

## **Optimizing the Use of Websites and Social Media in Efforts to Improve Orthotic Prosthetic Services**

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**Abstract:** *Prosthetic Orthotic services during the COVID 19 pandemic need to be improved by optimizing the use of websites and social media. To find out what the Prosthetic Orthotic Kuspito Clinic is doing in optimizing the use of websites and social media to improve prosthetic orthotic services during the COVID-19 pandemic. Qualitative research by describing the results of direct observations and interviews with informants. Milles and Huberman's data analysis model. Research conducted at PT. Kuspito Orthotic Prosthetics in January and February 2023. Optimization of website use in an effort to improve prosthetic orthotic services is carried out by creating a website with several additional features in the form of displaying product price information, product purchasing and payment processes that can be made directly on the comfiware.com website, discounts and discounts for customers that can be accessed On the website, product payments can be paid by GoPay, bank transfers, credit cards and consulting services regarding products, through WhatsApp social media, where the access button is on the comfiware.com website display. Optimizing the use of websites and social media to improve Orthotic Prosthetic services during a pandemic has been carried out well at PT. Prosthetic Orthotic Kuspito.*

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### **INTRODUCTION**

In the implementation of improving Prosthetic Orthotics services during the Covid 19 pandemic, the Prosthetic Orthotics Clinic has a new challenge, namely to be able to continue to provide prosthetic orthotic services for patients. Prosthetic orthotic consumers who need prosthetic limbs are domiciled from all regions in Indonesia. Prosthetic orthotics services in Indonesia are still very rare, not necessarily available in every province. Kuspito Orthotic Prosthetic Clinic is located in Central Java, so many prosthetic orthotics patients come from distant locations, including from outside Java, which must be reached by plane. Restrictions on transportation and mobility during the pandemic make the need for prosthetic orthotic service information expected to be affordable for consumers, so that information about the services that can be obtained by patients can be obtained faster before patients schedule to visit the clinic to get prosthetic limb measurement and fitting services.

Access to product information, services and consultations can be improved by using information and communication systems through the Website and social media. Kuspito

Orthotic Prosthetic Clinic provides faster access to information services to the public, namely in the form of using <https://comfiware.com> website. The website at Kuspito Orthotic Prosthetic Clinic serves to improve online services, especially during the Covid-19 pandemic. With the creation of a website <https://comfiware.com> people do not need to come to the clinic and get service information through cellphones or computers, patients are allowed to consult about disability and prosthetic orthotic services needed, get information on product prices and service processes according to needs.

This service and consultation through the website and social media facilitates prosthetic orthotic services. Patients can also schedule an arrival at the clinic for prosthetic limb measurements and prosthetic leg fittings with more flexible time. So that the density of patient attendance at the clinic can be controlled to prevent the spread of Covid-19. In its implementation during the Covid-19 pandemic, website visits [comfiware.com](https://comfiware.com) have increased. Some of the needs on the website at the Prosthetic Orthotic Kuspito Clinic are: a) Consumers need to get information about product prices, b) The process of purchasing and paying for products needs to be done directly on the website, c) Consumers want to be able to get discounts and discounts for customers that can be accessed on the website, d) Product payments so that they can be paid with gopay, bank transfer, credit card, e) Consumers who want to consult about the product, need to access easily to communicate through whatsapp social media

Therefore, the researcher took the title "Optimizing the Use of Websites and Social Media in an Effort to Improve Prosthetic Orthotics Services during the COVID-19 Pandemic".

The purpose of this study is to find out what the Prosthetic Orthotics Kuspito Clinic is doing in optimizing the use of websites and social media in an effort to improve prosthetic orthotic services during the COVID-19 pandemic".

## METHOD

This research is qualitative by directly describing the phenomenon in the object of research. This research was conducted at PT. Kuspito Prosthetic Orthotics which is located Jl. Solo Tawangmangu KM. 12, Papahan Tasik Madu Karanganyar, Central Java. With a time of February to March 2023. Primary data sources are obtained through direct observation at PT. Prosthetic Orthotic Kuspito, the results of interviews with informants and questionnaires. Secondary data sources are obtained from PT. Kuspito Orthotic Prosthetics through notes from internet media, and relevant literature.

Data collection is carried out in several stages, namely: observation, interviews, documentation of existing data sources. Informants in this research activity were determined by purposive sampling with the criteria of informants being people who know and are involved in direct activities who know thoroughly the use of the website in improving Prosthetic Orthotics services during the Covid-19 Pandemic at the Prosthetic Orthotic Kuspito Clinic. Table 1 is the informants in this study.

No	Research Subjects	Sum
1	Director of PT. Prosthetic Orthotic Cuspito	1
2	Website Manager	1
3	Pegawai Ortosis Prostetis	1
4	User	3
Sum		6

The data analysis model uses the Milles and Huberman model, which is interactive analysis, four steps, including, 1) Data collection by going into the field to obtain interview data, observation data and data in the form of documentation. 2) Data reduction, namely conducting analysis, processing rough data from the field, then sorted, carried out important classifications

and then making description writing. 3) Presentation of data, is a design of research results that contain information that is easy to understand. Researchers present data with simplified information for easy exposure. 4) Drawing conclusions, which contain the cause and effect of the research. 5) Contains research design, description of ways of conducting research including population and sample, instruments and methods of data collection, data analysis techniques. The results present the characteristics of the data and research findings.

## **RESULTS AND DISCUSSION**

The website is currently a primary need for institutions so that their organizations are widely known by the public. Website use is also growing in various fields (Nurabadi et al., 2020). With the use of the website can provide benefits in the form of: 1) Effectiveness, the website can be accessed from anywhere using a mobile phone or computer. 2) Efficiency, that is, people get information and services appropriately and in a short time. 3) Economical, save time and money. Using is a way so that the general public does not have to go to the destination location because they can complete transactions online only with a smartphone (Siti Khoirunisa, 2021). Social Media is a group of Internet-based applications built on the ideological foundations and technologies of Web 2.0, and that enable the creation and exchange of user-generated content. There are various types of social media such as Wikipedia, YouTube, Facebook, and whatsapp are all part of social media. There is no systematic way in which different Social Media apps can be categorized. Also, new sites appear in cyberspace every day, so it is important that each classification scheme takes into account possible applications that will come (Kaplan and Haenlein, 2010). WhatsApp is an application that can be used to send and receive photos / images and videos between users (Awin et al., 2020) . In addition, WhatsApp is a social networking platform with easy-to-use features that allow it to be used by all people, from young adults to retirees. There are a number of features included in WhatsApp that make communication easier for users. Here are the characteristics to note: 1) Group Chat, 2) WhatsApp users can now communicate with anyone for free with the Voice and Video Call feature. 3) send and receive photos and videos, WhatsApp's flagship feature as the most loved feature (Siti Khoirunisa, 2021). Prosthetic Orthotics Services According to Permenkes No. 27 of 2015 concerning prosthetic orthotic service standards, Prosthetic Orthotics is a health service part of medical rehabilitation in the form of making tools for patients who experience amputation or disability (*Permenkes No. 22, 2013*). The process of Prosthetic Orthotics service is the process of making prosthetic limbs, prosthetic hands and medical devices for amputation and disability. The service process has several stages, namely: a) Examination, namely physical examination of patients from observation and objective examination actions, b) Determination of Prosthetic Orthotic diagnosis, conclusion of patient disability, c) Measurement, namely taking the shape and size of parts of the patient's limbs or body, d) Fabrication, is the manufacture of orthotic aids and prosthetics according to the measurement results, e) Fitting, is the activity of testing prosthetic orthotic devices on patients, f) Finishing , is ; activities in tidying up prosthetic orthotic tools, g) Installation and Delivery, are the final activities in the form of pairing prosthetic orthotic tools and handing over the tools to patients for further use according to prescription (*Permenkes No. 22, 2013*).

### **Overview of Prosthetic Orthotic Kuspito Clinic**

PT. Kuspito Orthotic Prosthetic is a clinic that serves services and products of Prosthetic Orthotic medical devices. The company is located on Jalan Raya Solo - Tawangmangu kilometer 12 Papahan, Tasikmadu Karanganyar. The company was founded by Mr. Rahmat Winarno on May 30, 2010. PT Kuspito Ortotik Prosthetic building consists of 3 floors. The bottom floor is the clinic section, which is used for direct services to patients. There are several measurement rooms and walking exercises for patients. The second floor is used for management and material warehouses. The 3rd floor is used for production. There are rooms for mold casting, machine room, rectification room, assembling room, and finishing room. Figure 1 shows a picture of PT Kuspito Ortotik Prosthetic Building.



Figure 1. PT Kuspito Orthotic Prosthetic Building Source : primary data, processed (2023)

PT. Kuspito Orthotic Prosthetics provides several services, namely: 1) Orthotics (body support devices), namely orthopedic aids, correcting disability and disability 2) Prosthetics (artificial hands and feet), which are amputated hand or foot replacement devices. Prosthetic aids include lower limb prosthetic and upper limb prosthetic. The motto and philosophy of PT. Prosthetic Orthotic Cuspito is "Comfort and Confident", that is, comfort and confidence. PT. Kuspito Orthotic Prosthetics has a vision to become a quality and affordable prosthetic orthotics company and physical rehabilitation services.

There are several employees involved in service at PT. Prosthetic Orthotic Cuspito. The manager is in charge of managing the entire company's operations. Prosthetic orthotists are in charge of producing prosthetic limbs and prosthetic hands, which are assisted by technicians. Finance is in charge of managing company finances and corporate taxes. The admin is in charge of managing patient administration and company administration. Marketing consists of 1 offline marketing person, and 3 online marketing people. Online marketing is in charge of promoting the company's products online through the website of PT. Prosthetic Orthotic Cuspito is in <https://comfiware.com>, and through Social Media Facebook, Instagram, Whatsapp and others. The use of the website in an effort to improve Prosthetic Orthotics services during the COVID-19 pandemic at PT. Prosthetic Orthotic Cuspito is an effort to provide convenience and speed in serving patients, improving service quality and preventing overcrowding of patients at one time, to prevent the spread of COVID-19.

### **Optimizing the Use of Website and Social Media in an Effort to Improve Prosthetic Orthotics Services during the COVID-19 Pandemic**

This study was conducted on February 1 - March 25, 2023. Direct interviews were conducted with 1) Director of PT. Kuspito Orthotic Prosthetic, Mr. Rachmat Winarno, 2)

Website and social media management employee, Mrs. Era Trisawatin, 3) Prosthetic Orthotics employee, Mr. Bayu Isnain Rosyidi, STr OP, and Consumer PT. Prosthetic Orthotic Kuspito namely Mrs. Nk, Mr. Bd and Mrs. An.

comfiware.com website is a website created to access prosthetic orthotics services at PT. Prosthetic Orthotic Kuspito. The public can access online services with mobile phones or computers. Products in comfiware.com can be ordered directly through the website. Consultation can be by pressing the whatsapp social media button located at the bottom right of the website comfiware.com

In this era of the COVID-19 pandemic, people are expected to stay at home. Patients who are located from various regions in Indonesia can get information first through comfiware.com website and can consult first with PT. Prosthetic Orthotic Kuspito, as well as getting prices and quotes remotely online. Some products can be purchased directly through the website and then sent by courier, there are also products that require patients to come to PT. Prosthetic Orthotic Kuspito for measurement and fitting of prosthetic limbs.

PT. Kuspito Orthotic Prosthetics has been using website services with comfiware.com domain since 2017, but starting in 2020 during the COVID-19 pandemic, the use of comfiware.com website has greatly benefited. Website optimization is done to get optimal results. There is website optimization support for Prosthetic Orthotics services. Both the support of the Company, Stake holders and the community.

The agreement on the use of comfiware.com website is part of an effort to optimize the use of the website in an effort to improve prosthetic orthotic services, also including for website optimization. There is support from the resources owned by PT Kuspito Ortotik Prosthetics, namely financial, physical, human and technological capabilities.

Socialization of website use is part of efforts to optimize this service. In socializing the use of the website to the entire community is done with google ads, facebook ads, and directing patients ordering prosthetic orthotic products to access the website comfiware.com is a way that has been done by PT. Prosthetic Orthotic Kuspito to socialize the use of the website. The provision of discounts and special discount vouchers can only be accessed through comfiware.com website is the most effective way to familiarize consumers with accessing prosthetic orthotics services online.

The quality of technological facilities, is part of optimizing the use of websites in an effort to improve services, cooperation with good developers and the use of good servers are the main keys in technological facilities.

### **Optimization in comfiware.com website**

There are several optimizations on the comfiware.com website that have been applied, namely:

a. Information disclosure regarding product prices

Price information for all products is displayed on comfiware.com website. The website uses a custom-made e-commerce system with the cooperation of developers. Figure 2 is the appearance of the comfiware.com website, the price can be seen on the website display.

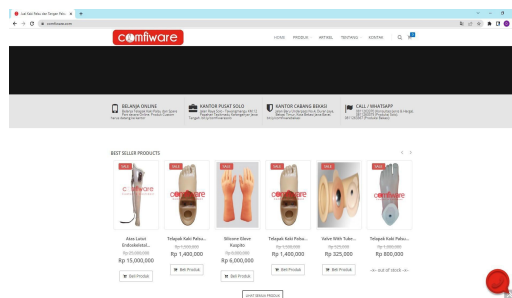


Figure 2. comfiware.com website with price display

The prices of prosthetic limb and prosthetic hand products on comfiware.com website are accessible to consumers. This price openness is an innovation in prosthetic orthotic services, because in general the price of prosthetic orthotic products is rarely accessible to the general public without coming directly to the prosthetic orthotics clinic. With the opening price, consumers can consider and choose variations of existing products according to the patient's financial capabilities. Patients can also estimate the financial budget needed before ordering products or coming to the Prosthetic Orthotic Cosmetic Clinic.

b. The process of purchasing and paying for products can be done directly on the website

The process of purchasing prosthetic orthotic products on comfiware.com can be done directly on the website. Customers can register as members, and then can login, select products and put products in the cart and then make payments directly on comfiware.com website. Figure 3 shows the member registration display. While figure 4 shows the product basket.

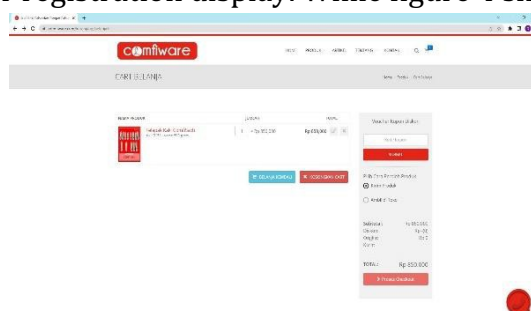


Figure 3. Member Registration Display

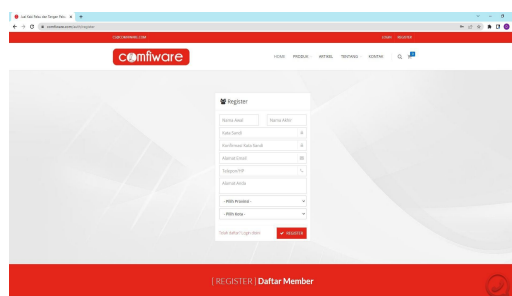


Figure 4. Product basket

c. Discounts and discounts for customers can be accessed on the website  
Customers who need prosthetic orthotic services and products have different financial conditions, there are consumers who enter into weak economic financial conditions. These customers can purchase products by taking advantage of promo periods and discount

discounts that are always updated on comfiware.com website. The display of the discount voucher is shown in Figure 5.

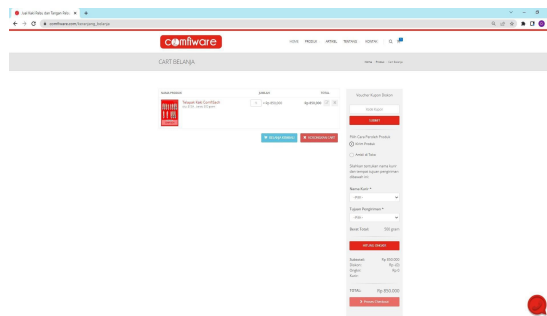


Figure 5. Display Checkout with Discount Vouchers

d. Product payments can be paid by gopay, bank transfer, credit card

In the era of the COVID-19 pandemic, people's mobility is limited to prevent spread. People are used to payments via bank transfer, credit card or Gopay. The comfiware.com website has also been optimized in collaboration with midtrans to be able to provide payment facilities by bank transfer, credit card and even directly connected to gopay which can be paid directly via mobile phone. Figure 6 shows how the website looks on the payment menu. While figure 7 shows the display of payment with gopay through the comfiware.com website.

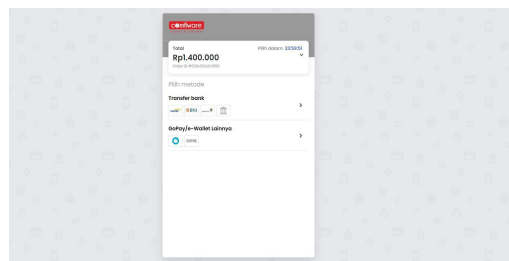


Figure 6. Website display on the payment menu.

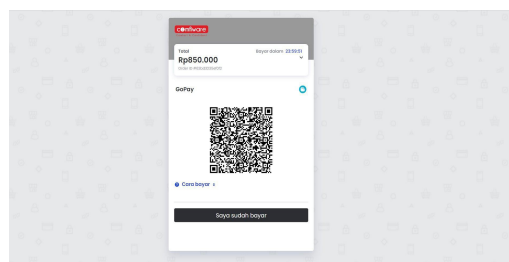


Figure 7 shows the display of payment with gopay

e. Consumers who want to consult about products, need to be able to access to communicate through whatsapp social media

WhatsApp social media is the most widely used means of sharing and communicating in Indonesia. Customer PT. Kuspito Orthotic Prosthetics who want to do a consultation can press the whatsapp button found on the comfiware.com website which is then directly connected and can consult via whatsapp with PT. Prosthetic Orthotic Cuspito. Consultation using whatsapp is very effective to direct consumers to discussions about products and socialization

on access to services in comfiware.com. Other social media that can be accessed are Facebook, Instagram, and twitter. Figure 8 shows the appearance of the comfiware.com website accessed via mobile phone, the red whatsapp button is located on the bottom right display.

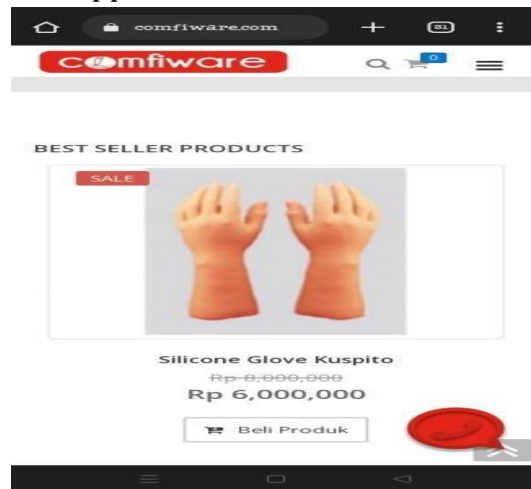


Figure 8. WhatsApp button on comfiware.com

## CONCLUSION

Optimization of website use in an effort to improve prosthetic orthotic services has been optimized very well. Optimization that has been done is the display of information openness regarding product prices, the process of purchasing and paying for products that can be done directly on the comfiware.com website, discounts and discounts for customers that can be accessed on the website, product payments can be paid by gopay, bank transfers, credit cards and consulting services about products, through whatsapp social media whose access button is on the comfiware.com website display.

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