

Marketing Strategy to Carry Out Market Expansion at Petrokimia Gresik Hospital

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ABSTRAK

Penelitian ini bertujuan untuk mensosialisasikan strategi pemasaran RS Petrokimia Gresik dalam menghadapi persaingan dan perluasan pasar, serta melaksanakan program Kesehatan Kerja dan Higiene Industri. Metode dalam penelitian ini menggunakan deskriptif kualitatif, dengan pengumpulan data melalui wawancara dan observasi. Temuan penelitian ini menunjukkan bahwa Rumah Sakit Petrokimia Gresik mengembangkan strategi pemasaran yang efektif, menggunakan berbagai saluran pemasaran seperti pemasaran media sosial, publikasi di platform media, sosialisasi ke beberapa perusahaan, mengidentifikasi target pasar yang tepat, meningkatkan layanan dan fasilitas, berkolaborasi dengan pihak-pihak strategis. mitra, promosi dan kampanye pemasaran, menyediakan paket layanan yang menarik, fokus pada pengembangan dan retensi sumber daya manusia, serta evaluasi dan pemantauan strategi secara berkala. Penelitian ini memberikan kontribusi penting untuk memahami peran pemasaran dalam menghadapi persaingan pasar dan strategi dalam melakukan perluasan pasar. Kesimpulannya, penelitian ini memberikan gambaran bahwa strategi pemasaran yang tepat sangat penting dalam menghadapi persaingan pasar dan berhasil dalam melakukan perluasan pasar. Dalam menghadapi persaingan pasar yang semakin kompetitif, setiap pelaku usaha harus mampu menciptakan dan menerapkan strategi pemasaran yang tepat agar dapat bertahan bahkan berkembang..

Kata Kunci: Perluasan Pasar, Strategi Pemasaran, Program OHIH

ABSTRACT

This research aims to disseminate marketing strategies for Petrokimia Gresik Hospital in facing market competition and expansion, as well as implementing Occupational Health and Industrial Hygiene programs. The method in this research uses descriptive qualitative, with data collection through interviews and observation. The findings of this research show that Petrokimia Gresik Hospital developed an effective marketing strategy, using various marketing channels such as social media marketing, publication on media platforms, outreach to several companies, identifying the right target market, improving services and facilities, collaborating with strategic partners, promotions and marketing campaigns, providing attractive service packages, focusing on HR development and retention, as well as regular evaluation and monitoring of strategies. This research provides an important contribution to understanding the role of marketing in facing market competition and strategies in carrying out market expansion. In conclusion, this research illustrates that the right marketing strategy is very important in facing market competition and to be successful in carrying out market expansion. In facing increasingly competitive market competition, every business must be able to create and implement appropriate marketing strategies in order to survive and even develop.

Key words: Market Expansion, Marketing Strategy, OHIH Program

INTRODUCTION

Along with increasingly modern developments and rapid population growth, the health

industry continues to innovate to improve services and meet people's needs. One example

of a developing health industry is the Petrokimia Gresik Hospital. However, the high competition between hospitals in Gresik is a challenge for Petrokimia Gresik Hospital to continue to improve the services and services provided.

Gresik is an area that is densely packed with health facilities, from community health centers to hospitals that offer a variety of health services. In a situation like this, competition becomes more complex and the challenges faced by Petrokimia Gresik Hospital become more severe. For this reason, analyzing the market competition situation and the health industry in Gresik needs to be done as a first step in developing an effective marketing strategy.

As an effort to face intense competition, effective and innovative marketing strategies are the key to success in expanding the market. Petrokimia Gresik Hospital is required to be alert in preparing and formulating appropriate marketing strategies. Apart from that, another problem faced is the existence of a new program, namely the OHIH (Occupational Health and Industrial Hygiene) Program, which is still not widely known by companies. This program aims to ensure the health and safety of workers in industrial environments and maintain air quality and their work environment remains hygienic.

Previous research paid close attention to marketing strategies in expanding the market at the Gresik petrochemical hospital, especially when facing increasingly tight market competition. This competition does not only come from private hospitals, but also from government hospitals which receive full support from the government. Therefore, improving the quality of health services is a very important thing to consider. In improving the quality of health services, the Gresik petrochemical hospital must adapt to this situation and develop effective and efficient marketing methods. One method that can be used is to promote through social media, hold seminars or talk shows related to health, and

collaborate with community figures or influencers to improve the hospital's image in the eyes of the public. Apart from that, the Gresik petrochemical hospital also needs to pay attention to improving the quality of facilities and infrastructure. This can include repairing hospital buildings, adding more sophisticated medical equipment, as well as improving the quality of medical personnel through regular training and seminars. Improving the quality of these facilities will certainly increase the attraction for patients to choose the Gresik Petrochemical Hospital as a place for treatment.

Results this research is expected to provide a valuable contribution to the understanding of marketing strategies in expanding the market at the Gresik petrochemical hospital in facing market competition and new programs, namely OHIH (Occupational Health and Industrial Hygiene). This program covers aspects of occupational health and industrial hygiene which aim to maintain the health and safety of workers in industrial environments. To achieve this goal, the Gresik petrochemical hospital needs to develop an effective promotional and educational program to inform the public about the advantages and benefits of the OHIH program. One way that can be taken is to form partnerships with local companies to organize training and seminars on occupational health and industrial hygiene, as well as share best practices in implementing safety standards in the workplace.

LITERATURE REVIEW

Understanding Marketing

Marketing is a planning and implementation process that involves a combination of various elements such as price, sales, product, and distribution in order to communicate, fulfill needs, and create satisfaction for consumers. This concept includes several important steps, such as market analysis, market segmentation, selecting target markets, determining market positioning, and implementing effective

marketing strategies. According to Kotler (2011:34), Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. This means, for Kotler, marketing is a process by which a company creates value for consumers and builds strong relationships with consumers, with the aim of getting value back from these consumers.

In the hospital context, marketing is needed to build good relationships with patients, improve health services, and create profits for the hospital. According to recent research conducted by Rahman, Rahman & Rahman (2020), implementing effective marketing strategies in the healthcare industry can have a positive impact on patient satisfaction, reputation and patient loyalty to hospital services.

Concept and Importance of Market Expansion

The market expansion strategy aims to increase market share and reach a wider customer base by entering new markets or introducing new products (Pratomo & Arif, 2019). Experts have identified various types of market expansion strategies (Leninkumar, 2017). Market expansion is an important strategy in the business world, including in the health sector such as hospitals. This strategy aims to obtain wider penetration in a market by developing and expanding the range of products or services offered to consumers. In addition, market expansion can increase competitive advantage, expand the customer base, and increase revenue and profits for the organization. One study shows that the use of information and communication technology in health services can accelerate hospital market expansion.

Market expansion is considered important because it provides opportunities for hospitals to grow and develop, and reduces the risk of dependence on narrower markets. With market expansion, hospitals have the

opportunity to improve their reputation and achieve greater economies of scale, thus becoming more attractive to patients and able to compete with other hospitals. In the face of increasingly fierce competition and challenges faced by the healthcare industry, market expansion is a key element to maintain hospital sustainability and growth.

The Importance of Marketing in Hospitals

Effective marketing in hospitals can create differentiation or competitive advantage in an increasingly competitive healthcare world. In situations where patients have many choices, it is important for hospitals to position themselves as the best choice for patients. Good marketing can help create a positive image for a hospital, which can increase patient trust and loyalty. A study by Bolisani, Scarso & Sheehan (2018) shows that marketing in healthcare not only helps in increasing patient knowledge, but also in establishing strong relationships between patients and health service providers.

Wrong One way to implement an effective marketing strategy in hospitals is through promotion of the services offered. This includes informing patients about the superior services provided by the hospital, such as advanced medical technology, competent medical personnel, or comfortable facilities. Apart from that, marketing can also help hospitals create close relationships with patients through good communication and patient happiness. The ability to understand patient needs and expectations will enable hospitals to tailor services and patient experiences to better suit their wishes.

There are several marketing strategies that hospitals can use. One of them is digital marketing, namely marketing that uses digital media such as websites, social media, email and mobile applications. This strategy has several advantages, such as wide reach, relatively lower costs, and ease of measuring results and effectiveness. Apart from that, hospitals can also use traditional marketing

strategies, such as advertising in print media, radio and television. This strategy is still effective, especially for local markets and specific target demographics.

METHOD

The research method is a method used to get answers to a research problem related to data sourced from interviews, observations, documents (Sidiq et al., 2019). The research method used in this research is a descriptive method with a qualitative research approach. This research aims to investigate the marketing strategy implemented by Petrokimia Gresik hospital in the context of market expansion. This research will explore in-depth information regarding effective and innovative marketing practices implemented by the hospital.

The research used in this research includes interviews with a number of Petrokimia Gresik Hospital employees who are directly involved in the marketing process, such as marketing managers and marketing team members. Sugiono (2018:103) explains that interviews are a data collection technique that is suitable for preliminary studies with the aim of finding the problem to be researched or to gain a deeper understanding of the views of a small number of respondents. The interview will reveal their opinions about the marketing strategies implemented, as well as the challenges and successes they have achieved. Direct observations of the marketing division will also be carried out to better understand how the marketing team works and how marketing actions are implemented in the field. This will include observations of marketing team meetings, implementation of promotional activities, as well as interactions with relevant stakeholders, including patients and work partners.

By using this approach, namely interviews and direct observation, the author hopes to present a holistic and comprehensive picture of how Petrokimia Gresik hospital implements a marketing approach in the context of market expansion. In addition, these

findings are expected to provide recommendations for hospitals and similar organizations in improving their marketing strategies to target wider market segments and create sustainable growth.

Data obtained directly from the Gresik petrochemical hospital, involving several parties such as the head of marketing, external marketing, as well as loyal customers from the Gresik petrochemical hospital itself. The data collection process was carried out through interviews and direct observation which effectively provided the information needed to support this research. Interviews are a very useful method for obtaining information through direct face-to-face questions and answers between the interviewer and the informant. The main advantage of this interview method is its ability to obtain more accurate and in-depth data regarding the marketing practices implemented by the Gresik petrochemical hospital. In addition, through face-to-face interaction, the interviewer can dig deeper into the topic being discussed and obtain a broader perspective from the informant.

In Throughout this process, the role of research becomes very important in efforts to improve the marketing performance of the Gresik petrochemical hospital. Research carried out systematically and comprehensively will help the hospital face competition in the increasingly tight and dynamic health market, as well as create innovative and effective marketing strategies.

RESULTS AND DISCUSSION

This research describes the results of interviews with various stakeholders at Petrokimia Gresik Hospital. The main objective of this research is to gain a deeper understanding of the marketing strategies implemented by Petrokimia Gresik Hospital in order to increase market share and face increasingly fierce competition from other hospitals in the Gresik area.

By looking at the background of Petrokimia Gresik Hospital as a type C hospital, it can be concluded that this hospital needs to make extra efforts to be able to compete with type B hospitals such as Semen Gresik Hospital and Ibnu Sina Regional Hospital. Not only that, the existence of 6 other type C hospitals in Gresik makes competition even tighter. Therefore, an appropriate and aggressive marketing strategy is very necessary.

As a first step in improving marketing strategies, Petrokimia Gresik Hospital has launched a new superior service, namely the OHIH (Occupational Health and Industrial Hygiene) program. This program is a breakthrough effort aimed at reaching companies in the Gresik industrial area and its surroundings by providing comprehensive and comprehensive occupational health services. However, considering the lack of awareness about this program among companies, it is important for Petrokimia Gresik Hospital to develop effective promotional and educational strategies.

OHIH Program consists of 8 main services, starting from integrated Medical Check-Up, MCU Follow-up Services, Employee Vaccination, Company Doctor, Onsite Clinic, to Return to Work. An effective marketing strategy for these programs should consider how best to communicate the features and benefits of each of these services to potential customers, as well as emphasize how the services help maintain employee health and safety.

This research discusses the effectiveness of the OHIH (Occupational Health and Industrial Hygiene) program. The main aim of this research is to check whether the program is successful or not. In collecting data, researchers conducted interviews with several informants and carried out reductions to produce the following conclusions. Based on the reduced results of interviews with three informants, the first informant is the Head of Marketing, the second informant is External

Marketing Staff, and the third informant is a company that uses the services of Petrokimia Gresik Hospital. Through interviews with the first informant, the Head of Marketing, it was revealed that the key to success in market expansion lies in choosing a strategy that suits the needs and characteristics of the market. This strategy includes market segmentation, targeting, and positioning. Apart from that, Petrokimia Gresik Hospital also needs to consider internal and external factors that can influence the success of market expansion.

Based on interviews with the second informant, External Marketing Staff, important emphasis was given to the role of promotion and distribution in market expansion. Effective promotion involves the use of print media, electronic media and social media to increase market awareness about the services offered by Petrokimia Gresik Hospital. Meanwhile, efficient distribution includes collaborating with various parties, such as insurance companies, medical referral services and other health care centers.

On Another part, the third informant, namely the company that uses Petrokimia Gresik Hospital 's services, emphasized the importance of satisfactory customer service in the market expansion process. This includes quality medical services and care, minimal waiting times, and fast and accurate administrative support. The success of market expansion will greatly depend on customer satisfaction with the services provided.

Overall, the success of Petrokimia Gresik Hospital 's market expansion will depend heavily on the combination of the right strategy and satisfactory service. It is important for Petrokimia Gresik Hospital to continue to monitor and evaluate the strategies implemented as well as seek feedback from customers in order to continue to improve service quality.

In a broader context, consideration of market expansion strategies must also include analysis of competitors and health industry trends. Changes in regulations and

customer preferences can influence the success of expansion, so it is important for Petrokimia Gresik Hospital Gresik to always ensure that the strategies implemented are in line with dynamic market conditions. In this way, Petrokimia Gresik Hospital can achieve successful market expansion and increase market share in a sustainable manner.

As one of the type C hospitals in Gresik Regency, Petrokimia Gresik Hospital is faced with market competition with the two closest type B hospitals. Petrokimia Gresik Hospital publicizes OHIH services by placing posters in front of the hospital. Apart from that, GrejugaPetrokimia Hospital utilizes several media platforms to further expand the dissemination of information about this new service. This will certainly attract the attention of a wide audience and increase public awareness about the OHIH services offered.

Petrokimia Gresik Hospital is active in offering OHIH services to surrounding companies. In order to establish good cooperation with these companies, Petrokimia Gresik Hospital held a Corporate Gathering. In this event, they invited 100 companies to attend the OHIH program launching activity which was held at a hotel in Gresik. The aim of this activity is to introduce the OHIH program to the invited companies and to establish mutually beneficial cooperative relationships.

Petrokimia Gresik Hospital is trying to reach new customers from outside the city, such as Lamongan, Bojonegoro and Tuban. This is done by looking at the large market potential in these areas. One of the services that is really needed in this area is hemodialysis services. This is because the lifestyle of local people who often consume excessive amounts of stamina enhancing drinks has the potential to cause kidney disease. Several strategies have been implemented by the hospital. Petrokimia Gresik in facing market competition is:

a. Identifying Target Market

As a hospital with superior Occupational Health and Industrial Hygiene (OHIH)

services, Petrokimia Gresik Hospital will focus on industrial communities, company workers, and communities around Gresik and adjacent industrial areas. This identification will be a reference in developing the right marketing strategy. This was confirmed again in research conducted by Yuniartha (2019), that the main target market for hospitals that specialize in Occupational Health and Safety (OHS) services are companies and industrial workers. Apart from that, Yuniartha also found that the surrounding community could also be a potential market target

b. Improved Services and Facilities

To expand the market, Petrokimia Gresik Hospital needs to always maintain service quality and provide the best facilities that meet the needs and expectations of the target market. Service improvements include the use of the latest technology, increased skills and training of health workers, as well as responsive and professional customer service. Research by Kebriaei et al. (2021) shows that good service quality contributes to patient trust in hospitals. The research results show that service quality dimensions, such as friendliness, empathy, and responsiveness, significantly influence patient trust in hospitals.

c. Collaboration with Strategic Partners

Petrokimia Gresik Hospital can collaborate with various strategic partners such as regional governments, company associations in industrial areas, and state-owned enterprises (BUMN) in the context of promotion and expansion of service coverage. This collaboration will support the development of a positive image and provide access to new, wider markets.

d. Promotions and Marketing Campaigns

An effective marketing strategy is very important in attracting the attention of the target market. Petrokimia Gresik Hospital needs to maximize the use of social media,

digital marketing and various other media platforms to promote superior services and build awareness of their brand.

e. Providing Attractive Service Packages

Introducing service packages with competitive and flexible prices will attract the interest of the target market. Petrokimia Gresik Hospital can collaborate with companies to provide special health service packages for workers, for example, corporate health insurance or periodic health check programs.

f. Regular Evaluation and Monitoring of Strategy

Petrokimia Gresik Hospital carries out regular evaluation and monitoring of the implementation of the strategies that have been implemented. This is important to ensure the strategy is effective and provides positive results in market expansion efforts. According to research by Rostami et al. (2018), good evaluation and monitoring can help organizations evaluate the progress of strategy implementation and determine whether the strategy should be changed or improved.

CONCLUSION

Based Based on the research results presented above, it can be concluded that Petrokimia Gresik Hospital has implemented the right strategy in order to expand the market and face market competition in the field of hospital companies. One of the strategies used is the launch and promotion of the OHIH (Occupational Health and Industrial Hygiene) program, which is their superior service for industrial communities in the Gresik area and surrounding areas. Petrokimia Gresik Hospital also uses various marketing channels such as social media marketing, publications on media platforms, outreach to several companies, identifying the right target market, improving services and facilities, collaborating with strategic partners, promotions and marketing campaigns, providing attractive service packages, focusing on HR development and

retention, as well as regular evaluation and monitoring of strategies. Apart from that, the hospital also strives to maintain relationships with other health facilities and improve services to existing customers.

Considering that competition between hospitals in Gresik is quite tight, it is necessary for Petrokimia Gresik Hospital to always improve the quality of services, explore untapped market potential, and expand their market reach to new areas such as Lamongan, Bojonegoro and Tuban. This effort is carried out with the aim of increasing the number of customers, creating customer satisfaction and maintaining existing market share. In facing intense competition in the market, Petrokimia Gresik Hospital is expected to be able to maintain service quality and innovation by utilizing its resources, such as qualified workforce, sophisticated technology and good management. In the long term, this will help Petrokimia Gresik Hospital to grow and develop, and make this hospital one of the hospitals of choice in Gresik and its surroundings. Of course, the steps taken by RS Petrokimia Gresik to date are not the final step in the market expansion process. Along with developments over time and changes in society's needs, hospitals need to continue to innovate and perfect existing strategies. If Petrokimia Gresik Hospital can implement its marketing strategy consistently and adaptively, it is likely that this hospital will be successful in expanding the market and achieving the expected goals.

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