing the Graphic Design in Digital Marketing on Sales of Products in Travel Companies', in *Proceedings of the 2019 International Conference on Organizational Innovation (ICOI 2019)*. *Proceedings of the 2019 International Conference on Organizational Innovation (ICOI 2019)*, Ulsan, South Korea: Atlantis Press. Available at: <https://doi.org/10.2991/icoi-19.2019.37>.
- Snyman, L. and Visser, J.H. (2014) 'The adoption of social media and social media marketing by dentists in South Africa', *SADJ: journal of the South African Dental Association = tydskrif van die Suid-Afrikaanse Tandheelkundige Vereniging*, 69(6), pp. 258, 260–264. Available at: <https://pubmed.ncbi.nlm.nih.gov/26548200/>.
- Sugiyama, K. and Andree, T. (2011) *The Dentsu way: secrets of cross switch marketing from the world's most innovative advertising agency*. New York: McGraw-Hill.
- Talpai, A. (2014) 'Social Media - a New Way of Communication', *Bulletin of the Transilvania University of Braşov*, 7(2), p. 56. Available at: http://rs.unitbv.ro/BU2014/Series%20V/BULETIN%20V/I-06_TALPAU-1.pdf.