

Marketing Public Relations of X Yogyakarta Hospital in Increasing the Number of Home Care Service Users

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ABSTRACT

The purpose of this study is to determine how the implementation of Marketing Public Relations (MPR) at Hospital X Yogyakarta increases the number of home care service users through a three ways strategy, which includes a push strategy, pull strategy, and pass strategy. This study uses a qualitative approach with a descriptive type. The research subjects consisted of public relations, marketing, and home care nurses at Hospital X Yogyakarta who were selected using purposive sampling. Data collection techniques were conducted through semi-structured interviews, observation, and documentation. Based on the results of the study, it was found that the implementation of MPR at Hospital X Yogyakarta in increasing the number of home care service users was predominantly within the framework of a pull strategy. This strategy is realized through demonstrations, publications, product placement, and media events that focus on providing information, service experiences, and building patient trust without aggressive promotion.

INTRODUCTION

Socio-economic developments and technological advances have driven a paradigm shift in healthcare services from a hospital-centric model to more personalized, flexible, and patient-centered services. One form of innovation that has grown significantly is home care, which is professional service provided in the patient's home environment without having to go to the hospital (Shahriari et al., 2024). This service model is considered more efficient, humane, and patient-centered, especially for post-hospitalization patients, the elderly, and patients with chronic diseases who require follow up care (Nur Syamsi Norma Lalla, 2022). As public awareness of practical and personalized healthcare service increases, the demand for home care services is also showing an upward trend, both globally and nationally.

In Indonesia, home care services have been recognized as part of continuing health care as stipulated in Law Number 17 of 2023 concerning health (*Regulasi Kesehatan Homecare*, 2025). This regulatory in response to the increasing public demand for easily accessible and personalized health services. In the context of Indonesian society, where the majority of the populations is Muslim, health services, including home care, can be interpreted as a form of trust in protecting life (*hifz al-nafs*), so that health care practices are not only oriented towards technical aspects, but also towards humanity, empathy, and trust (Kurnia et al., n.d.).

X Hospital Yogyakarta, as a private Islamic Hospital, has developed home care services since 2018 in response to the community's need for flexible and personalized medical care. This service has relatively different operational characteristics compared to other hospitals in the Yogyakarta area, including the formation of a special medical team and longer services hours. Based on internal hospital data, the number of home care service users has shown a pattern of increase and decrease over the past previous year. In 2022, there was an increase of 70,48% compared to the previous year, from 454 to 774 users. In 2023, the number of users decreased by 12,28 % to 679 users, which is thought to be due to the end of the COVID-19 pandemic. In 2024, users increased significantly by 38,14% to 938 users. And in 2025, the increase continued, albeit more moderately, with a total of 954 home care service users (Rumah Sakit X Yogyakarta, 2025).

The downward trend in 2023 and significant surge in 2024 in the number of service users indicate that the success of internal service innovations must be accompanied by well-planned external communication so that the advantages of the service can be optimally understood and accepted by the public. this condition emphasizes the importance of planned and continuous communication so that the advantages of home care services can be optimally understood, trusted, and considered by the public.

These communication efforts are relevant to analyze through the perspective of Marketing Public Relations (MPR), which combines public relations and marketing functions to build public awareness, trust, and loyalty towards a service (Harris, 1991). In its implementation, MPR is divided into three main strategies, namely the push strategy, which focuses on marketing and communication efforts to promote the service; the pull strategy, which aims to

create interest and demand so that the public voluntarily seeks the service; and the pass strategy, which focuses on shaping public opinion (Papasolomou et al., 2014).

The application of MPR as a communication and marketing strategy for services has been proven effective in various sectors through previous studies. In the healthcare sector, study by Anisa in 2025 on private hospitals in Bandung confirmed that these hospitals can implement push, pull, and pass strategies to increase brand awareness, trust, and customer loyalty (Anisa & Dewi, 2025). More specifically in home-based services, Febrihianto's 2024 research on the Surabaya immunology clinic explicitly proves the positive and significant influence of the push, pull, and pass MPR strategies on patients' interest in home care immunization (Laurensia Febrihianto, 2024). And in the market challenge, Utomo proves that the application of push, pull, and pass strategies in MPR activities effectively increases public engagement and tourist visits after the pandemic (Utomo et al., 2024).

Based on this background, this study aims to determine how the application of Marketing Public Relations (MPR) at Hospital X Yogyakarta based on the push, pull, and pass strategy framework can increase the number of home care service users. Previous studies on MPR have generally focused on efforts to build image and customer loyalty in the corporate and public service sectors. However, the application of MPR in the health care sector, particularly in promoting home care services, has rarely been studied. This study presents a novelty by examining in depth the application of the three main MPR strategies, namely push, pull, and pass strategies, in the context of increasing home care service users. Therefore, the research question posed is: How does the application of Marketing Public Relations (MPR) at Hospital X in Yogyakarta increase the number of home care service users? The results of this study are expected to enrich theoretical studies in the field of Marketing Public Relations and provide practical benefits for hospitals in optimizing the application of MPR strategies in a contextual and patient-oriented manner.

LITERATURE REVIEW

Marketing

Marketing is a social and managerial process that aims to identify, create, communicate, and deliver value to consumers in order to meet their needs and desires profitably (Kotler & Stanton, n.d.). Kotler and Keller define marketing as an effort to meet market needs through value creation and sustainable customer relationship management (Kotler dan Keller, 2009). This definition is in line with the American Marketing Association's view, which emphasizes marketing as an organizational function and a series of processes to create, deliver, and manage value for customers in the interests of the organization. In practice, marketing is not only oriented towards the distribution of products of services, but also towards achieving customer satisfaction as the basis for the company's sustainability (Dr. M. Anang Firmansyah, 2023). The goal of marketing is to create alignment between the organization's capacity and market needs, enabling the company to profit, expand its market share, and builds long-term relationship with consumers (Kotler dan Keller, 2009).

Marketing strategies can be implemented through various market segmentation approaches, either by serving the market broadly without differentiation, differentiating specific market groups, or focusing marketing on more specific segments in accordance with the organization's data sources (Sofyan Assauri, 2008). The implementation of these strategies is generally realized through a marketing mix that includes product, price, distribution channels, and promotion. These four elements must be managed in an integrated manner so that the marketing strategy runs effectively and is able to produce optimal customer satisfaction (Fuad, 2006).

Public Relations

Public Relations (RS) is a planned communication process carried out internally and externally between an organization and its public with the aim of building mutual understanding, trust, and sustainable relationship (Ishak, 2012). Frank Jefkins, in Rosady Ruslan's book *Manajemen Public Relations*, defines public relations as all forms of planned communication, both within and outside the organization, to achieve specific goals related to the creation of mutual understanding between the organization and its public (Rosady Ruslan, 2016). Public relations acts as a strategic link that bridges the interest of the organizations with those of the public, while also serving as a channel for two-way information flow.

Through public relations, organizations not only convey information about policies, activities, and services, but also collect and analyze public opinion as a basis for strategic decision-making (Ruslan, 2012). Therefore, PR practices require analytical skills, issue management, opinion formation, and the creation of an atmosphere of mutual trust. PR also serves to support marketing activities by building a positive image, increasing brand awareness and understanding, and strengthening long-term relationships with internal and external audiences (Onong Uchjana Effendy, n.d.).

In practice, public relations play the role of communication technician, communication facilitator, strategic advisor, and problem-solving facilitator. These roles position PR as an integral part of organizational management, which is not only oriented towards message delivery, but also towards public service, social relationship building, and the achievement of sustainable organizational goals (Cantika & Utami, 2025).

Marketing Public Relations

Marketing Public Relations (MPR) is a strategic approach that integrates marketing and public relations functions to build consumer awareness, trust, and satisfaction through the delivery of credible information (Abdillah, 2017). Harris' statement, as quoted by Rosady Ruslan, defines MPR as the process of planning, implementing, and evaluating communication programs designed to encourage consumer purchases and satisfaction by creating a positive impression of the company's identity and its products (Ruslan, 2012). Ruslan emphasizes that MPR is not only oriented towards product promotion, but also towards managing customer relationships through publicity that is more persuasive, efficient, and long-term compared to commercial advertising (Ruslan, 2012).

Marketing Public Relations is carried out through various communication activities that include publications, media identity building, event organizing, news management, social activity speeches, and sponsorship (Kotler dan Keller, 2009). These activities serve to strengthen the organization's image, increase public engagement, and create an emotional connection between the organization and its consumers.

Marketing Public Relations is developed through a three-way strategy framework consisting of push, pull, and pass strategies as described by Harris and Whalen in their book *The Marketer's Guide to Public Relations in the 21st Century* (Harris, T. L., & Whalen, P. T., n.d.). The push strategy focuses on actively promoting services through internal and organizational service points, such as sales and service personnel, by utilizing direct communication, publications, and structured promotional activities. The pull strategy focuses on creating public interest and demand so that consumers voluntarily seek information and choose services, which is done through media events, publications, product placement, and media exposure. Meanwhile, the pass strategy focuses on shaping public opinion and legitimacy through third parties, such as communities, opinion leaders, institutions, and strategic partners, by utilizing social activities, sponsorships, and community relations to build long-term trust.

Home Care

Home care is part of health services provided to individuals and families in their living environment with the aim of promoting, maintaining, and optimizing the health and independence of patients (Djuari, 2021). These services include direct and indirect care, where direct care involves physical and face-to-face interaction between medical personnel and patients, including educating patients and families about proper care procedures (Triwibowo, 2012). Through this approach, home care emphasizes patient satisfaction while adhering to the code of ethics and quality standards of professional health services.

In nursing practice, home care services are an integration of public health care principles and the technical skills of specialist nurses (Suardi et al., 2022). The American Nurses Association (1992) states that home health services involve various nursing competencies, such as community nursing, gerontology, psychiatry, maternity, and medical surgery, which are tailored to the patient's condition and needs (Asmi & Husaeni, 2019). Functionally, the scope of home care services includes primary health services that are preventive and promotive in nature, secondary services that require further and specialist treatment, to tertiary services that include complex medical care. With these characteristics, home care is positioned as a comprehensive, patient-oriented healthcare service model that is adaptive to both short-term and long-term care needs (Asmi & Husaeni, 2019).

METHODOLOGY

This study uses a descriptive qualitative approach to gain an in-depth understanding of the implementation of Marketing Public Relations at Hospital X in Yogyakarta in increasing the number of home care service users based on

empirical data in the field. The descriptive approach was chosen because this study does not test hypotheses or construct new theories, but rather describes communication phenomena as they occur naturally. Qualitative research produces descriptive data in the form of written or spoken words from informants and observed behavior (Effendy, 2011). Data were collected through semi-structured in-depth interviews with key informants selected using purposive sampling, namely public relations, marketing, and home care medical personnel directly involved in the planning and implementation of service communication. The interviews were supplemented by observational data collection and documentation covering home care service promotion and education activities, promotional materials, official publications, and internal hospital data. Data analysis was conducted using an interactive analysis model developed by Miles and Huberman, which included the stages of data reduction, data presentation, and conclusion drawing to identify patterns of push, pull, and pass strategy implementation in MPR practice (Huberman & Miles, 2002). The validity of the data is reinforced through triangulation of sources and techniques by comparing the findings from interviews, observations, and documentation so that the research findings are credible and accountable (Moleong & Surjaman, 2014).

RESEARCH RESULT

X Hospital in Yogyakarta developed home care services in response to the community's need for flexible health services oriented towards patient comfort. The results of the study show that the application of MPR in home care services is predominantly within the framework of a pull strategy as proposed by Thomas L. Harris, while push and pass strategies were not explicitly found. The pull strategy is manifested through:

a. Service Demonstration through Direct Education by Medical Personnel

The demonstration of home care services at Hospital X in Yogyakarta was conducted through direct education by medical personnel to patients and their families. This education was delivered face-to-face by doctors and home care nurses, especially to patients who needed follow-up care at home. The material presented included explanations of the concept of home care services, types of medical procedures that can be performed at home, service procedures, frequency of medical staff visits, and estimated service costs.

In addition to providing verbal information, medical staff also conducted simulations of simple care procedures that can be performed by patients' families at home. Based on observation results, the educational practices and simulations were conducted as part of introducing home care services to patients and their families.

b. Publication through Print and Digital Media

The publication of home care services at Hospital X Yogyakarta is carried out through the use of print and digital media. The print media used is in the form of home care service brochures that are provided and placed at various strategic points in the hospital environment as a means of information for visitors. The

brochures contain information about home care services and are updated regularly to reflect changes in service information.

In addition to print media, publications are also carried out through digital media, namely the hospital's official website and Instagram social media account. The website displays information about home care services in the form of written explanations that are integrated with other hospital services and activities. Meanwhile, the hospital's Instagram account contains information about home care services in the form of poster uploads, although the intensity of home care service content is still limited compared to other hospital service content.

c. Product Placement through the Visual Identity of Operational Vehicles

The application of product placement in the home care services of Hospital X Yogyakarta is realized through the use of visual identity on the operational vehicles of the home care service. This visual identity includes the hospital logo, the name of the home care service, and service contact information. These operational vehicles are used by the home care nursing team in providing services to patients' homes. This ensures that the identity of the home care service is consistently displayed and visible to the public in public spaces.

d. Media Events through Hospital Involvement as Medical Teams

Yogyakarta Hospital X is involved in various events as a medical team at a number of events organized by external parties, such as sporting events and large-scale public events. This involvement is carried out by assigning medical personnel, including home care nurses, to provide health services during the event. The hospital's involvement as a medical team is flexible, either through ongoing cooperation with specific event organizers or based on requests for specific activities. In practice, medical personnel carry out health services according to the needs of the event and introduce hospital services to participants and event organizers.

Observations show that the involvement of Hospital X Yogyakarta in media events is marked by the use of medical attributes and the opening of health service booths that display the hospital's identity. These activities enable direct interaction between medical personnel and the community in the context of public activities.

DISCUSSION

The results of the study indicate that the implementation of Marketing Public Relations at Hospital X Yogyakarta in increasing the number of home care service users is predominantly within the framework of a pull strategy, and no implementation of strategies that can be explicitly categorized as push strategies or pass strategies was found. The pull strategy is realized through a series of communication activities that focus on providing information, service experiences, and the symbolic presence of the hospital in public spaces, without any aggressive promotional practices or direct offers to potential service users. This condition indicates that the hospital emphasizes a communication approach that attracts interest and gradually builds public awareness, with trust, understanding, and patient needs as the main foundation.

One form of pull strategy implemented by Hospital X Yogyakarta is service demonstration through direct education by medical personnel. Education provided by home care doctors and nurses to patients and their families not only serves to convey technical information, but also as a process of shaping the meaning of home care services themselves. Communication carried out by medical personnel has a high level of credibility because it is based on professional authority and the relationship between medical personnel and patients. This is in line with the views of Kotler and Keller, who state that demonstrations are a form of marketing communication that allows consumers to understand the benefits of services through direct experience, thereby reducing uncertainty before making decisions (Kotler & Keller, 2016).

From a health communication perspective, the decision to use services is influenced by the level of understanding and trust in service providers (Berry, 2006). Direct education accompanied by explanations of procedures, service frequency, and simple care simulations provides a concrete picture of home care services. Therefore, patient decisions arise from an awareness of their needs, rather than as a response to promotional appeals, in line with Anhang Price's findings which emphasize the role of face-to-face educational communication in building patient trust and engagement (Taplin et al., 2012).

In addition to demonstrations through direct education to patients, the pull strategy is implemented through the publication of home care services using print and digital media. Brochures placed at various points of hospital service function as non-personal information media that can be accessed voluntarily by patients and families, thus providing space for the public to independently search for and consider service information. The use of digital media through websites and Instagram further strengthens the pull strategy in publication tools because it allows the public to access service information without direct interaction with the hospital. The website serves as an official source of information that provides institutional legitimacy, while social media reinforces the existence and image of the service, in line with Badri's 2024 findings, which reveal that social media is an important strategy in building the brand and reputation of a service (Badri, 2024).

Another pull strategy is evident through product placement on the visual identity of home care operational vehicles. The inclusion of logos, service names, and contact information makes vehicles a visual communication medium that is repeatedly present in public spaces. From a Marketing Public Relations perspective, product placement allows for the subtle delivery of brand messages, thereby reducing audience resistance while building a perception of professionalism (Russell & Belch, 2005). This is in line with Chan's 2020 findings, which state that consistent visual exposure in public spaces contributes to increased brand awareness and brand recall. Thus, product placement through operational vehicles serves more to build brand recognition and recall than to directly encourage service usage (Chan, 2020).

The involvement of Hospital X Yogyakarta as a medical team in various events reflects the application of a pull strategy through media event tools. The presence of medical personnel in public activities allows hospitals to build a

positive image through real services, even though they do not always act as event organizers. Participation in public events is considered effective in building reputation because the public judges organizations based on their contributions.

Medical services during events serve as implicit communication that demonstrates the hospital's competence and concern. In line with other research findings, media events are used as a strategic means to attract public attention, build brand image, and strengthen relationships with stakeholders (Andrianti, 2014).

Overall, the results of the study show that Hospital X Yogyakarta's Marketing Public Relations is carried out through a consistent pull strategy approach. This strategy is aimed at patients and their families who are in the process of searching for information and making decisions about health services, as well as the general public who may need home care services in the future. By providing credible information, real work experiences, and consistent visual exposure, the hospital gradually builds public awareness and trust. However, within the framework of a pull strategy, the hospital only utilizes a few tools, namely demonstrations, publications, product placement, and media events. Other tools such as media tours, story placement, teleconferences, exhibits, sampling, surveys, newsletters, PSAs, and symposia have not yet been used. This situation indicates that increased interest in home care services is achieved through a communication strategy that is selective, informative, and oriented towards patient needs and the formation of long-term relationships, while also opening up opportunities for the development of a more integrated communication strategy in the future.

CONCLUSION AND RECOMMENDATIONS

Based on the results of research and discussion regarding Hospital X Yogyakarta's Marketing Public Relations in increasing the number of home care service users, it is predominantly within the framework of a pull strategy. This strategy is carried out through informative and educational communication, which is realized through direct education by medical personnel, publications in print and digital media, the use of visual identities on operational vehicles, and the involvement of the hospital as a medical team in various public activities. This approach has implications for the formation of public awareness, understanding, and trust in home care services without relying on aggressive promotion, so that the decision to use the service arises from the needs and beliefs of patients. These findings show that the effectiveness of the pull strategy can be optimized as the foundation of health service MPR communication. However, to expand the reach of communication and strengthen its impact, Hospital X Yogyakarta needs to integrate the pull strategy with the use of push and pass strategies, such as increasing direct promotion, structured publications in health media, and collaboration with external parties through social activities, sponsorships, and community-based programs to expand the reach of communication and strengthen public trust in home care services.

ADVANCED RESEARCH

This study has limitations because it only focuses on a qualitative approach, so it has not empirically measured the effect of implementing a pull strategy on patient behavior in using home care. Therefore, further research is recommended using a quantitative approach to test the effect of a pull strategy on behavior in using home care services.

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