

Analysis of The Best Day To Post A Content on Instagram and Facebook of Hospital A and Hospital B's Social Media

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ABSTRAK

The data used in this study is historical data on social media owned by Hospital A and Hospital B. The author will look at 2 social media owned by these two hospitals, Facebook and Instagram. The author will look at posts for the last one year and then classify them based on the day of the post and see the community's response from likes and comments. It is hoped that the authors can conclude the most effective social media based on posting days. This study used data collection techniques for Instagram and Facebook posts to obtain data. Then the data is made into a table based on a precise classification, the day of posting and the target response from likes and comments. Data will be processed and arranged manually based on data obtained from the accounts. The conclusion drawn from the tables above is that there is no relationship between the number of posts and the number of likes and comments (number of reactions). In addition, the day with the smallest number of reactions is only sometimes used as a reference for not uploading content because it turns out that each account will have a different order of the best days for posting. There are several influencing factors, including followers and follower behavior. The comparison of the 2 hospitals shows that the number of Instagram and Facebook posts tends to be the same. It can be caused by the "connect" feature, which makes it easier for marketers to post. Marketers only need to post on Instagram once, and it will automatically be posted on Facebook, and vice versa. The tables above also illustrate that Facebook accounts have more reactions than Instagram. It is because there are far more Facebook users than Instagram.

Keywords : *social media, marketing*

BACKGROUNDS

Since various social media applications emerged with the primary function of socializing and facilitating communication, the human perspective on social life and the surrounding environment has also changed. The way of interacting and communicating has also changed because social media has become a complex communication network with various advantages and disadvantages. Social media users use this facility as a medium for long-distance interaction to facilitate interaction between those who live at a distance so communication is maintained. Social media can do many activities, including getting a mate, doing promotions, sharing information, and selling various products (Leviane Jackelin Lotulung, 2019). All these things can be done through social media because the interaction is the basis of all these activities. Through social media, marketing activities can also be carried out to increase sales and visits.

Social media is an internet-based application that uses technology to exchange information (Kaplan & Haenlin, 2010). Many social media can be used, but Facebook and Instagram are ranked highest with the most users. Kusuma (2019) stated that Indonesia had surveyed the number of users from several social media. The results were that Facebook and Instagram ranked highest, followed by Twitter and Snapchat. It is because social media can allow users to communicate with millions of other users.

Currently, Indonesia is one of the countries with a high number of social media users, reaching 150 million. With 130 million monthly active users, most of whom use Facebook as their social media, then Instagram is in second place (Kusuma, 2019). Facebook and Instagram are Indonesian people's two favorite social media because many features can be used for promotion. These two social media are often used as promotional media to increase sales of various products and services. Facebook and Instagram are essential parts of marketing strategy in Indonesia. It was also expressed by Rohmah et al. (2020), who stated that the features in both social media could be used as promotional media that can transcend distance and time with a broad reach. It can be an excellent opportunity for marketers as a marketing communication medium.

Social media users can access their social media anywhere and anytime through various electronic media. It can be used as an opportunity to reach broader goals. Marketers can also more easily communicate their products through content that contains information shared through social media. People can quickly get information, and marketers can easily share information with the targets.

Social media offers excellent opportunities for business growth, starting from products, services, fashion, health services, and various other fields. The presented convenience attracts both parties, the marketer and the target. The existence of social media has made

it easier for buyers to understand products or services before deciding to use them because they can communicate with marketers directly. It will reduce target anxiety and enhance the image of the marketer's organization. Hospitals can use social media as a health promotion tool, help consumers understand their treatment options, and get feedback about the services provided by the hospital (Keckley & Hoffmann, 2010). It is in line with Koetsetnas, 2018 that the presence of social media can improve the image of organizations and individual medical personnel, expand the reach of organizations, and support changes in consumer demand for appointments at health facilities. Through social media, hospitals can help convince clients of the comfort provided by hospitals. So anxiety about services, tariffs, and various facilities can be reduced because hospitals share information through their social media.

Through the guarantee of broad audiences provided by social media, many new hospitals dare to compete through their social media. In this case, the author will look at the effectiveness of social media used by two hospitals. The author will not look at the hospital's characteristics but the type of social media users and the day of posting. Effectiveness will be seen from the number of responses in the form of likes and comments.

METHODOLOGY

The data used in this study is historical data on social media owned by Hospital A and Hospital B. The author will look at 2 social media owned by these two hospitals, Facebook and Instagram. The author will look at posts for the last one year and then classify them based on the day of the post and see the community's response from likes and comments. It is hoped that the authors can conclude the most effective social media based on posting days.

The authors used data collection techniques for Instagram and Facebook posts to obtain data. Then the data is made into a table based on a precise classification, the day of posting and the target response from likes and comments. Data will be processed and arranged manually based on data obtained from the accounts.

The method used in writing is descriptive analytics. Analytical descriptive is research that is done to get an idea of something.

RESULTS AND DISCUSSIONS

Table I. Social Media Instagram of Hospital A

	Number of Instagram Posts	Like	The Average of Like	Comment	The Average of Comment
Monday	6	96	16	7	1,1
Tuesday	5	121	24,2	2	0,4
Wednesday	11	86	7,8	3	0,2
Thursday	9	133	14,7	8	0,8
Friday	6	162	27	11	1,8
Saturday	21	140	6,6	2	0,09
Sunday	7	97	13,8	3	0,3

Based on Table I, it can be seen that among all posting days for the last one year, Saturday has the number of postings 21. This figure is the highest number. However, the number of posts does not affect the number of likes and comments, the total likes on Saturday's posts are 140, and the total comments on Saturday's posts are 2. In this case, Saturday has an average value of likes on Saturday only 6.6. This number is the smallest, and the average comment value in Saturday's posts is only 0.09, and this number is the smallest among the average comments on other days. It means that the highest number of Instagram posts is on Saturday, but the feedback received that day is not optimal. Wednesday is the second most posts day after Saturday, with a total number of posts of 11, the number of likes is 86 with an average of 7.8, and the number of comments is 3 and an average of 0.2. The third highest number of posts is Thursday, with 9 posts, 133 likes with an average score of 14.7, and the total number of comments on Thursday posts is 8 with an average score of 0.8. Sunday is the day with the fourth most total posts with a total of 7 posts, 97 likes, an average score of 13.8, 3 comments, and an average score of 0.3.

Meanwhile, Monday was ranked fifth with many posts 6, the number of likes was 96 with an average number of 16, the number of comments was 7, and the average number was 1.1. After Thursday, there is a Friday with the same number of posts, namely 6. Friday has 162 likes with an average number of 27 and 11 comments with an average rating of 1.8. Tuesday is the last ranking day with the least number of posts, it is 5 with 121 likes and an average score of 24.2 and 2 comments with an average score of 0.4. From Table I, posts on Friday have the best feedback. It is shown by the highest number of likes and comments compared to posts on other days, even though the number of posts on Friday is ranked sixth. Ranking first as the day with the most posts needs better feedback. That is, there is no relationship between the number of posts and the number of feedback by looking at likes and comments.

Table II. Social Media Facebook of Hospital A

	Number of Facebook Posts	Like	The Average of Like	Comment	The Average of Comment
Monday	6	165	27,5	30	5
Tuesday	5	172	34,4	35	7
Wednesday	11	180	16,3	20	1,8
Thursday	9	175	19,4	25	2,7
Friday	5	197	39,4	42	8,4
Saturday	21	179	17,9	40	1,9
Sunday	7	177	25,2	33	8,2

It can be seen from Table II that the number of posts between Instagram and Facebook Hospital A has no significant difference. It is common because Instagram and Facebook are connected social media. Mario (2022) also conveyed that many product and service marketers use the “connect to facebook” feature when posting posts on Instagram and vice versa. In this case, the marketer only needs to post 1x on one social media, and it will be automatically posted on the linked social media account. From Table II, it can also be concluded that Friday on Facebook is the posting day with the most feedback. The

number of likes on Friday is 197, with an average score of 39.4, and the highest number of comments is 42 and an average score of 8.4. Even though Friday is the day with the least number of posts, it is 5.

The results of the comparison of the two tables above concluded that Hospital A's Instagram and Facebook accounts got the result that Friday was the most effective day for getting feedback. This day has had the most comments and likes in the last one year. This conclusion can be considered for posting and getting more responses than on other days. When compared to the type of social media, Facebook has more likes and comments than Instagram. It can happen because Facebook has more active users than Instagram. Nancy (2019) stated that

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Indonesians make Facebook their primary social media. Facebook has the third most users worldwide; it is 120 million. This figure differs from Instagram, which only has 56 million users and is ranked fourth in the world.

Table III. Social Media Instagram Hospital

	Number of Instagram Posts	Like	The Average of Like	Comment	The Average of Comment
Monday	11	79	7,1	9	1,2
Tuesday	4	72	18	11	0,4
Wednesday	9	66	7,3	8	1,1
Thursday	8	93	11,6	12	0,6
Friday	5	90	18	10	0,5
Saturday	4	89	22,2	5	0,8
Sunday	14	114	28,5	10	1,4

The two tables above result from data recap from Hospital B's two social media accounts, Facebook and Instagram. From Table III, it can be seen that Sunday is the day with the highest number of posts, it is 14. Then the highest number of likes is 114 with an average number of 28.5. That day also had the highest number of comments, with 10 comments averaging 1.4. Furthermore, Monday has the highest number of posts, it has 11 posts with

79 likes and an average of 7.1 likes, and has 9 comments with an average of 1.2. Wednesday ranks 3rd with 9 posts with 66 likes and an average of 7.3 likes and 8 comments with an average of 1.1. Thursday ranks 4th with 8 posts with 93 likes with an average of 11.6 likes and 12 comments with an average of 0.6. Next is Friday, which occupies fifth place with 5 posts with 90 likes, an average of 18 likes, and 10 comments with an average of 0.5. Saturday, with 4 posts and 89 likes, the average score is 22.2, and 5 comments with an average of 0.8. Tuesday ranks last with 4 posts and 72 likes with an average of 18 and 11 comments with an average of 0.4. So, the more substantial the conclusion that the number of posts does not affect the number of likes and comments. From Table III, it can also be seen that the effective day on the Hospital B Instagram account is Sunday. These results differ from the Hospital A Instagram account, concluding that the effective day of posting is Friday. Each account has different results on the effective day of posting.

Table IV. Social Media Facebook of Hospital B

	Number of Facebook Posts	Like	The Avarage of Like	Comment	The Average of Comment
Monday	11	159	14,4	22	2
Thuesday	4	152	38	17	4,2
Wednesday	9	146	16,2	19	2,1
Thursday	8	173	21,6	21	2,6
Friday	5	170	34	13	2,6
Saturday	4	189	47,2	19	4,7
Sunday	14	194	13,8	23	1,6

It can be seen from Table IV that the number of posts by day between Instagram and Facebook Hospital B has no significant difference. This conclusion is the same as Hospital A. As previously mentioned, this can happen because Instagram and Facebook have features to connect. So content that has been on Instagram can be automatically posted on Facebook and vice versa. Table IV also shows that the posting day that gets the most average likes and comments is Saturday, with 47.2 (likes) and 4.7 (comments). This

table also explains enough that the number of posts does not affect the amount of feedback. It is because Saturday is ranked at the bottom with 6 posts but instead has the highest number of likes and comments.

Marketing through social media content is an alternative way for marketers to get audience reactions. Through content, marketers can get target attention more quickly, but the attention they get can vary. It is caused by various factors that influence it. Murdianto (2020) said that the reactions from each post would vary depending on many things that influence it, including the number of followers, location or time zone, follower behavior such as daily or weekly users, and many others. The thing that needs to be underlined is that time significantly influences the reactions. Murdianto (2020) reveals that content with a proper posting time will get an optimal response from the audience. From the tables above, which describe posting days and audience reactions, it can be concluded that each account and each social media has a different effective day. Namun analisis deskriptif seperti di atas dapat dilakukan untuk kemudian dijadikan bahan rekomendasi hari posting kepada akun-akun yang bersangkutan sebagai upaya untuk mendapatkan reaksi lebih optimal. Descriptive analysis as above can be carried out to be used as a recommendation for posting days to the accounts concerned to get a more optimal reaction. Regarding the best days for different posts, this was also revealed by Priadana (2017) stated in his journal that the day with the fewest reactions does not mean the worst day for posting because each account has a different order of the best days.

CONCLUSION

The conclusion drawn from the tables above is that there is no relationship between the number of posts and the number of likes and comments (number of reactions). In addition, the day with the smallest number of reactions is only sometimes used as a reference for not uploading content because it turns out that each account will have a different order of the best days for posting. There are several influencing factors, including followers and follower behavior. The comparison of the 2 hospitals shows that the number of Instagram and Facebook posts tends to be the same. It can be caused by the “connect” feature, which makes it easier for marketers to post. Marketers only need to post on Instagram once, and it will automatically be posted on Facebook, and vice versa. The tables above also illustrate that Facebook accounts have more reactions than Instagram. It is because there are far more Facebook users than Instagram.

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