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An Analysis of Digital Marketing Strategy for Syariah Maternity Services at YARSI Hospital

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ABSTRACT The rapid expansion of digital technologies has transformed healthcare marketing; however, the adoption of Syariah-compliant maternity services remains relatively low despite high social media usage among executive patients in Indonesia. Limited evidence exists on how culturally and religiously aligned digital marketing strategies influence patient decision-making, particularly through Instagram. This study aims to analyze the effectiveness of Instagram-based digital marketing strategies in influencing executive patients' intention to utilize Syariah maternity services at YARSI Hospital, Jakarta. A sequential explanatory mixed-methods design was employed. Quantitative data were collected from 19 executive patients and analyzed using Spearman correlation to examine the relationship between five marketing dimensions informativeness, usefulness, authenticity, entertainment, and content variety and patient visit intention. Subsequently, qualitative data from 19 key informants, including patients, medical staff, and marketing personnel, were analyzed thematically to provide deeper insights into the quantitative findings. The results indicate that informativeness ($r = 0.533$; $p = 0.019$), usefulness ($r = 0.492$; $p = 0.032$), and authenticity ($r = 0.482$; $p = 0.037$) have significant positive effects on patient visit intention. In contrast, entertainment ($r = -0.596$; $p = 0.007$) and excessive content variety show negative associations. Qualitative findings reinforce that clear, practical, and culturally aligned content enhances trust and engagement, whereas low posting frequency and limited interactivity hinder marketing effectiveness. In conclusion, digital marketing strategies that prioritize informative, useful, and authentic content are more effective in promoting Syariah-compliant maternity services. Integrating cultural and religious values into digital communication is essential to strengthen patient trust and engagement. These findings provide practical implications for healthcare providers to optimize social media strategies in culturally sensitive contexts.

INDEX TERMS Digital Marketing, Syariah Maternity Services, Instagram, Patient Engagement, Healthcare Marketing

I. INTRODUCTION

The rapid advancement of digital technology has significantly transformed healthcare systems, particularly in how hospitals communicate and engage with patients. Digital marketing, especially through social media platforms such as Instagram, has become a critical tool for influencing patient awareness, trust, and healthcare decision-making. In Indonesia, the widespread use of smartphones and social media has accelerated this transformation, with patients increasingly relying on digital platforms to search for health information and select healthcare providers [1], [2]. However, despite this digital expansion, the utilization of specialized services such as Syariah-compliant maternity care remains relatively low. This indicates a gap between digital engagement and actual service utilization, particularly among executive patients who prioritize quality, privacy, and cultural or religious alignment [3], [4].

Recent studies emphasize that effective digital healthcare marketing requires structured and theory-driven approaches. State-of-the-art methods integrate behavioral frameworks such as the Technology Acceptance Model (TAM), AIDA (Awareness–Interest–Desire–Action), and AISAS (Attention–Interest–Search–Action–Share) to better understand patient decision-making in digital environments [5]–[7]. In addition, contemporary research highlights several key content dimensions including informativeness, usefulness, authenticity, entertainment, and content variety as major determinants of social media effectiveness [8]–[10]. Methodologically, the use of mixed-methods designs, particularly sequential explanatory approaches, has become increasingly prominent in healthcare research, as it allows for the integration of quantitative findings with qualitative insights to provide a more comprehensive understanding of patient behavior [11], [12].

Despite these developments, several research gaps remain. First, most existing studies focus on general healthcare marketing and rarely examine niche or premium services such as Syariah-compliant maternity care, which require alignment with religious and cultural values [13], [14]. Second, previous research often analyzes marketing variables separately, lacking an integrated framework that evaluates multiple content dimensions simultaneously [9], [15]. Third, empirical evidence on the effectiveness of Instagram as a primary marketing platform in culturally sensitive healthcare contexts particularly in Muslim-majority populations is still limited [2], [16]. Fourth, many studies rely heavily on quantitative approaches and do not incorporate qualitative perspectives from healthcare providers and marketing practitioners, resulting in limited understanding of implementation challenges and contextual factors [11], [17].

Based on these gaps, this study aims to analyze the effectiveness of Instagram-based digital marketing strategies in influencing executive patients' intention to utilize Syariah-compliant maternity services at YARSI Hospital. The study specifically evaluates five key dimensions of digital marketing content namely informativeness, usefulness, authenticity, entertainment, and content variety within a culturally and religiously aligned framework.

This research contributes to the existing literature in several ways. First, it develops an integrated conceptual framework that combines digital marketing theories with Syariah-compliant healthcare principles, addressing the limited attention to culturally sensitive marketing models [13], [18]. Second, it employs a sequential explanatory mixed-methods design to generate both statistical evidence and contextual insights, thereby enhancing the robustness and validity of the findings [11], [12]. Third, it identifies the most influential digital marketing dimensions affecting executive patient behavior, offering practical implications for healthcare providers targeting niche and premium service segments [8], [19]. Fourth, it strengthens the understanding of how cultural and religious alignment shapes digital healthcare engagement in Muslim-majority contexts [14], [20].

The remainder of this article is structured as follows. Section II describes the research methodology, including study design, sampling techniques, and data analysis procedures. Section III presents the results of the study. Section IV discusses the findings in relation to existing literature and outlines theoretical and practical implications. Finally, Section V concludes the study and provides recommendations for future research.

II. METHOD

A. STUDY DESIGN

This study employed a sequential explanatory mixed-methods design, integrating quantitative and qualitative approaches in two consecutive phases. The quantitative phase was conducted first to identify statistical relationships between digital marketing variables and patient visit intention, followed by a qualitative phase to explain and contextualize the quantitative findings. This design was selected to enhance the interpretability and validity of results by combining numerical

trends with in-depth experiential data [21], [22]. The study was observational and cross-sectional in the quantitative phase and phenomenological in the qualitative phase.

B. STUDY SETTING AND POPULATION

The study was conducted at YARSI Hospital, Jakarta, Indonesia, between January and May 2025. The hospital was purposively selected as it is a Syariah-certified healthcare institution offering a premium maternity service (SALSYA), making it a relevant setting for examining culturally aligned digital marketing strategies.

The study population consisted of two groups: (1) executive patients who utilized SALSYA services and (2) healthcare and marketing personnel involved in service delivery and promotion. Inclusion criteria for patients were: having utilized SALSYA services, being active users of digital platforms (especially Instagram), and willingness to participate. Exclusion criteria included patients with severe medical complications or those unable to provide informed consent. For the qualitative phase, participants included obstetricians, midwives, marketing managers, and digital marketing staff directly involved in promotional activities.

C. SAMPLING TECHNIQUE

The quantitative phase applied a total sampling technique, including all eligible executive patients during the study period ($n = 19$). This approach ensured comprehensive coverage of the target population despite its relatively small size. The qualitative phase used purposive sampling to select 19 key informants based on their roles and relevance to the research objectives. Sampling continued until data saturation was achieved, indicated by no emergence of new themes [23].

Although the sample size in the quantitative phase was limited, the use of mixed methods helped strengthen the validity of findings by complementing statistical analysis with qualitative insights.

D. VARIABLES AND OPERATIONAL DEFINITIONS

The study included one dependent variable and five independent variables:

1. Dependent Variable (Y): Patient visit intention toward SALSYA services.
2. Independent Variables (X): Digital marketing content dimensions consisting of:
 - a. Informativeness
 - b. Usefulness
 - c. Authenticity
 - d. Entertainment
 - e. Content variety

Each variable was operationalized based on established digital marketing constructs, measured using Likert-scale questionnaire items adapted from recent literature [24], [25].

E. DATA COLLECTION PROCEDURES

Quantitative data were collected using a structured questionnaire administered directly to respondents. The instrument measured demographic characteristics, digital platform usage, and perceptions of Instagram-based marketing

content. Prior to data collection, the questionnaire was tested for validity and reliability, ensuring consistency and accuracy of measurement.

Qualitative data were obtained through semi-structured, in-depth interviews with selected participants. Interview guides were developed to explore perceptions of digital marketing effectiveness, cultural alignment, and factors influencing patient decisions. All interviews were audio-recorded, transcribed verbatim, and anonymized to maintain confidentiality. Additional supporting data were obtained from hospital records and archived Instagram content to triangulate findings.

F. DATA ANALYSIS

Quantitative data were analyzed using IBM SPSS version 28. Descriptive statistics were used to summarize respondent characteristics and variable distributions. Inferential analysis was conducted using Spearman's rank correlation test, chosen due to the ordinal nature of the data and small sample size. Statistical significance was set at $p < 0.05$ with a 95% confidence interval [26].

Qualitative data were analyzed using Colaizzi's phenomenological method, which involves systematic steps: familiarization, extraction of significant statements, formulation of meanings, clustering into themes, and validation through participant feedback [27]. Coding was performed independently by two researchers to enhance reliability, followed by consensus discussions to resolve discrepancies.

Integration of quantitative and qualitative findings was conducted during the interpretation phase using triangulation techniques, ensuring consistency and complementarity across data sources [22].

G. ETHICAL CONSIDERATIONS

Ethical approval was obtained from the institutional ethics committee of YARSI Hospital prior to data collection. All participants provided informed consent, and confidentiality was strictly maintained. Data were anonymized and used solely for research purposes in accordance with international ethical standards for human subject research [28].

H. STUDY RIGOR

To ensure methodological rigor, this study applied validated instruments, triangulated multiple data sources, and used independent coding in qualitative analysis. However, several limitations should be noted. The small sample size limits generalizability, and the cross-sectional design restricts causal inference. Additionally, the study focuses primarily on Instagram, which may not fully represent other digital platforms. Future studies are recommended to include larger samples, longitudinal designs, and multi-platform analysis.

III. RESULTS

A. OVERVIEW

This study employed a sequential explanatory mixed-methods design to examine the influence of digital marketing content on patient visit intention to the Syariah Delivery Service (SALSYA) at YARSI Hospital. Quantitative data

were collected from 19 executive patients, followed by qualitative in-depth interviews with the hospital's marketing manager, obstetricians, midwives, and digital media staff. The integration of descriptive statistics, Spearman correlation, and thematic analysis enabled a comprehensive evaluation of behavioral factors shaping patient decision-making in a culturally sensitive healthcare setting.

B. RESPONDENT PROFILE AND INSTRUMENT VALIDITY

All research instruments demonstrated satisfactory validity ($r = 0.380-0.910$) and strong internal consistency (Cronbach's $\alpha = 0.733-0.969$). Respondents were predominantly Millennials and Gen Z (89%), residing in Jakarta (85%), married (100%), digitally literate, and earning more than IDR 10 million per month (100%), indicating an upper-middle-income executive profile. Digital awareness of SALSYA services was high, with 95% accessing either Instagram or the hospital website. While this sample reflects the hospital's target audience, its homogeneity limits generalizability an aspect that future studies should address with larger and more diverse populations.

TABLE 1

Frequency Distribution and Percentage of Respondents according to Demographic Characteristics

Description	N	%
Jakarta	16	85
Depok	1	5
Tangerang	1	5
Bogor	1	5
< Rp 5 million	0	0
Rp 5 – 10 million	0	0
> Rp 10 million	19	100
Private Employee	8	42
Retired	0	0
Student	0	0
Entrepreneur	7	37
House Wife	3	16
Unemployed	1	5

C. QUANTITATIVE FINDINGS

Spearman correlation analysis revealed that Instagram and internet use ($r = 0.471$, $p = 0.042$), informativeness ($r = 0.533$, $p = 0.019$), usefulness ($r = 0.492$, $p = 0.032$), and authenticity ($r = 0.482$, $p = 0.037$) had significant positive relationships with patient visit intention. In contrast, entertainment ($r = -0.596$, $p = 0.007$) and excessive content variety ($r = -0.471$) showed negative associations with visit intention. These findings suggest that patients in a Syariah-based healthcare context prioritize content quality, clarity, and credibility over entertainment value or superficial engagement metrics. This contrasts with earlier marketing studies emphasizing engagement volume (Kaplan & Haenlein, 2010; Alalwan, 2018), reinforcing that cultural context shapes digital content effectiveness.

D. QUALITATIVE FINDINGS

Qualitative data were analyzed using Colaizzi's phenomenological method (Colaizzi, 1978), ensuring a

systematic approach to capturing participants' lived experiences. The process involved several stages:

1. **Transcription and Familiarization:** All interviews were transcribed verbatim. Researchers repeatedly reviewed transcripts to immerse themselves in the data and identify initial patterns.
2. **Coding:** Independent open coding was performed by two researchers to capture meaningful statements related to digital engagement, patient perceptions, and decision-making processes. Codes were then compared, discussed, and refined to enhance inter-coder reliability. For example, a patient noted: *"I trust the hospital because the posts explain step by step what happens during delivery and postpartum care, all in line with Syariah principles."*
3. **Theme Development:** Codes were grouped into broader categories, resulting in five principal thematic determinants of digital engagement: **informativeness, usefulness, authenticity, entertainment, and content variety.**
 - a. **Informativeness:** Emerged as the dominant factor, reflecting patients' high appreciation for clear maternal health information, delivery procedures, postpartum care guidelines, Syariah-compliant service protocols, and transparent cost explanations.
 - b. **Usefulness:** Highlighted the importance of practical guidance on newborn care and maternal well-being, fostering positive attitudes toward service utilization.
 - c. **Authenticity:** Functioned as a trust-building mechanism, reinforced through consistent religious alignment and credible testimonials from Muslim mothers.
 - d. **Entertainment:** Captured initial attention but had limited impact on actual decision-making.
 - e. **Content Variety:** Including videos, infographics, and patient narratives, enhanced message reach and engagement, contingent upon consistent delivery and quality standards.
4. **Triangulation:** To ensure credibility, findings were cross-validated with multiple data sources: participant interviews, Instagram post archives, and hospital records. Convergences between survey results and qualitative themes strengthened confidence in interpretations. For instance, high ratings of informativeness in the quantitative survey aligned with repeated qualitative emphasis on the clarity of maternal health guidance.
5. **Identification of Facilitators and Barriers:** Additional emergent themes highlighted competitive advantages such as the availability of an all-women medical team enhancing emotional comfort and barriers, including low posting frequency, limited SEO, and lack of interactive features (Q&A forums, expert discussions), which constrained engagement and reduced message credibility.

The analysis indicates that trust, cultural-religious congruence, and digital accessibility are core drivers of engagement in Syariah-based healthcare marketing. While patients highly value informative, useful, and authentic content, organizational constraints such as limited staff and resources impede optimal digital strategy implementation. The integration of qualitative insights with quantitative correlations provides a holistic understanding of how

specific marketing indicators influence patient intentions to utilize premium, faith-aligned maternity services.

TABLE 2
Spearman Correlation Test

		Patient visits
Instagram & internet use	<i>Correlation Coefficient</i>	0,471
	<i>Sig, (2-tailed)</i>	0,042
	N	19
Informativeness	<i>Correlation Coefficient</i>	0,533
	<i>Sig, (2-tailed)</i>	0,019
	N	19
Usefulness	<i>Correlation Coefficient</i>	0,492
	<i>Sig, (2-tailed)</i>	0,032
	N	19
Authenticity	<i>Correlation Coefficient</i>	0,482
	<i>Sig, (2-tailed)</i>	0,037
	N	19
Entertainment	<i>Correlation Coefficient</i>	-0,596
	<i>Sig, (2-tailed)</i>	0,007
	N	19
Variety	<i>Correlation Coefficient</i>	1,000
	<i>Sig, (2-tailed)</i>	
	N	19
Patient visits	<i>Correlation Coefficient</i>	1,000
	<i>Sig, (2-tailed)</i>	
	N	19

E. LIMITATIONS AND FUTURE RESEARCH

Several limitations must be acknowledged. The small, homogeneous sample limits generalizability, and outcomes measured intention rather than actual visit behavior, potentially affecting predictive validity. Data collection was brief, and analysis focused only on Instagram and website platforms. Future research should include diverse demographic groups, track actual patient behavior longitudinally, and examine additional digital platforms to capture broader engagement trends. Expanding sample size and scope will enhance external validity and provide a more comprehensive understanding of digital marketing effectiveness in healthcare.

Digital marketing strategies emphasizing cultural and religious alignment, informativeness, authenticity, and usefulness effectively influence patient visit intention to Syariah-compliant maternity services. These findings advance global healthcare marketing literature by highlighting the critical balance between engagement and authenticity in culturally contextualized settings. The study provides a replicable framework for assessing digital engagement in sensitive healthcare contexts, emphasizing that authenticity and cultural congruence are essential for patient decision-making.

IV. DISCUSSION

A. INTERPRETATION OF KEY FINDINGS

This study demonstrates that digital marketing strategies based on Instagram significantly influence executive patients' intention to utilize Syariah-compliant maternity services. The findings indicate that informativeness, usefulness, and authenticity are the most influential determinants, while entertainment and excessive content variety negatively affect patient decision-making. These results suggest that, in a culturally and religiously sensitive healthcare context, patients prioritize clarity, credibility, and practical value over entertainment-oriented content.

The strong positive relationship between informativeness and patient intention highlights the importance of delivering accurate and comprehensive health information. Patients, particularly in maternal healthcare, require clear explanations regarding procedures, safety, and outcomes. This aligns with the notion that healthcare decisions are highly risk-sensitive, leading patients to prefer detailed and transparent information rather than persuasive or promotional content [29]. Similarly, usefulness reflects the practical relevance of the content, indicating that patients are more likely to engage with information that directly supports their needs, such as guidance on pregnancy, delivery, and postpartum care.

Authenticity emerged as a critical factor in shaping trust and engagement. In the context of Syariah-compliant healthcare services, authenticity extends beyond general credibility to include alignment with religious values and ethical communication. This finding suggests that patients evaluate not only the informational content but also the consistency between the message and the institution's identity. The negative association of entertainment and content variety indicates that excessive emphasis on visual appeal or diversification may reduce perceived professionalism and trustworthiness. This contrasts with conventional digital marketing strategies that prioritize engagement metrics such as likes, shares, and views.

Overall, these findings highlight that healthcare marketing effectiveness is context-dependent. In sensitive healthcare domains, particularly those involving religious considerations, patients demonstrate a more rational and trust-oriented decision-making process rather than being influenced by emotional or entertainment-driven stimuli.

B. COMPARISON WITH PREVIOUS STUDIES

The results of this study are consistent with prior research emphasizing the importance of informativeness and usefulness in healthcare marketing. Several studies have reported that informative content significantly enhances patient engagement, trust, and intention to use healthcare services [30], [31]. For instance, digital platforms that provide educational health content have been shown to improve patient awareness and facilitate informed decision-making. This reinforces the role of information quality as a fundamental driver of digital healthcare engagement.

The importance of authenticity identified in this study is also supported by recent literature, which highlights authenticity as a key determinant of trust and long-term patient

relationships. Previous studies indicate that authentic communication, including transparency and alignment with patient values, strengthens credibility and reduces uncertainty in healthcare decisions [32]. However, this study extends existing knowledge by demonstrating that authenticity is particularly critical in religiously aligned healthcare services, where ethical and cultural congruence play a central role.

In contrast, the negative influence of entertainment and content variety differs from findings in general digital marketing research. Many studies suggest that entertaining and visually diverse content increases user engagement and brand awareness [33], [34]. However, this study shows that such strategies may not be effective in healthcare settings, particularly in Syariah-compliant services. This discrepancy can be explained by the nature of healthcare as a high-involvement and high-risk domain, where patients prioritize trust and reliability over entertainment. Furthermore, excessive content variation may create inconsistency, reducing the clarity of the message and potentially undermining patient confidence.

Another important contribution of this study is the integration of cultural and religious factors into digital marketing analysis. Previous research has acknowledged the influence of cultural values on healthcare behavior, but empirical studies focusing on Syariah-compliant marketing remain limited [35]. This study provides evidence that digital marketing strategies must be adapted to cultural and religious contexts to be effective. The findings suggest that standard marketing frameworks cannot be applied universally without considering local values and patient expectations.

C. LIMITATIONS AND IMPLICATIONS

Despite its contributions, this study has several limitations that should be considered. First, the relatively small sample size ($n = 19$) limits the generalizability of the quantitative findings. While the use of mixed methods enhances the depth of analysis, the statistical power remains limited. Future studies should include larger and more diverse samples to improve external validity. Second, the study was conducted in a single hospital setting, which may not represent other healthcare institutions with different organizational structures or patient demographics. Third, the study focuses primarily on Instagram as a marketing platform, potentially overlooking the influence of other digital channels such as TikTok, YouTube, or WhatsApp. Fourth, the study measures patient intention rather than actual behavior, which may not fully capture real-world service utilization.

From a practical perspective, the findings offer important implications for healthcare providers. Hospitals should prioritize informative, useful, and authentic content in their digital marketing strategies. Content should focus on patient education, transparency, and alignment with cultural and religious values. Additionally, maintaining consistency in messaging and posting schedules is essential to build trust and sustain engagement. Interactive features, such as Q&A sessions and expert discussions, can further enhance patient involvement without compromising professionalism.

From a theoretical standpoint, this study contributes to the development of a contextualized digital marketing framework for healthcare. It highlights the need to integrate behavioral theories with cultural and religious considerations, particularly in niche healthcare services. The findings also suggest that traditional marketing metrics, such as engagement rates, may not accurately reflect effectiveness in healthcare contexts. Instead, trust, credibility, and perceived value should be considered as primary indicators.

Future research should explore longitudinal designs to examine the long-term impact of digital marketing strategies on patient loyalty and service utilization. Additionally, comparative studies across different cultural or religious settings would provide deeper insights into the generalizability of these findings. The integration of advanced analytics, such as sentiment analysis and big data approaches, may also enhance understanding of patient behavior in digital environments [36].

V. CONCLUSION

This study aimed to analyze the effectiveness of Instagram-based digital marketing strategies in influencing executive patients' intention to utilize Syariah-compliant maternity services at YARSI Hospital by evaluating five key content dimensions: informativeness, usefulness, authenticity, entertainment, and content variety. The findings demonstrate that informativeness ($r = 0.533$; $p = 0.019$), usefulness ($r = 0.492$; $p = 0.032$), and authenticity ($r = 0.482$; $p = 0.037$) have statistically significant positive relationships with patient visit intention, indicating that patients prioritize clear, practical, and credible information when making healthcare decisions. In contrast, entertainment ($r = -0.596$; $p = 0.007$) and excessive content variety ($r = -0.471$) exhibit negative associations, suggesting that overly promotional or highly varied content may reduce perceived professionalism and trust. These results highlight that, within a Syariah-compliant healthcare context, patient engagement is driven more by informational value and ethical alignment than by conventional engagement-oriented marketing strategies. The integration of quantitative and qualitative findings further confirms that culturally and religiously congruent messaging enhances trust, strengthens perceived service quality, and supports informed decision-making among executive patients. However, this study is subject to several limitations, including a relatively small sample size ($n = 19$), a single-institution setting, and the focus on patient intention rather than actual utilization behavior, which may limit generalizability. Future research should expand the sample size across multiple healthcare institutions, incorporate longitudinal designs to assess long-term behavioral outcomes, and explore additional digital platforms such as TikTok, YouTube, and integrated healthcare applications. Moreover, the application of advanced analytical approaches, including big data analytics and sentiment analysis, is recommended to capture real-time patient engagement patterns and optimize digital marketing strategies. Overall, aligning digital marketing with cultural and religious values represents a critical pathway for enhancing trust, improving patient engagement, and

increasing the utilization of specialized healthcare services in culturally sensitive contexts.

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The data that support the findings of this study are available from the corresponding author upon reasonable request. Due to ethical and privacy considerations, the data are not publicly available..

DATA AVAILABILITY

All data generated or analyzed during this study are included in this published article. Additional details are available from the corresponding author upon reasonable request.

AUTHOR CONTRIBUTION

All authors contributed significantly to the completion of this study. R.R.P.I.P. conceptualized the research idea, conducted data collection, performed data analysis, and drafted the manuscript. L.G.P. and E.A.R. supervised the research process, contributed to the study design, and critically reviewed the manuscript. D.B. provided methodological guidance and contributed to data interpretation. S.W. and H.H.R. contributed to the development of the theoretical framework and manuscript revision. All authors have read and approved the final version of the manuscript.

DECLARATIONS

ETHICAL APPROVAL

The authors declare that there are no conflicts of interest regarding the publication of this paper. The research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest..

CONSENT FOR PUBLICATION PARTICIPANTS

Written informed consent was obtained from the patient's legal guardian for publication of this case report and accompanying images.

COMPETING INTERESTS

The authors have no competing interests to disclose.

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