

Strategy and Management of Social Media Utilization for Dental & Oral Patient Visits at Curug Public Health Center, Tangerang

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Abstract. *This study aims to analyze the strategy of utilizing social media to increase patient visits to dental and oral health services at the Curug Community Health Center. The approach used was descriptive qualitative with in-depth interviews, observation, and documentation. Informants consisted of health promotion officers, dental clinic staff, and patients who actively access information through the community health center's social media. The results showed that the promotional strategy implemented included monthly content scheduling, the use of visual design through the Canva application, and the utilization of Instagram and Facebook platforms. However, educational content specifically related to dental health has not been a routine focus. Communication management is carried out across units but is not fully structured and documented. Supporting factors for the strategy's success include leadership support and the Regional Public Service Agency (BLUD) budget, while the main obstacles are limited human resources, digital devices, and the absence of a dedicated social media team. The use of social media has been proven to have a positive impact on visiting behavior, as evidenced by increased community interaction through social media and increased awareness of dental check-ups. This study also found a gap between digital marketing strategy theory and field practice, particularly in aspects of evaluation and effectiveness measurement. Therefore, internal capacity building and more professional social media management are needed for optimal health promotion strategies.*

Keywords: Dental Health; Health Promotion; Patient Visits; Social Media.

1. Introduction

The development of digital technology has revolutionized human interaction, including in the healthcare sector. Social media platforms like Instagram, Facebook, TikTok, and Twitter are now not only entertainment or communication tools, but also strategically used to convey health information, including education and promotion of dental and oral health

services. According to (Kotler & Keller, 2016), digital marketing provides opportunities for personal and effective interactions between service providers and consumers, which have great potential for application in the health sector.

(Khansa, 2022a) noted that the number of active social media users globally reached more than 4.8 billion people, demonstrating the enormous potential of social media as a means of mass communication that is cheap, fast, and targeted. (WHO, 2022) Dental and oral diseases such as caries, periodontal disease, and oral cancer are the most common health problems worldwide, affecting more than 3.5 billion people. However, the rate of public visits to dental health facilities remains low in many countries, including Indonesia.

Data (Riskesdas, 2018) noted that the prevalence of dental and oral health problems in Indonesia reached 57.6%, but only 10.2% accessed dental health services. The latest data according to (Wardani, 2023) A study found that 56.9% of the population over 3 years of age experienced dental and oral problems, but only 11.2% received treatment from a dental professional. Several factors influencing public reluctance to seek treatment included fear of exposure to COVID-19 (81.7%), long wait times (80.2%), and cost (76.7%).

In Indonesia, the challenges in the field of dental and oral health are significant. The causes are diverse, including lack of awareness, cost, fear, and limited information. (Law No. 36 of 2009) The Health Law mandates that every citizen has the right to access accurate and balanced health information. Social media can be a strategic tool to fulfill this mandate by delivering health information directly, educationally, and easily understood.

Oral and dental health is part of overall body health. Healthy teeth and mouth will affect an individual's quality of life in carrying out daily activities. Conversely, poor oral and dental health has a negative impact and disrupts a person's life. (Purwaningsih et al., 2022). Most Indonesians are unaware of the importance of maintaining dental and oral health, as evidenced by data showing that 70.2% of people admitted to not seeking treatment because they did not experience toothache.

In the report (Global Burden of Disease (GBD), 2019), it is stated that effective health communication strategies, including through social media, have the potential to increase patient visits for dental and oral care. From a management perspective, utilizing social media requires a well-thought-out strategy. The Integrated Marketing Communication (IMC) theory developed by (Indarwati et al., 2024) emphasizes the importance of consistency of message, media, and audience segmentation in creating an effective campaign. Research from (Li et al., 2021) showed that social media-based health campaigns were able to increase awareness by up to 70% and influence public health behavior, including increasing visits to health care facilities.

Community Health Centers (Puskesmas) as first-level health facilities play a vital role in providing dental and oral health services. However, according to (Rifaskes, 2011) Of the 8,980 community health centers (Puskesmas) in Indonesia, only 5,439 have dentists. In addition to quality health services, sound strategies and management are needed to support dental and oral health services at Puskesmas so that the public is more aware and willing to visit

them.(Radiani et al., 2021).

Promotive and preventive efforts are key to improving dental and oral health in Indonesia. Social media's broad reach allows for effective dissemination of health information, even to hard-to-reach areas.(Mahdani et al., 2024)With the high prevalence of dental and oral health problems, the need for new, innovative, technology-based strategies is urgently needed to increase public awareness and visits to dental health services in Indonesia.

Based on the above explanation, this study aims to analyze the strategy and management of social media utilization to increase patient visits to dental and oral health services at the Curug Community Health Center (Puskesmas), Curug District, Tangerang Regency. This research is expected to provide theoretical and practical contributions to social media management in the public health sector, particularly primary care in Indonesia.

Digital marketing is the process of promoting products, services, or services through digital media, including the internet, social media, and mobile applications.(Awa et al., 2024)In the context of healthcare, digital marketing helps build service image, convey health information, and increase public awareness.(Rofiki, 2025). SOSTAC theory (Situation, Objectives, Strategy, Tactics, Action, Control) from(Priambudi & Anshori, 2024) is a digital marketing planning framework consisting of six stages: Situation Analysis to understand the current situation, Objectives to set specific and measurable goals, Strategy to design a general approach, Tactics as specific techniques and methods, Action for implementing tactics, and Control for evaluating and monitoring results.

Strategy comes from the Greek 'strategos' (a combination of stratos/army and ego/leader)(Hidayatullah, 2023).(Latuconsina & Sofian, 2024) defines strategy as the art of using organizational skills and resources to achieve goals through effective relationships with the environment. Types of strategy according to(Darsana et al., 2023) includes Integration Strategy (vertical, horizontal), Intensive Strategy (market penetration, product development), Diversification Strategy (concentric, horizontal, conglomerate), and Defensive Strategy (cost rationalization, divestment, liquidity). The 7P marketing mix strategy is a marketing mix concept introduced by Booms and Bitner as a development of the 4P concept (Kotler. P 2002). The 7P marketing mix includes: Product, Price, Place, Promotion, People, Process, and Physical Evidence.

Health strategies include disease prevention and control, health digitalization, climate change, advocacy, social support, and community empowerment. Health promotion according to(Minister of Health Decree Number 1114/Menkes/SK/VIII/2005) is an effort to improve community capacity through learning to control health factors.(Hartaty & Menga, 2022)defines it as an effort to improve health behavior through education. Health promotion strategies according to(Indarwati et al., 2024) emphasizes five pillars: health-oriented policies, supportive environments, reorientation of health services, individual skills, and community mobilization. Meanwhile, the WHO emphasizes advocacy, social support, and community empowerment.

Management is the effective use of resources to achieve goals (KBBI).(Hantono & Wijaya,

2025) defines it as the process of planning, organizing, and controlling resources.(Bhanje, 2023) He calls it the art of knowing what to do and then doing it in the best and most economical way. The management process includes planning, organizing, implementing, and controlling.

Social media is a digital platform that allows interaction, content sharing, and participation without the limitations of space and time.(Hidayatullah, 2023).The advantages of social media for health promotion according to(Awa et al., 2024)among others, as the fastest channel for disseminating health information, enabling the use of various forms of media, collecting health information, motivating participation in health events, suggesting health resources, monitoring health trends, creating healthy living content, facilitating health communication, and building health communities.

Strategies to increase dental patient visits include improving the competence of health workers, improving infrastructure and facilities, increasing access and affordability of services, dental health counseling and education, service innovation (telemedicine, information systems), collaboration with other parties, focusing on special services (children and the elderly), quality evaluation and monitoring, and promotion with a local cultural approach.

A gap analysis identified gaps between actual and expected use of social media for dental health services. These gaps included content planning not being based on audience needs analysis, inadequate training for digital marketing staff, the absence of campaign effectiveness measurement indicators, and minimal audience interaction.

Some relevant studies summarized include social media as a health promotion medium.(Khansa, 2022b), implementation of dental comorbid education(Daniati & Sabilillah, 2023), marketing approach to increase visits(Ekasari & Sulistiadi, 2020), the relationship between service quality and repeat visit interest(Latif & Djasri, 2023), the role of social media in pediatric dentistry(Fithri, 2025), Customer Relationship Management for patient loyalty(Guriti et al., 2024), experiential marketing in hospitals(Saadi & Sulistiadi, 2025), patient loyalty factors(Li et al., 2025), the influence of marketing mix strategy(Hendrilie et al., 2024), and analysis of medical device marketing strategies(Wulandari et al., 2023).

2. Research Methods

The study "Strategies and Management of Social Media Utilization for Dental and Oral Patient Visits" used a qualitative approach with a case study method at the Curug Community Health Center in Tangerang Regency. According to Prof. Dr. H. Mudjia Rahardjo, M.Si, "a case study is defined as a method or strategy in research to uncover a specific case." The descriptive method was used to reveal empirical data that produced a systematic and factual picture of the use of social media in increasing dental patient visits.

The research location was at the Curug Community Health Center, Curug District, Tangerang Regency. Data collection was conducted through in-depth interviews, observation, and documentation. According to Moleong in Umar Sidiq and Miftachul Choiri, an interview is "a

conversation conducted by two parties, namely the interviewer who asks questions, and the interviewee who provides answers to the questions asked." Susan Stainback emphasized that "with in-depth interviews, researchers will find out everything they want in depth about the situation and phenomena that occur."

Observations were conducted non-participatory. According to Wahiyo (2014:25), "the structure of an observation report text consists of a general description, a description of parts, and a description of benefits." Documentation studies were also conducted, where, according to Sugiyono, "documentation is a record of past events. Documents can be in the form of writings, drawings, or monumental works by someone."

Data analysis followed the Miles and Huberman model, including data reduction, data presentation, and conclusion drawing. This study went through four systematic stages: preparation, data collection, data analysis, and report preparation, with the aim of describing the gap between actual conditions and optimal expectations in managing social media for dental health promotion.

3. Results and Discussion

Curug Community Health Center is a first-level health service facility located in Curug District, Tangerang Regency, with an area of 25.82 km² which covers 4 villages and 2 sub-districts. Based on the Minister of Health Regulation Number 43 of 2019 and the Decree of the Regent of Tangerang Number 441.8/Kep.267-Huk/2016, this Community Health Center is categorized as an urban area community health center, characterized by the dominance of population activities in non-agrarian sectors such as industry, trade, and services, as well as the availability of facilities such as electricity, schools, markets, and hospitals within a close radius. Its working area borders the Districts of Jatiuwung to the north, Legok to the south, Cikupa to the west, and Kelapa Dua to the east. The vision of the Curug Community Health Center is to become an innovative service center with excellent service to support the Healthy District, which is outlined through three main missions: improving the competence of human resources in professional and courteous health services; providing excellent services based on standards and innovations that are adaptive to the dynamics of community diseases; and strengthening cross-sector synergy to encourage community independence in healthy living. The Curug Community Health Center also applies the values of 'PRIMA' as a work behavior guide that includes Professional, Friendly, Innovative, Easygoing, and Active. To support its services, the Health Human Resources at the Curug Community Health Center consists of civil servants and non-civil servants recruited through the BLUD funding mechanism, with a composition of medical and non-medical personnel who work professionally and ethically to maintain the quality of health services for the Curug community and its surroundings.

This study aims to explore the content management process and strategies for disseminating health information, particularly dental and oral health, through social media at the Curug Community Health Center. Findings are presented in several key themes

derived from thematic analysis of in-depth interviews with key informants, namely Community Health Promotion Workers.

Informants explained that the content planning process is carried out through regular social media team meetings at the end of each month. These meetings are used to evaluate the previous month's activities and design content for the following month. Content related to dental and oral health is not produced routinely. It is usually only posted during activities outside the building, such as the UKGS (School Dental Health Program) program or group toothbrushing activities. There is no regular educational agenda specifically for dental and oral health. During the design process, the team uses the Canva application to create and edit visual content, both photos and videos. However, posting frequency tends to be low and depends on the activity being held.

"We've rarely posted dental and oral education content, with more UKGS activities."
(Informant: Public Health Promotion Worker)

The primary strategy for disseminating health information is to publish documentation of field activities. Specifically designed educational content has not yet been prioritized. The primary target audience for content dissemination is the general public, particularly residents of Curug District who follow the Community Health Center (Puskesmas) social media accounts. The most effective posting time is considered to be in the evening between 6:00 and 7:00 PM. To increase reach, the team regularly tags official accounts such as the Tangerang Regency Health Office, sub-district accounts, village accounts, and the Family Welfare Movement (TP-PKK). However, there has been no structured collaboration with community leaders or local influencers.

"We usually tag the Health Office, Sub-district, or Village accounts so we can repost them on their stories." (Informant: Community Health Promotion Worker)

Audience engagement on each post is relatively low, with an average of 10–12 likes and 1–3 comments per post. Responding to questions or comments is handled by a dedicated team. Videos are a relatively more engaging content type than photos. However, according to informants, there is no specific pattern for content that is most popular with audiences. Effectiveness measurements are still limited to basic indicators such as the number of likes and comments.

"The number of likes is higher when posting videos than photos." (Informant: Public Health Promotion Worker)

Some of the main obstacles faced in social media management are low posting frequency and limited content volume. This is because social media team members also have service duties both inside and outside the building, limiting their time to manage social media. Informants stated that the ideal situation would be to have a dedicated team focused solely on social media management, not involved in routine service, and receiving adequate compensation. Furthermore, supporting facilities such as dedicated gadgets for content production are also highly needed. In terms of human resource capacity, informants

suggested the need for training in editing, design, and photography and videography techniques.

"Ideally, there should be a dedicated team specifically responsible for managing social media, not involved in service." (Informant: Community Health Promotion Worker)

This study also explored the role of social media content in increasing patient visits to the Curug Community Health Center Dental Clinic. Analysis was conducted through coding themes from in-depth interviews with two key informants: the person in charge of dental and oral health services, the dental nurse, and the person in charge of the ward.

Informants stated that the Dental Clinic actively contributes to the development of social media content, particularly in documenting outdoor activities such as the UKGMD and UKGS. This content is tailored to be easily understood by the public through the use of visual media such as infographics and videos.

"We are always involved in creating social media content and are given the opportunity to share information about every activity we do." (Informant 1)

"The Dental Clinic contributes by sharing outdoor activities and the schedule of upcoming activities." (Informant 2)

To maintain the quality and accuracy of the information, the content created is edited by the community health center's social media team. This effort aims to ensure that the content is not only medically accurate but also visually appealing.

"We try to provide information through media such as infographics and videos to make it easier for the public to understand." (Informant 1)

"The health center's social media team edited it to make it more attractive and visually appealing." (Informant 2)

Both informants reported that social media had a positive impact on increasing patient visits. Some patients even contacted the community health center via Instagram DM to inquire about available services.

"Several patients have inquired via Instagram DM regarding the types of services at the Curug Community Health Center Dental Clinic." (Informant 1)

"Yes, there are patients who come because they see social media content." (Informant 2)

The public response to dental health content on social media has been very positive. Educational content encourages greater dental health awareness, which is reflected in increased visits.

"They became interested in having their teeth checked at the community health center." (Informant 1)

"The response was good, they were interested in coming to the Community Health Center for a dental check-up." (Informant 2)

Topics of greatest interest to the public include proper tooth brushing, orthodontic care, and wisdom teeth management. Content effectiveness is measured by the increase in new patient visits.

"One of the topics that attracted attention was how to maintain dental health and how to brush your teeth properly." (Informant 1)

"About orthodontic treatment and wisdom teeth management." (Informant 2)

"Judging from the trend in the number of new patient visits to the Community Health Center." (Both)

Informants expressed their hope that future social media content would be more varied and interactive, such as through live sessions or podcasts. Suggested strategies included increasing educational content and fostering two-way communication.

"We plan to have live sessions and podcasts about dental and oral health as well." (Informant 1)

"Providing interactive content (two-way communication)." (Informant 2)

The study also identified supporting and inhibiting factors in the implementation of the Curug Community Health Center's social media strategy. Based on in-depth interviews with the Head of the Curug Community Health Center's Technical Implementation Unit (UPTD), it was found that over the past three years, dental and oral patient visits at the Curug Community Health Center have fluctuated. In 2022, there were 3,053 patient visits (64% of the target), dropping to 2,510 in 2023 (53%), but increasing significantly in 2024 to a total of 3,901 patients (82% of the target).

"Over the past three years, the trend of patient visits decreased in 2023 but increased again in 2024." (Head of the Curug Community Health Center Technical Implementation Unit)

The Health Office set an annual visit target of 4% of the population in the work area. For 2024, the target of 4,778 visits has not been fully achieved, but the increase is a positive indication of the interventions implemented. Several factors were identified that hinder dental patient visits to the Community Health Center (Puskesmas), including a lack of information about dental clinic services, low public awareness, and geographical constraints.

"There is still a lack of information regarding dental clinics at community health centers, and public awareness of the need to have their oral health checked at community health centers remains low." (Head of the Curug Community Health Center Technical Implementation Unit)

In response, the Curug Community Health Center has implemented several initiatives, including cross-sectoral promotion, direct services through UKGMD activities at Integrated Health Posts (Posyandu), and UKGS (National Health Service) programs at schools. Furthermore, social media is being utilized as an information channel to reach a wider audience.

"We visit integrated health posts (Posyandu) and schools. If problems are found, they will be referred to the community health center." "We also provide information through the

community health center's social media." (Head of the Curug Community Health Center UPTD)

Curug Community Health Center has been actively using social media, particularly Instagram and Facebook, since 2020. These platforms were chosen based on their high usage rates among the local community.

"Because social media is the most frequently used by the public and is easily accessible." (Head of the Curug Community Health Center UPTD)

Budgetary support from the Public Service Agency (BLUD) allows for more structured social media management. Social media is expected to not only provide education but also build public interest in visiting community health centers.

"We hope that patients will not only be educated but also interested in coming in for dental and oral health checks." (Head of the Curug Community Health Center UPTD)

The effectiveness of social media has been deemed quite good, although it still needs strengthening. The increase in the number of new patients visiting the Community Health Center is a key indicator of its success.

"Quite effective, but still needs to be improved." "Yes, there has been an increase in patient visits after becoming active on social media." (Head of the Curug Community Health Center UPTD)

The hope for the future is to increase posting frequency and diversify content, creating more engaging and interactive content. Creative and consistent strategies are believed to increase appeal and reach a wider audience.

"Posting content more frequently, with a more varied and engaging content type."

"The strategy is to create creative and interactive social media content." (Head of the Curug Community Health Center UPTD)

This study also explored service users' perceptions of Curug Community Health Center's social media content and its influence on their decision to visit. Interviews with four informants were analyzed thematically, yielding five main themes. Three of the four informants were aware of and followed the Curug Community Health Center's Instagram account. They independently sought out the account, particularly when seeking service information. The frequency of access varied: two informants accessed the content once a week, one rarely, and one was unaware of the account's existence.

"I looked for information myself when I was confused about where to go for treatment, and finally found the Puskesmas Instagram account." (Mrs. N)

The most engaging content was photos and videos of community health center activities, both inside and outside the building. The information shared, particularly about dental health, was deemed easy to understand by most informants.

"What was interesting was seeing the activities of the Community Health Center, so I wanted to know what services were available." (Mrs. N)

Three informants stated that social media content influenced their decision to visit the community health center. Motivation came from educational content, information on monthly featured services, and administrative needs such as referrals. All informants who followed social media reported having implemented dental health advice from the content shared.

"I saw information about dental check-ups on the Community Health Center's Instagram, so I finally came for a check-up." (Mrs. A)

The majority of informants felt that the frequency of content uploads was still low. They hoped for more educational, regular, and varied content to prevent monotony.

"We need to post frequently. Don't just focus on activities, but also on education so the public understands better." (Mrs. Andini)

Instagram was the most frequently used platform by all but one informant, who preferred entertainment content like K-Pop. WhatsApp was also cited as a more accessible alternative, especially for older adults.

"If possible, post engaging photos and videos, not just articles. So you won't get bored reading them." (Mr. Y)

The social media strategy at the Curug Community Health Center has been implemented in stages, including creating a content schedule and using design applications like Canva. However, the content remains incidental and unfocused on educational campaigns, particularly those related to dental health. Social media management is not yet managed by a dedicated team, and there is no evaluation system that measures effectiveness based on digital indicators such as reach or engagement. In practice, this strategy only addresses tactical aspects without systematic control. Although aligned with the SOSTAC planning concept, evaluation remains minimal. In terms of communication management, coordination between units is quite good through face-to-face discussions and WhatsApp, as well as the use of visual content appropriate to the characteristics of social media. However, there are no standardized content standards, the involvement of IT personnel, or a consistent reporting system, so communication remains responsive and not strategic. Support from leadership, cross-sector collaboration, and design facilities are supporting factors, while limited human resources, time, and equipment are obstacles. This highlights the importance of strengthening internal capacity for the strategy to be effective. The findings also indicate that social media has a positive impact on patient visiting behavior, increasing public trust in digitally promoted healthcare services. Lighthearted, educational, and interactive content encourages behavioral change and strengthens the relationship between the Community Health Center and the community. If managed consistently and in an integrated manner, social media can be an effective and sustainable health promotion tool according to WHO theory and the results of previous studies.

4. Conclusion

Based on the research results, the social media utilization strategy at the Curug Community Health Center has shown progress through steps such as monthly content scheduling and the use of design applications, although the main focus of the content is still documentary and has not been optimal in educating the public about dental health. Communication management is carried out through informal cross-unit coordination, but is not yet equipped with a structured management system, SOPs, or indicators for evaluating communication effectiveness. Several supporting factors such as leadership support, the BLUD budget, and teamwork spirit have contributed to the smooth implementation of the strategy, although still faced obstacles such as limited human resources, digital devices, and the absence of a dedicated social media team. Nevertheless, social media has been proven to contribute positively to improving patient visiting behavior, especially after the public received information about dental services through Instagram, as reflected in direct interactions and an increase in the number of patients. Therefore, it is recommended that the Curug Community Health Center establish a competent social media management team, schedule educational content regularly, conduct periodic evaluations based on digital indicators, conduct technical training for health promotion officers, and establish a formal coordination system between units to ensure the sustainability and effectiveness of the digital-based health promotion strategy.

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