

E-HEALTH COMMUNICATION ON INSTAGRAM POSTS: CONTENTS ANALYSIS OF ALODOKTER

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ABSTRACT

E-health on Instagram is a new area of health communication study. Alodokter is the number one digital health company in Indonesia with more than 20 million active users every month. As a website-based health tech company and the fastest-growing application in Southeast Asia, Alodokter has an Instagram account (@alodokter_id) with 730 thousand followers. In this paper, the author proposes three formulations of the problem: (a) What type of message is delivered by the health account on Instagram? (b) What type of content gets the most response? (c) How did Alodokter create their Instagram content strategy? The methodology used is qualitative with content analysis techniques. The author analyzes and categorizes 69 Instagram posts (15 August 2019 - 15 September 2019) from Alodokter. From the selected sample, there were 8 categories of posting themes. Body, Fact & Myth, Nutrition, Reproduction & Pregnancy, Breastfeeding, Growth & Child Development, Health Tips, Q&A. The most-used posting theme is Reproduction & Pregnancy (n = 19). This theme also gets the most comments (136) and likes (3062) in each post. The post and comment section provides opportunities to integrate followers to engage more online and offline. The last finding related to the Alodokter content strategy has a content strategy by creating unique visualizations oriented to storytelling. Alodokter Instagram's account has its own characteristic, namely the use of blue. For users, Alodokter provides the space for openness and ease of communication between patients and doctors.

Keywords: E-Health, Instagram, Alodokter, Content Analysis, Content Strategy.

INTRODUCTION

The Gallen Growth Asia survey reported several trends in the development of health tech services, ranging from categories, funding, to distribution in the Asia Pacific region. Despite experiencing quite good growth throughout 2017, the report revealed, that 2018 is predicted to be the peak of the development of health tech in the Asia Pacific. With the investment, the value has reached \$ 3.3 billion in the first half of 2018 (Yusra, 2018).

The number also places Asia second in terms of the largest ecosystem in terms of the transaction value. Although the value of

transactions in 2018 decreased by 32% compared to 2017. Until now China and India still dominate the health tech landscape in Asia (Yusra, 2018). Meanwhile, other countries in Asia that were recorded as the best markets were Singapore (11%), Japan (8%), and Australia (8%). As a hub country in Asia, Singapore continues to show potential as an attractive location for investors. This is due to the clear legal framework governing the funding process, economic stability and incentives provided by the government (Yusra, 2018).

Indonesia as one of the countries in Asia that have begun to show growth in digital health services. The distribution of health services that is less than optimal opens the potential for health tech to blend with existing

industry verticals. The large population also makes Indonesia a potential country for health tech services. In the Gallen Growth Asia survey, it was also mentioned that Indonesia was one of the countries in Asia that got an investment deal, but it did not receive significant attention when compared to the total value available. Overall in the first half of 2018 investment funds for health tech services in Asia were valued at \$ 109 million. This number has decreased compared to the first half of 2017 (Yusra, 2018).

Finding references for health is not a simple matter. For certain diseases, the search for the right treatment method can take years. That's what inspired Alodokter's health startup. Alodokter is a healthcare application based in Indonesia that connects patients with doctors digitally. To benefit, this application relies on two paid features, namely 'Chat with Doctors' and 'Protection'. Also, through the Health Articles feature, Alodokter opens advertisements for products that want to market their health products (Annur, 2019).

Now, at the age of five, Alodokter has connected 20 million users with 20 thousand doctors from the Greater Jakarta area, Medan, Surabaya, to Makassar. The doctors are also certainly valid with their identity, photos, and responses (to various user-health problems) on Alodokter platform (Annur, 2019). In terms of Alodokter users, their age range is very diverse or varied. There is a tendency, those who use Alodokter, in particular, the Chat Together Doctor features are those colon mothers and young mothers. They intensely asked

questions related to pregnancy health, children's health, and others (Lingga, 2019).

The author proposes three problem statements:

- a. What types of messages are delivered by the Alodokter health account on Instagram?
- b. What type of content gets the most responses?
- c. How Alodokter create their Instagram content strategy?

METHODOLOGY OF RESEARCH

The research methodology used on this paper is qualitative with content analysis techniques. Modeling the current study on a study by Stever and Lawson (2013), the author did content analysis to effectively analyze health information in Instagram accounts. Content analysis is generally used for "sorting messages into different categories according to some set of classification criteria" (Rosenberry & Vicker, 2009, p.42).

In this study, photos and videos posted by Alodokter will be categorized and analyzed. The study sample will be limited to one month (15 August 2019 - 15 September 2019). The author will examine posts, captions, interactions in the comments section. Design analysis is also included to see how the creative strategies used by the team of Alodokter.

FINDINGS AND DISCUSSIONS

Technology enables social media to continue to change and become a very

dynamic communication platform. So it is with the health and medical industry sectors. Social media access via smartphones is a communicative tool in the field of health and health services: inpatient care, monitoring, rehabilitation, communication, diagnosis, teaching, and research. Adding Instagram to the communication and clinical teaching content facilitates timely responses among health teams, faster delivery to hospital residents, and wider public health message dissemination to more people (Maged, 2016).

Instagram tends to be used primarily by hospitals such as NewYork-Presbyterian Hospital, which are linked to their Facebook accounts and provide a more personal and intimate connection to the facility (Dewan, Luo, Lorenzi, Ed. 2015, p.187).

Competition in the Health Tec industry sector in Indonesia has begun to develop. In addition to Alodokter (1 million downloads), in Indonesia, there are also similar services, namely Halodoc (more than one million downloads), KlikDokter, Go-Dok, YesDok (more than 100 thousand downloads).

In 2016, Halodoc successfully obtained Series A funding of US \$ 13 million (around Rp176 billion) from Clermont Group, NSI Ventures, GO-JEK, and Blibli. They have even worked together with GO-JEK to create GO-MED drug delivery services. (Primary, 2017). Alodokter's health startup also received Series B funding of US \$ 9 million (around Rp121.9 billion) led by SoftBank Venture Korea. Their previous investors, such as

Golden Gate Ventures and Feng He, also participated in this funding (Pratama, 2017).

They will use the fresh funds to develop an integrated health services ecosystem, ranging from chat services with doctors, managing medical documents, to ordering offline health services such as arranging scheduled to meet with doctors. Investment and competition make the development of health-tech start-ups more interesting to watch.

The Categories Of Health Information at Alodokter

In recent years, social media has become increasingly popular as a business and communication tool. Businesses are recognizing the importance of social media as a way to engage with consumers on a more personal level while being able to implement marketing techniques and further the brand image. In a world of social engagement and connectivity, many well-known brands are using social media to reach and engage their consumers by sharing great content.

Alodokter has a fairly complete content strategy. Starting from photos, videos, captions, comments, to instastories. This gives enough space to build credibility and marketing. Instagram is packed with interactive language and attracts attention. The health information provided also focuses on the needs of the audience. Visualization is indeed important, but Alodokter always includes a fairly long caption and description in each post.

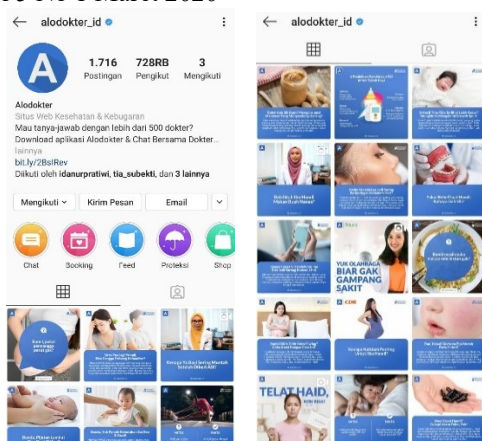


Figure 1. Alodokter Timeline on Instagram
 Source: Captured by researcher, 2019

In 69 Alodokter posts, there are 8 categories of posting themes namely Body, Fact & Myth, Nutrition, Reproduction & Pregnancy, Breastfeeding, Growth & Child Development, Health Tips, Q&A. Alodokter posted the most about Reproduction & Pregnancy ($n = 19$). This theme also gets the most comments (136) and likes (3062) in each post.

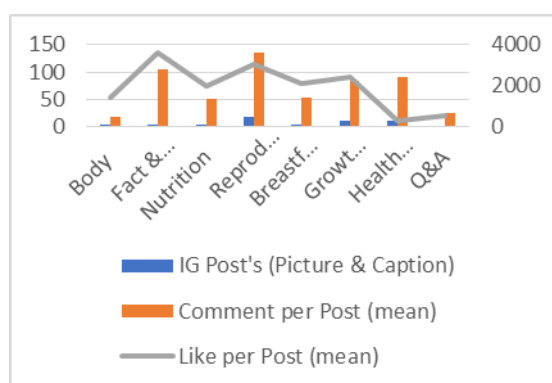


Figure 2. The Categories of Instagram Picture Posts by Alodokter
 Source: Captured by researcher, 2019

The second most theme in the number of posts is Growth & Child Development. This theme gets an average comment (136) and

likes (3062) in each post. From these two themes, you can take a picture of the tendency of health messages delivered on Instagram. Information related to pregnancy, reproductive health and breastfeeding information dominates and gets likes and comments from followers.

Alodokter posts regularly and consistently. Around 3 photos every day. Some hashtags are always included in the caption such as “#alodokter” and “#aplikasialodokter”. Then other hashtags will be added according to the theme of the post. For example for info for babies and nursing mothers using the hashtags, such as “#infobayi”, “#bayisehatalodokter”, “#Infomenyusui”, “#busui”, “#airsusuiibu”.

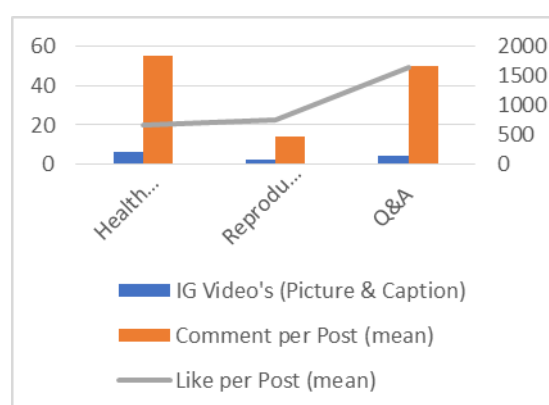


Figure 3. The Categories of Instagram Video Posts by Alodokter
 Source: Captured by researcher, 2019

For video posts, not as many as photo posts. In total there are 12 video posts in 1 month. The most Alodokter video classification is the theme of health tips (6 videos), Q&A (4 videos), Reproduction & Pregnancy (2 videos). Contrary to photo posts,

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video posts with the theme Reproduction & Pregnancy received the lowest average comments (n = 14).

In the video post, Alodokter also includes subtitles so followers can more easily understand the health information conveyed. Alodokter always uses doctor's sources with the attributes of medical clothing. This is to increase trust in the public and formal nuances in the information provided.

Information needs about pregnancy, breastfeeding and child development are very high for a young mother. Tips about pregnancy problems also get a lot of responses from the followers. The similarity of problems and symptoms can sometimes be the beginning of conversations between individuals who did not know each other.

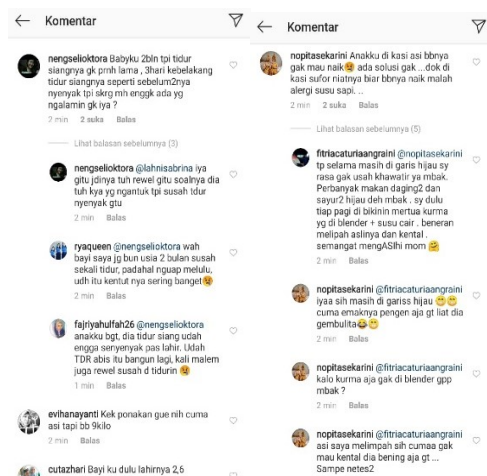


Figure 4. Alodokter Comment Section
Source: Captured by researcher, 2019

Alodokter is also a place for discussion forums between followers who have the same story or health problem. Alodokter only offers information and health

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tips made by the admin for followers. There is no teleconsultation interaction between doctors and patients. This kind of interaction can be accessed via the application or the web (there are free and paid features).

But the limitations of the teleconsultation feature at Instagram don't make followers stop talking and asking doctors in the comments column. They keep asking questions and in the end, they are replied by fellow followers. They offer mutual advice and solutions. The similarity of needs makes them communicate online. From Figure 4 we can see two conversations between followers in the comments column. First about growth spurt in infants (post 14 September 2019). The second is about the benefits of breastmilk (posting September 14, 2019).

Alodokter Instastories and Features

Alodokter has succeeded in becoming one of the number one super health apps in Indonesia. Alodokter provides a variety of features about comprehensive health information and health consultation service features with tens of thousands of doctors from various fields of expertise, both general practitioners and specialist doctors. Alodokter is supported by a team of doctors and IT making Alodokter an application that can provide comprehensive health solutions.

- The concept of Alodokter instastories contains 5 things, namely Chat, Booking, Feeding, Protection, Shop.
- Instastories of Alodokter contain a video upload from the co-founder of Alodokter, Suci Arumsari. She reminds the followers

to download the application and how to use it.

- c. Storytelling about medical insurance Alodokter related to medical expenses for patients. Alodokter offers health insurance protection in partnership with AXA Insurance with premiums starting from Rp.95,000,000 /month. Everything with #satukliksaja

Content Design and Insta-branding

A brand definition associate brands with visual elements of the graphic design and respectively brand uniqueness with a visual identity. According to research conducted by Borislava Stoimenova, visual brand identity concept is applied in many fields of marketing communication to indicate the process of providing well-structured brand guidelines (2017).

Different emotion, association, and responses can be reduced by colors, and this also affects how a brand is alleged. Research showed whether colors selections can make or break a design, how colors can escalate the brand acknowledgment by up to 80%. For the memory, engagement with a design piece, text comprehension, among many other factors are involved as well (Laura Busche: 2015).

There is a consideration to use specified colors that intermingled so well with the brand of a business's logo. According to Laura, this would emerge a specific mood toward the business' action (2015). Along with this, similar well-structured brand guidelines are advanced by Alodokter Instagram's

account. It has its characteristic, the consistency of blue color's usage. According to Won and Westland (2016), color meaning tends towards two contrasting perspectives; that colors have consistent meanings no matter the context in which the color is applied, or that color meanings change the color is applied in a different context. In means that the color meaning within brand packaging, is a color stimulus that leads as a priority for the brand..

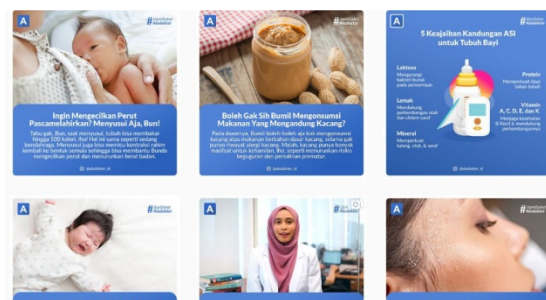


Figure 5. Instagram Posts' Design
 Source: Captured by researcher, 2019

The usage of blue color as the most color seen in Alodokter Instagram account also indicates to attach the users' psychologically. Zamitto stated whether there is three background for meanings attached to color; (a) instinctive, (b) subjective, and also (c) cultural background, those very acquainted to psychological substantives that subordinate to emotion and feelings (2005).

According to Zamitto, blue color attached to meanings such as cold, peace, depression, sadness, relax, calm, piety, wisdom, introspection, solitude, loneliness, contemplation, distance, infinitude, emotion control; it symbolizes water and the sky (2005). In another term, Cerrato in Caivano (2015)

stated whether blue color listed as the most popular color trusted to relate to reliability, belonging and coolness. The usage of blue color in business is commonly acknowledged also considered. Cerrato reliance that the universally favored color and the safest to use in business is a blue color. Further, Cerrato explained that as the color of harmony; blue is calming, reducing tension also fear, psychologically.

The blue color also intended to be associated to target Alodokter Instagram's followers. As Cerrato mentioned blue works well for the corporate world; whereas blue in general as a color relating to maturity and adult market (2015). This compatible with research findings whether the followers are young mothers or parents as well as matured women.

Olins (1990) concluded that the corporate visual identity structures consist of three concepts: (a) monolithic brands for companies which have a single brand, (b) an endorsed identity - each of the operational units has its own identity but this is endorsed (visually connected) with the corporate name and visual style, also (c) a branded identity - different brands are developed for different parts of an organization or for different product lines and/or products (it excludes any reference to the corporate name and visual style).

This inline with another uniqueness of Alodokter Instagram Account; the lines selection wisdom. According to Stomeinova,

lines, shapes, and texture are considered as the basic element to design (2017). Gatto et al identify six kinds of lines used in design; structural line, outline, contour line, gesture line or movement line, sketch line, and inferred line.

According to Gatto et al, an outline is defined especially as edge lines while contour lines are used to describe shapes of objects. Sketch lines describe even more details than other types of lines. Implied lines are imaginary lines can be created by rows of objects (2011).

There are three typical lines in design; vertical, horizontal, diagonal, also curved lines. Vertical lines tend to deliver feelings of height, stability, and dignity, while horizontal lines incline to create a calm, tranquil, and balanced atmosphere. Additionally, diagonal lines make the design more dynamic and dramatic while curved lines convey more feeling or more relaxing association. Alodokter Instagram posts combine vertical, horizontal also curved lines. However, the posts avoid pointy angles and lines to provide stability, calm also relaxing feelings for the followers to read the content of each post.

Interaction Analysis of HealthStyle

Instagram engagement is public, yet it can be underlined as social. It defined as in an interaction that contains participatory and communal, leading to conversations and interactions between and amongst account owner and followers. In Alodokter's circumstance, Instagram has already been considered as

mutually valuable for health information. The contents are categorized as follows; (a) Body, (b) Nutrition, (c) Reproduction & Pregnancy & (d) Breastfeeding, (e) Growth & Child Development, (f) Health Tips, (g) Q&A also (h) fact & myth.

#alodokter #aplikasialodokter
#infokesehatan #hidupsehat
#dokter #hidupsehat #kolesterol
#bayam #makanansehat



Figure 6. Post & Comment Interaction
Source: Captured by researcher, 2019

Alodokter post on August 15th contains caption as stated below:

“di hari raya, kamu mungkin mengonsumsi makanan yang berlemak, seperti sate kambing, gulai, atau opor. Hati-hati, kalau kamu kebanyakan makan makanan yang berlemak, kadar kolesterol dalam tubuh bisa meningkat! Kalau kolesterolmu tinggi, kamu perlu lebih waspada, supaya terhindar dari risiko munculnya berbagai penyakit, seperti serangan jantung dan stroke. Nah, untuk menurunkan kadar kolesterol, kamu bisa coba mengonsumsi sayur bayam. Tapi, kalau kamu gak suka bayam, kamu juga bisa mengonsumsi sayuran lain yang bisa menurunkan kadar kolesterol, seperti tomat, bawang putih, dan terong. Jangan lupa, imbangi juga dengan gaya hidup yang sehat supaya kadar kolesterolmu tetap terkontrol. Rutinlah berolahraga, konsumsi makanan bergizi seimbang, serta cukupi kebutuhan cairan. Tapi, jika setelah mengikuti cara tersebut, kolesterolmu masih tetap tinggi, sebaiknya konsultasikan ke dokter, ya!”

The post above has 2135 likes and 57 comments. It stimulates the followers to consume spinach to counterbalance the fat levels in foods. This post categorized in nutrition. The reaction and interaction in the comment section are vary. Such as account @rien_gmarisa and @eka_vita that mention another username on Instagram. Authors find it dissimilar for the comments of @idar_nursidar. @idar_nursidar mentions spinach also has potential result to be a negative consequence as it will increase uric acid's levels. Related information and worries are stated by @margaretalenni10.

Meanwhile a post in reproduction & pregnancy category on August 16th has 4.478 likes and 156 comments, and stated below:

“Mengingat manfaatnya untuk kehamilan, Bumil bisa coba mengonsumsi yogurt sebagai pilihan camilan sehat. Sebelum mengonsumsi, ada beberapa tips memilih yogurt yang bisa Bumil ikuti, yaitu:
-Pastikan yogurt terbuat dari susu pasteurisasi.
-Pilih yogurt yang rendah lemak (low fat) dan tidak mengandung perisa tambahan (plain).
-Konsumsi yogurt tidak lebih dari 3-4 cangkir per hari.
-Tambahkan potongan buah segar ke dalam yogurt agar lebih sehat. Namun, jika Bumil memiliki riwayat alergi atau kondisi kesehatan tertentu, sebaiknya konsultasi dulu ke dokter kandungan sebelum mengonsumsi yogurt, ya!”

#alodokter #aplikasialodokter #infokehamilan #hamilsehatalodokter #hamilsehat #bumilsehat #makananibuhamil #makananbumil #yogurt

maupun kesulitan bicara. Jika mengalami keluhan-keluhan seperti itu, segera periksakan dirimu ke dokter ya! #alodokter #aplikasialodokter #infokesehatan #hidupsehatalodokter #hidupsehat #sakitkepala”

This post encouraged expectant mothers to consume yogurt as it is a healthy snack. There are various reaction and interaction on the comment section, such as account @susywibowo02 asking for a brand of the yogurt-based on doctor's recommendation, as stated,

“bagusnya merk apa yah yogurtnya dok?”.

Another interaction similar to the prior post, mentioning another account of Instagram users. Post on August 31st is in health tips category, the content as follows:

*“Pernah mengalami gejala-gejala tersebut? Jika ya, kamu bisa mencoba beberapa cara berikut untuk membantu mengatasinya:
-Perbanyak istirahat
-Kompres dahi dengan air hangat
-Pijat kepala dengan lembut
-Minum air putih
-Lakukan teknik relaksasi, seperti latihan pernapasan atau meditasi
-Mengonsumsi obat pereda nyeri yang dijual bebas di apotek terdekat, misalnya yang mengandung paracetamol atau ibuprofen. Kedua kandungan tersebut dapat membantu meredakan sakit kepala tegang yang kamu rasakan. Kamu juga bisa memilih obat pereda nyeri yang mengandung kombinasi paracetamol dan ibuprofen. Obat pereda nyeri kombinasi ini efektif meredakan sakit kepala tegang yang berat. Waspada jika sakit kepala tegang terasa berat sampai kamu sama sekali tak bisa beraktivitas, tidak mereda setelah minum obat, atau disertai dengan demam, leher kaku, kejang, pingsan, pandangan kabur, mati rasa,*

This post has 1048 likes and 7 comments. This post recommends the followers to acknowledge the symptoms of headache as well the solutive alternatives to reduce the pain. Most comments commonly are humorous and unintendedly respond to the post in a serious way.

Also on August 31st, Alodokter's post gets 5542 likes and 124 comments and persuades the followers how to burp the baby after baby feeding. A similar type of interactions are discovered, such as mentioning others fellow or colleague or family account on Instagram as well asking for the doctor recommendation. There is also an endorsement from another account and sharing the experience in baby feeding. As the account @idafn312 mentioned, “gak bisa bikin sendawa, bisanya bikin si kecil kentut berkali – kali.” This comment has another account replied a similar experience.

On September 9th, Alodokter post about Fact and Myth. This post explained about the size of the breast and its production towards breast milk (ASI). This post has 2845 likes and interacted 68 comments.

Categorized in growth and child development, post on September 14th educates the followers about growth spurt on a baby. This post has 3257 likes and informs as

“Pernah gak, Bun, memperhatikan pertumbuhan Si Kecil, terus kaget karena kok kayaknya Si Kecil cepat banget ya gedanya? Atau mungkin, jadi ngerasa sedih ya, karena ia sudah semakin besar? Tenang ya, Bun. Growth spurt itu normal kok, dalam pertumbuhan bayi. Supaya Bunda gak kaget menghadapi growth spurt, ada tanda-tanda yang bisa Bunda kenali, yaitu:

*- Si Kecil terlihat rewel dan sangat lapar di hadapan payudara
- Si Kecil lebih banyak menyusu, bisa sampai 12-14 kali dalam sehari
- Si Kecil ingin digendong dan dipeluk sepanjang waktu
- Si Kecil tidur lebih lama dari biasanya
Namun, kalau tanda-tanda di atas diikuti dengan demam, lesu, atau Si Kecil jadi sangat rewel, bisa jadi ia merasa sedang tidak sehat. Jika begitu, sebaiknya Bunda segera periksakan Si Kecil ke dokter ya.
#bayisehatalodokter #bayisehat #infobayi #infokesehatan #growthspurt #alodokter #aplikasialodokter”*

The content of the post is about the possibility of infants having experienced the growth spurt, a circumstance whereas marked by weight gain, body length, and faster head circumference. Similar interactions with a former post interact. most comments share a familiar experience as parents or colleague's experience.

Amy Burnett Heldman, Jessica Schindelar, and James B. Weaver III (2013) stated whether is significant to better comprehend the unique features of social media that make public health communication as Alodokter as healthcare Instagram account work. Based on authors observation and

analysis, some characteristic of interactions on a post are discussed as follows:

- a. Listening in social media conversations. The basic motivation in providing healthcare through social media should be to educate, stimulate and inform the public about health. This to provoke the followers to be more aware of health issues. Most comments on an Instagram post of Alodokter are neglected by the administrator and followers are interacted towards each other in the unaware situation. Alodokter also has healthcare application system to provide the same information. The aptitude to attend and respond well will do an equilibrium towards both online media followers.
- b. Engaging with followers and their conversations by responding to create more opportunities for followers to engage with Alodokter. Observing the Alodokter comment section, authors notified whether there are substantial gaps in responding and posting the information.
- c. However, the information exchange and experience shared by the followers. Therefore, the post and comment section provides opportunities to integrate followers to engage more online and offline. The content of the post is about the possibility of infants having experienced the growth spurt, a circumstance whereas marked by weight gain, body length and faster head circumference. Similar interactions with former post are interacted. most comments share familiar experience as parents or colleague's experience.

CONCLUSIONS

The presence of Alodokter since 2014 has significantly changed the axis of Indonesian health services in the provision of medical information from Indonesian-language doctors that are easy to understand, accurate, integrated, and accessible to anyone. The great vision of Alodokter is a platform

that provides the most complete health solutions and assistance for young modern Indonesian families.

Instagram account of Alodokter has become popular and has over 730,000 followers because it offers information that is specific and appropriate to its target audience. Communities need practical health information. Pictures and videos show more practicality in explaining the questionable health information of the text needed interpretation.

From the selected sample, there were 8 categories of posting themes. Body, Fact & Myth, Nutrition, Reproduction & Pregnancy, Breastfeeding, Growth & Child Development, Health Tips, Q&A. Posting the most photos in Reproduction & Pregnancy (n = 19). This theme also gets the most comments (136) and likes (3062) in each post. Information needs about pregnancy, breastfeeding and child development are very high for a young mother.

Alodokter has a fairly complete content strategy. Starting from photos, videos, captions, comments, to instastories. This gives enough space to build credibility and marketing. Instagram is packed with interactive language and attracts attention. The health information provided also focuses on the needs of the audience. Visualization is indeed important. But Alodokter always includes a fairly long caption and description in each post.

Alodokter's Instagram account has its own characteristic, the consistency of blue color's usage. Blue in general as a color

relating to maturity and adult market. Most comments on the Instagram post of Alodokter are neglected by the administrator and followers are interacted towards each other in the unaware situation. Alodokter also has healthcare application system to provide the same information. The aptitude to attend and respond well will do an equilibrium towards both online media followers. Authors notified whether there are substantial gaps in responding and posting the information. However, the information exchange and experience shared by the followers. Therefore, the post and comment section provides opportunities to integrate followers to engage more online and offline.

One limitation of this study is that it is focused solely on Alodokter, so the findings cannot be generalized to all health tech's Instagram accounts. To make comparisons and get a more complete picture of social media and e-health in Indonesia, further research is needed. To support textual analysis, the next research will need transcript data from Alodokter and the audience.

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