

CHAPTER I

INTRODUCTION

1.1 Background

Dental and oral health is an inseparable part of overall body health. However, many people are still unaware of the importance of regular dental care. Based on data from the World Health Organization (WHO), dental health problems such as cavities, gum disease, and bad breath are among the most common dental health problems experienced by people around the world. The causes are varied, ranging from unhealthy eating patterns, bad habits such as smoking, to lack of knowledge about how to properly care for teeth.

Regulation of the Minister of Health of the Republic of Indonesia Number 89 of 2015 concerning Dental and Oral Health Efforts states that dental and oral health is a condition of hard and soft tissues in the teeth and other components related to the oral cavity in a healthy state. This condition allows a person to eat, talk, and interact socially without experiencing functional or discomfort disorders due to disease, occlusion disorders, or tooth loss. Thus, individuals can live a socially and economically productive life.

However, awareness of the importance of dental care in Central Java is still relatively low. Based on RISKESDAS data in 2018, around 25.9% of the population of Central Java experienced dental and oral health problems (Sulur Joyo Sukendro, 2023). Most of these disorders are chronic and closely related to daily lifestyle patterns. Therefore, improving public dental health requires behavioral change efforts supported by ongoing health education and promotion. This behavioral change cannot happen instantly, but requires a strong commitment and understanding from the community. This is where the role of health promotion becomes very important. Although still a relatively new field, health promotion has now become a strategic approach in public health to form better healthy living habits (Dendy Murdiyanto, 2023).

As one of the dental clinics present in the Semarang community, uSmile Dental Studio is committed to providing quality and professional dental care solutions. Located in the Kedungmundu area, Semarang, uSmile Dental Studio provides various services ranging from routine check-ups, tartar cleaning, to orthodontic and dental aesthetic treatments. This clinic operates every Monday–Friday at 09.00–12.00 and 15.00–20.00, and on Saturdays at 09.00–16.30. With experienced medical personnel and modern technology, uSmile Dental Studio is here to answer the community's need for trusted dental health services. Through an integrated and education-oriented communication approach, uSmile Dental Studio not only wants to be a place of treatment, but also a partner in maintaining the dental health of Indonesian families.

Understanding the strategic role of families in health decision-making, uSmile Dental Studio is committed to expanding its service reach by not only serving adult patients, but also reaching out to parents and encouraging them to bring their children for dental care as early as possible. Currently, the majority of uSmile Dental Studio patients are from the 21–40 age group, with relatively stagnant conditions. The main challenge faced is the difficulty in reaching younger age groups, especially children, even though this group has great potential to receive continuous dental care into adulthood.

Based on the results of the survey that has been distributed, 42.3% of respondents were patients aged 30 years. This shows that the majority of uSmile Dental Studio patients are young adults, while there have been no child patients who have come for treatment. The small number of patients per month, coupled with the absence of patients from the child segment, is a major problem that needs to be addressed immediately.

Therefore, an appropriate marketing strategy is needed to increase interest and awareness of the importance of early dental care. One approach that can be applied is through interactive and interesting communication, with the main target being children and their parents. This strategy can be realized through offline activities such as dental health education with interactive games, drawing or coloring activities with dental health themes, and

consultation sessions designed to be child-friendly. Positive experiences like this are expected to make children feel comfortable and not afraid when undergoing dental check-ups. Meanwhile, parents will feel more confident in choosing uSmile Dental Studio as the best dental care place for their families.

On the other hand, digital marketing communication plays an important role in reaching a wider patient base, especially through social media. The Instagram account @usmiledental.id has implemented various marketing techniques, such as sharing informative articles about dental health and using attractive visuals. This strategy aims to raise public awareness of the importance of maintaining dental and oral health.

However, despite various efforts, the development of the Instagram account @usmiledental.id has not been optimal. Content scheduling is not yet consistent, and the type of content published is still dominated by one-way information without active interaction with the audience. This also affects the interest of prospective patients in accessing service information or visiting the uSmile Dental Studio clinic directly. In fact, according to Kotler and Keller (2016:145), social media is an effective channel for reaching and building relationships with consumers, including in the health service sector.

1.2 Problem Formulation

1.2.1 Marketing Problems

uSmile Dental Studio has not yet succeeded in reaching patients from all age groups, with the majority of patients using the service being in the 21–40 year age range. This indicates that there is a market segment that has not been optimally explored, especially in the pediatric patient group. This limited reach is an indication of the need for more attention in identifying obstacles and opportunities in attracting patients from children group. The low number of visits from pediatric patients indicates challenges in the marketing and service approach that are not fully in line with the preferences and needs of the target market.

1.2.2 Communication Problems

uSmile Dental Studio is currently facing the challenge of low patient visits each month, indicating that the communication efforts that have been made have not been fully effective. One of the factors that contribute to this condition is the low interaction on social media, indicating a lack of audience engagement and a suboptimal digital marketing strategy. In addition, the delivery of messages to potential patients through various communication channels is considered unable to attract attention or build the trust needed to encourage visits. This problem reflects the need to evaluate and improve the communication approach used to be more relevant, attractive, and able to reach patients more widely and effectively.

1.3 Situation Analysis

1.3.1 SWOT Analysis

1. Strength

- 1) uSmile Dental Studio provides dental health and aesthetic services with modern technology
- 2) uSmile Dental Studio has a team of certified and experienced dentists. It can increase the patients' confidence in receiving services at uSmile Dental Studio
- 3) uSmile Dental Studio has received positive reviews from the previous patients, thus can providing a good reputation for the dental clinic
- 4) uSmile Dental Studio always prioritizes comfort and cleanliness in every aspect of their services
- 5) uSmile Dental Studio has various services treatment, both for dental health and aesthetic dental care

2. Weakness

- 1) uSmile Dental Studio has limited promotional coverage. Even though uSmile Dental Studio has used Instagram as their promotional channel, the promotional strategy that they already

used has not been effective enough in reaching a wider range of patients. Therefore, uSmile Dental Studio needs a more effective strategy in managing and optimizing content on uSmile Dental Studio's social media.

- 2) uSmile Dental Studio only has a limited number of loyal patients. Most of uSmile Dental Studio's loyal patients are 21 - 40 years old
- 3) Promotions or discounts that are offered by uSmile Dental Studio are limited
- 4) uSmile Dental Studio has not yet implemented an effective promotional strategy to successfully attract new target markets.

3. Opportunity

- Collaborating with several schools, such as dental education events or seminars for kids, to reach wider range of patients
- Utilize social media as promotional channels. Social media can be used as a very effective tool for building relationships with patients, as well as reaching new patients. This can be implemented through educational content, testimonials, and showing facilities or unique values that are available in uSmile Dental Studio
- Providing special discounts for new patients, with the aim to attract attention and increase the number of visits

4. Threats

- There are lots of dental clinic in Semarang that are offer more discounts
- uSmile Dental Studio still has a minimum of followers in their social media account, so it can reduce new patients' trusts.
- Many dental clinics in Semarang have already established a loyal customer base.
- Other dental clinics have already implemented promotional strategies with engaging events for their customers.

1.3.2 PESTEL Analysis

a. Politic

Based on the regulation Minister of Health of the Republic of Indonesia Number 9 of 2014, in Chapter IV licensing, it is stated that building permits are given by the Regency/City regional government. To obtain the building permits, the clinic founder must complete several requirements, such as complete identity, a photocopy of legal entity or business entity, a photocopy of land certificate, or other proof of ownership that is legalized by a notary.

Meanwhile, the operational permits will be granted by the Head of Health Department District/City. In order for clinic founders to obtain this operational permit, they must fulfill technical and administrative requirements. Technical requirements include location, building, infrastructure, personnel, equipment, pharmacy and laboratory requirements.

b. Economic

Semarang is one of the cities in Indonesia with rapid economic growth. This growth is supported by three sectors, which are trade, industry and tourism. This economic growth has encouraged an increase in people's per capita income, thus creating a great opportunity for uSmile Dental Studio to meet the increasing need for dental health services. With the increase in people's purchasing power, uSmile Dental Studio can offer a wider range of services, including essential dental health care and aesthetic dental care.

However, one of the main challenges that uSmile Dental Studio must face in order to survive in the market is the inflation rate which will have a direct impact on the cost of the services offered. Increased inflation can have a direct impact on the prices of medical raw materials and other dental equipment. To overcome this challenge, uSmile Dental Studio needs to implement the right strategy to remain competitive in the market.

c. Social

Public awareness of the importance of dental health and dental aesthetics continues to increase. This reflects the public's mindset regarding the importance of dental care as part of a healthy and quality lifestyle. From the questionnaire that was distributed to a total of 71 respondents and the majority of respondents were aged 21-40 years, 52.1% of respondents stated that they routinely had dental care every 4-6 months. Apart from that, 59.2% of respondents stated that the thing that encouraged them to visit a dental clinic was to maintain dental health. The results of this questionnaire show that people increasingly understand the benefits of dental care not only for health, but also to improve self-confidence and quality of life. This is an opportunity for uSmile Dental Studio to expand its reach by offering services that focus on dental health care and also aesthetic dental treatments that can improve patients' quality of life, such as teeth scaling, routine check-ups, veneers and other treatments. By providing comfortable and quality services, uSmile Dental Studio can meet patient hopes and expectations.

d. Technology

uSmile Dental Studio is always committed to providing the best service to its patients, by using modern technology in every aspect of its operations. In terms of medical services, this clinic uses various sophisticated medical equipment, such as dental units, light cures, handpieces and digital x-rays. These tools are used by uSmile Dental Studio doctors to ensure that patients' dental and oral examinations are more accurate, efficient and comfortable. These medical tools also help doctors to provide more precise diagnoses and design optimal treatment according to patient needs.

Not only in medical equipment, but in terms of payment methods provided to patients, uSmile Dental Studio has also provided digital payments, namely QRIS. With this feature, patients can make

transactions quickly, practically and safely just by using the patient's smartphone.

e. Environment

Apart from providing quality health services, uSmile Dental Studio is also responsible for the environment. uSmile Dental Studio has implemented appropriate and structured medical waste management. Medical waste management is designed to separate waste based on type, which are biohazard waste and infectious waste, to ensure safe handling and according to standards. Biohazard waste includes single-use waste, namely waste that comes into direct contact with patients. Types of biohazard waste such as syringes, ampoules, and carpules. This waste is placed in yellow bins which are designed to minimize the risk of contamination and facilitate the process of transporting B3 waste. Meanwhile, infectious waste is medical treatment used by nurses and doctors during treatment procedures. Types of infectious waste include masks, head coverings and gloves.

f. Law

In the legal aspect, dental practice in Indonesia is regulated in Law Number 29 of 2004 concerning medical practice. The content of this law is to require every dentist to have a Registration Certificate and Practice Permit. These two letters are proof of the legality and competence of doctors in providing medical services to patients.

This regulation has been compiled by uSmile Dental Studio to ensure that all medical personnel working at this clinic have met the professional and legal standards that have been set. Another legal aspect that uSmile Dental Studio strictly complies with is the clinic always responsible for providing transparent information regarding treatment procedures, costs, and risks, aimed at safeguarding patient rights, as well as ensuring a safe and comfortable treatment experience for every patient who comes to the clinic.

1.3.3 Competitor Analysis

Table 1. 1 uSmile Dental Studio's Competitor Analysis

Dental Clinic Name	Pricelist	Location	Marketing Strategy
uSmile Dental Studio	<ul style="list-style-type: none"> - Primary Tooth Extraction = Rp 250,000 - Permanent Tooth Extraction = Rp 400,000 - Ultrasonic Scaling = Rp 300,000 - Oxygen Scaling = Rp 400,000 - Teeth Bleaching = Rp 2,500,000 - Aesthetic Teeth Restoration = Rp 400,000 - Temporary Teeth Restoration = Rp 250,000 	Kedungmundu Street No.122, Tandang, Tembalang District, Semarang City, Central Java 50274	<ul style="list-style-type: none"> - Social Media Marketing (Instagram) - Sales Promotion - Print media
Salvio Dental	<ul style="list-style-type: none"> - Standard Scaling = Rp 250,000 - Standard Tooth Extraction= Rp 400,000 	Lamper Sari Street No.21, Lamper Kidul, South Semarang District, Semarang City, Central Java 50249	<ul style="list-style-type: none"> - Social Media Marketing (Instagram) - Sales Promotion - Event Marketing
Kidsmile Family Dental	<ul style="list-style-type: none"> - Dental Scaling = Rp 250,000 - Adult Tooth Extraction= Rp 400,000 	Sompok Baru Street No.73, Lamper Kidul, South Semarang District, Semarang City, Central Java 50249	<ul style="list-style-type: none"> - Social Media Marketing (Instagram) - Sales Promotion
Puri Cempaka	<ul style="list-style-type: none"> - Braces = start from Rp 8.500.000 - Rp 21.000.000 - Dental Scaling = 	Lamper Sari Street No.41, Lamper Kidul, South Semarang	<ul style="list-style-type: none"> - Social Media Marketing (Instagram)

	Rp 250.000	District, Semarang City, Central Java 50249	
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1.3.4 Social Media Analysis

Instagram is one of the promotional media utilized by uSmile Dental Studio as part of its digital marketing strategy. The main target of this strategy are young professionals and parents aged 21 to 40 years. Content shared through the uSmile Dental Studio Instagram account generally includes service promotions, documentation of treatment results in the form of before and after photos, and educational information about dental and oral health. This type of content is designed to attract new patients and increase awareness and interest of prospective patients in the services offered by the clinic.

However, the performance of the uSmile Dental Studio Instagram account showed a downward trend in several key indicators during the period from December 20, 2024 to February 20, 2025. The number of impressions, which shows the total frequency of content being viewed, was recorded at 32,000, decreasing by 56.1%. Meanwhile, the number of accounts reached was 8,600, reflecting a decrease in reach of 75.1%. Interactions to content also experienced a significant decline, which was 46.8%, with a total of 83 interactions. Link clicks, which represent the number of users who accessed links in uploads or profiles, were recorded at only 20 clicks, a decrease of 83.3%. In addition, the number of (profile visits) decreased by 15.2% to 847 visits.

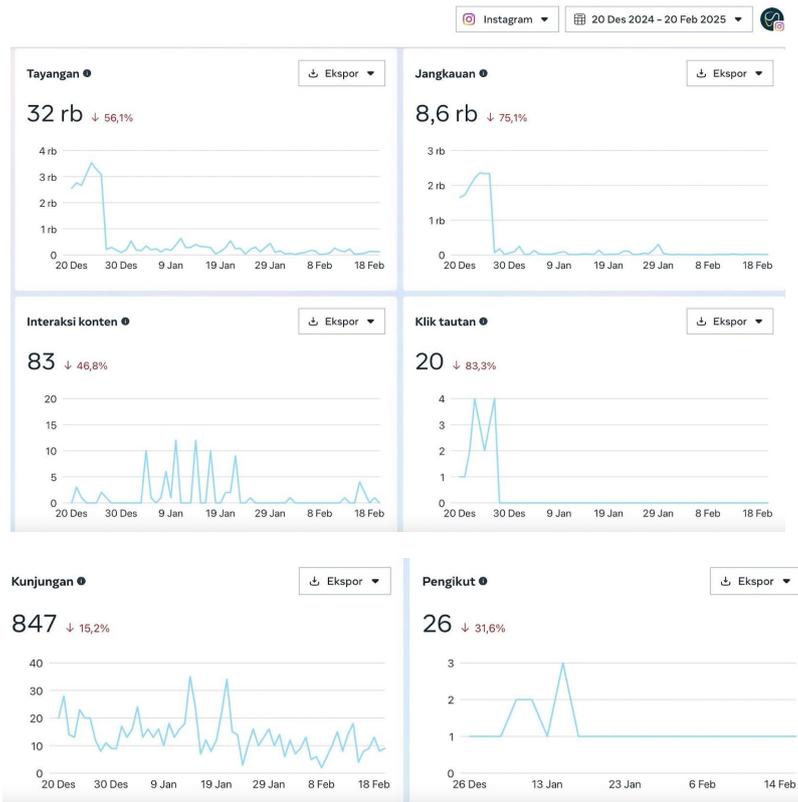


Figure 1. 1 Insight of [@usmiledental.id](https://www.instagram.com/usmiledental.id) Instagram Account per December 2024 until February 2025

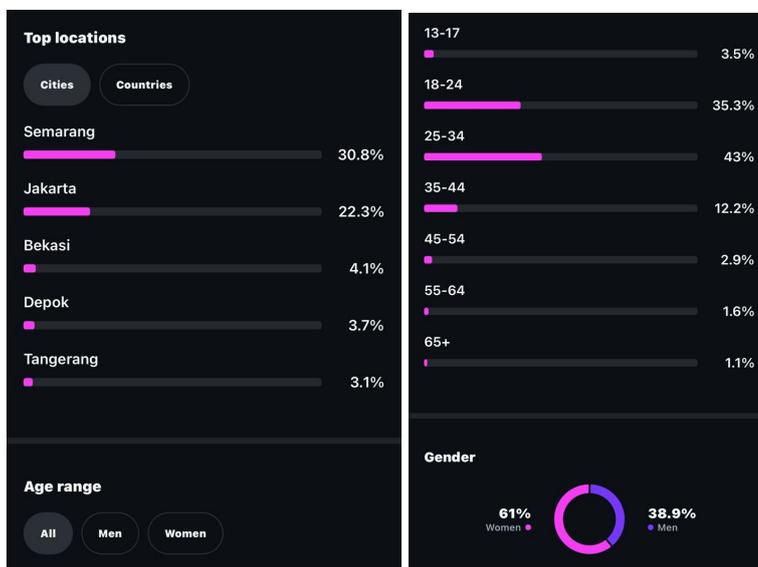


Figure 1. 2 Insight of [@usmiledental.id](https://www.instagram.com/usmiledental.id) followers domicile and ages

At 30.8%, the city of Semarang has the largest percentage of followers on the @usmiledental.id Instagram account, followed by Jakarta at 22.3%. Despite being a dental clinic with its headquarters in Semarang, this data indicates that uSmile Dental Studio's Instagram account has reached other locations, including Jakarta and Bekasi. Most of the people who follow @usmiledental.id are in the 18–34 age range. When selecting the subjects of the content that will be published, uSmile Dental Studio may have this preference.

1.3.5 Respondent Analysis

This questionnaire was created to learn more about the needs and aspirations of potential clients who have never used uSmile Dental Studio services and the level of satisfaction of those who have used the service. The author wants to explore a number of important areas through this questionnaire, such as behavioral, attitudinal, and cognitive factors (knowledge and understanding) related to experiences and expectations of dental clinic services. The responses to this questionnaire will help us improve service standards, ensure that patient needs are met, and design better and more tailored experiences.

To ensure that the audience survey runs systematically and produces valid data, there are several important stages that are carried out. The first stage is survey planning, where the team formulates the main objective of the survey, namely to understand the audience's preferences in choosing a dental clinic, as well as their social media usage behavior. In this stage, the team identifies the information needed to support the formulation of a targeted communication strategy. Furthermore, the team prepares a survey instrument in the form of a structured questionnaire, including questions regarding the demographic data of respondents, factors that influence decisions in choosing a dental clinic, types of social media content that are of interest, and interests and potential visits to dental clinics based on promotions or events held. The preparation of this questionnaire is carried

out by considering the right questions to support the objectives of the program.

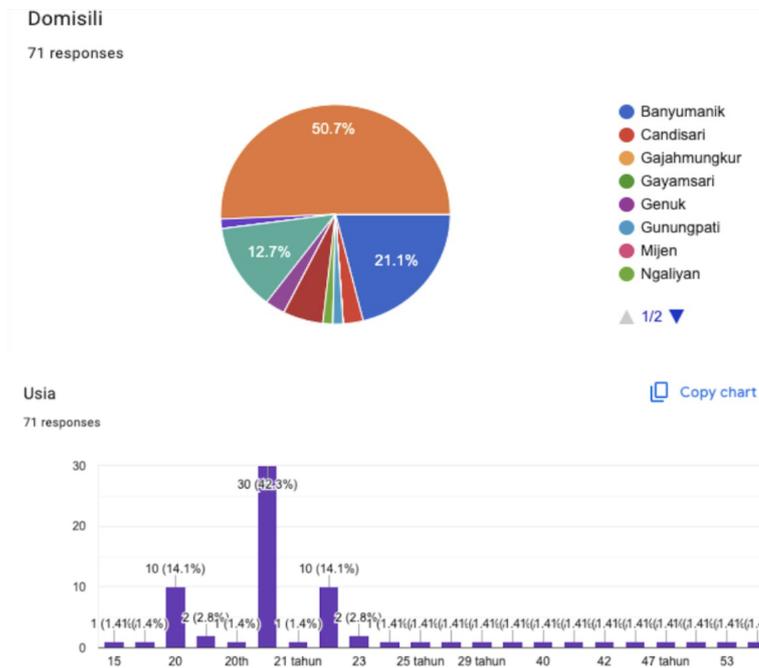


Figure 1. 3 Diagram of Patients' Ages and Domicile

uSmile Dental Studio's patients are the majority of survey respondents, with aged between 21 and 40 years old. This shows that uSmile Dental Studio needs clients of various ages, such as pediatric patients (aged 3–6) or senior citizens (aged 60–70) and 50.7 percent of them are residents of Tembalang District.

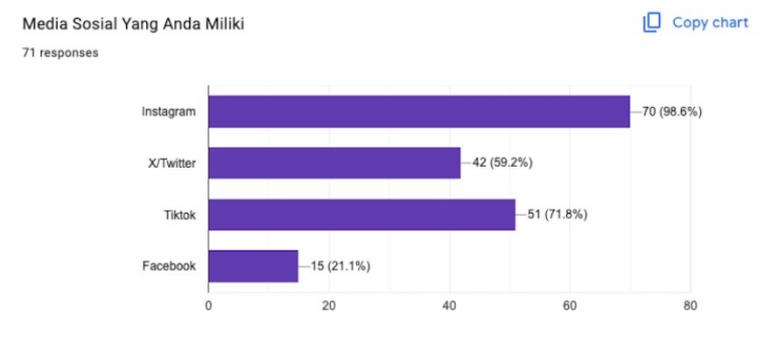


Figure 1. 4 Social Media that are used by the patients

This diagram shows that the most widely used social media by patients are Instagram and Tiktok. This can be a basis for uSmile Dental Studio for more structured content management on Instagram and activation of Tiktok accounts, in order to reach a wider market segment.

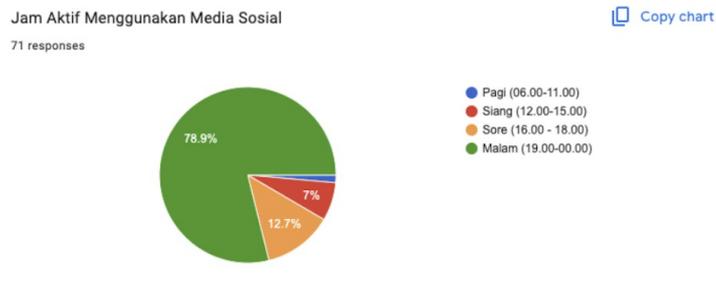


Figure 1. 5 uSmile Dental Studio patients' active hours using social media

This diagram shows the active hours of uSmile Dental Studio patients in using social media. 78.9% of respondents choose to be active in using social media at night. This can be a preference for uSmile Dental Studio in scheduling publishing content.



Figure 1. 6 Average Respondents' Use of Social Media Diagram

Of the 71 respondents, 40.8% of them said that on average they use social media for 1-3 hours per day. Then 43.7% of respondents said that they use social media for 4-6 hours per day. The results of this survey show that on average respondents are active on social media for 4 to 6 hours per day, indicating their high involvement in digital platforms. This data is the

basis for designing a social media activation strategy, where content will be focused on hours with high levels of activity.

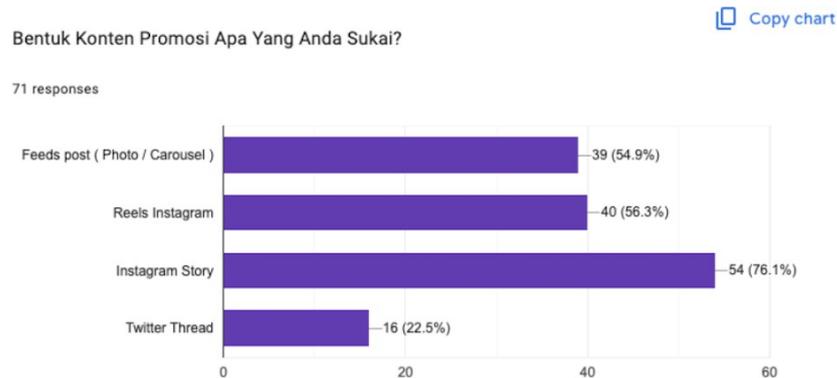


Figure 1. 7 Diagram of Content Format Type Preferences

The diagram above shows the content format preferences most preferred by respondents. 76.1% of respondents chose Instagram Story as the most preferred content format. This can be a preference for uSmile Dental Studio to maximize interactive content in the Instagram Story format.

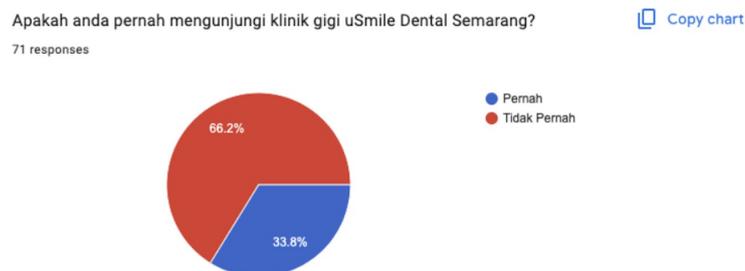


Figure 1. 8 Percentage of respondents visiting uSmile Dental Studio

The majority of respondents (66.2%) have never been patients at this clinic. Based on the existing data, this shows that this clinic has not succeeded in reaching a wider patient base, resulting in low visits.

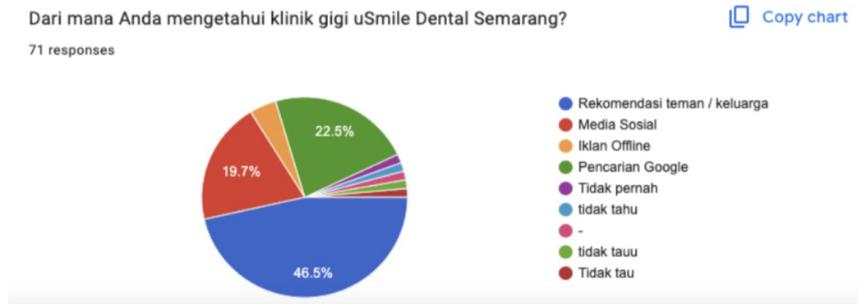


Figure 1.9 Percentage of Respondents' knowledge about the existence of uSmile Dental Studio

Based on the results of a survey involving 71 respondents, it is known that the majority of respondents found out about the existence of uSmile Dental Studio through recommendations from friends or family, which is 46.5%. Other sources of information came from searches on Google at 22.5%, and social media at 19.7%. This finding shows that word of mouth marketing is still the most effective promotional channel for uSmile Dental Studio. Therefore, future strategies can be focused on strengthening Word of Mouth Marketing by organizing interactive events that directly involve customers. In addition, it is important to continue optimizing visibility through Google Ads by selecting relevant keywords that are in accordance with the search behavior of the target market on search engines. No less important, consistency in managing social media also needs to be maintained, both in terms of content quality, posting frequency, and interaction with the audience.

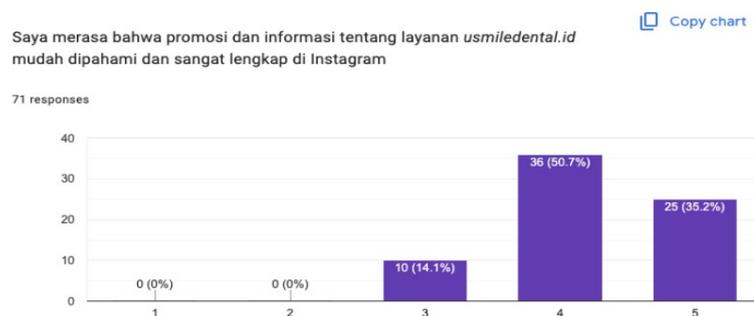


Figure 1.10 Knowledge Respondents of [@usmiledental.id](https://www.usmiledental.id) educative content

Of the 71 respondents to the survey that has been distributed, 50.7% of respondents stated that the content published by uSmile Dental Studio is easy to understand and very complete in information. The answers from these respondents can be a foundation for uSmile Dental Studio to continue to develop other interesting educational content.

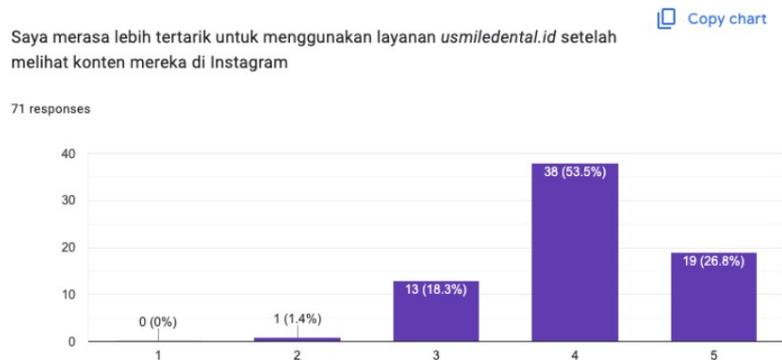


Figure 1.11 Respondents' Interest Level in Undergoing Dental Treatment at uSmile Dental Studio After Seeing Instagram Content

Based on the graph above, it shows that 53.5% of respondents are interested in undergoing dental treatment at uSmile Dental Studio after seeing the contents on the Instagram account @usmiledental.id. This can be a preference for uSmile Dental Studio to be able to publish content related to the services offered or ongoing promotions, in order to increase the interest of prospective patients to make purchases.



Figure 1.12 Respondents' Level of Interest in Viewing Promotions Provided by uSmile Dental Studio

The graph above shows the level of respondent interest when seeing promotions or discounts offered by uSmile Dental Studio on its Instagram account. This graph is a preference for uSmile Dental Studio to always update the service promotions offered on social media, so that it can refer to increased sales.



Figure 1.13 Frequency of Respondents in Undergoing Dental Care

The diagram above shows the frequency of dental care carried out by respondents, where 52.1% of respondents stated that they routinely undergo treatment every 4-6 months, while 22.5% only visit the dental clinic when they have problems. This finding is an important insight for uSmile Dental Studio to further promote awareness of the importance of preventive dental care. The fact that there are still reactive respondents shows the need for ongoing education, which can be done through social media by presenting informative and interesting content.



Figure 1.14 Average Budget of Respondents for Dental Care

The diagram above shows the average budget range that respondents are willing to spend on dental care. Of the total 71 respondents, 50.7%

stated that they are willing to spend between IDR 500,000 to IDR 1,000,000. Furthermore, 21.1% of respondents stated that they are willing to spend between IDR 1,500,000 to IDR 2,000,000 for dental care services. This finding is a valuable insight for uSmile Dental Studio in designing a sales promotion strategy that is in accordance with the purchasing power of the target market. By knowing the budget range, the clinic can develop an attractive and price-relevant treatment package



Figure 1.15 Dental Clinic Location Distance Preferences by Respondents

The diagram above shows that location is one of the important factors in choosing a dental clinic by respondents. As many as 38% of 71 respondents stated that they would choose a dental clinic that is 1–3 kilometers from their residence. This finding indicates that proximity is a major consideration in the decision to choose dental health services. Therefore, uSmile Dental Studio can utilize this information by conducting targeted promotions to people who live in the area around the clinic, in order to increase visibility and attract more patients from the surrounding area.



Figure 1.16 Dental Clinic Services Most Used by Respondents

The diagram above shows the types of services that are most in demand by respondents when visiting a dental clinic. Of the total 71 respondents, 63.4% stated that scaling was the service they were most interested in. Furthermore, 21.1% of respondents chose tooth filling as the service they needed. This data provides insight for uSmile Dental Studio to continue optimizing the quality of scaling services and considering additional promotions or education on the most in-demand dental services.



Figure 1.17 Preferences of Respondents' Appointment Platform

The diagram above shows that 60.6% of 71 respondents usually make dental clinic appointments via WhatsApp or Instagram Direct Message. Meanwhile, 16.9% of respondents stated that they prefer to make appointments by phone. This finding can be a basis for uSmile Dental Studio to continue optimizing booking services via social media and phone, because these two channels have proven to be the main choice in the booking process by patients.

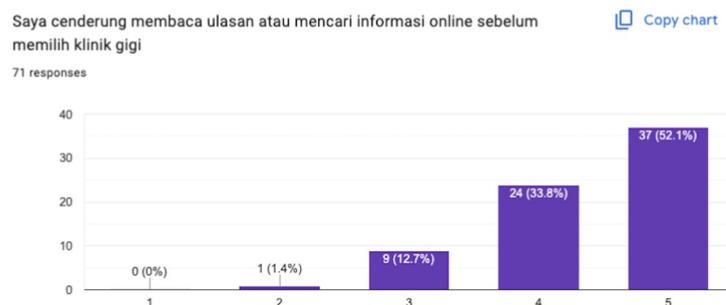


Figure 1.18 The Influence of Online Reviews on Respondents' Choice of Dental Clinic

The chart above shows that 52.1% of respondents stated that they would read online reviews before choosing a dental clinic. This insight provides an opportunity for uSmile Dental Studio to be more focused and consistent in uploading content that displays patient testimonials or before-and-after results of services. In addition, uSmile Dental Studio can utilize Google Reviews as a tool to attract new patients and build trust through positive reviews.



Figure 1.19 The Influence of Sales Promotion on Respondents' Choice of Dental Clinic

The chart above shows that 40.8% of 71 respondents admitted that they would choose a dental clinic based on the promotions or discounts offered. This can be a preference for uSmile Dental Studio to provide and develop sales promotions according to the services most used by patients. Then this sales promotion can also be promoted on social media, in order to increase sales.



Figure 1.20 Service and Facility Information Preferences in Respondents' Decisions when Choosing a Dental Clinic

The chart above shows that 56.3% of 71 respondents stated that they would be more interested in using dental treatment if the clinic provided complete information about the services and facilities offered. This finding is the basis for uSmile Dental Studio to focus on creating content that clearly highlights the services available, the benefits of each service, and the facilities provided. Providing complete information will help increase trust and encourage consumer decisions to undergo treatment.

1.4 Unique Value

uSmile Dental Studio is committed to providing a dental experience that is not only high quality, but also prioritizes the comfort and preferences of each patient. While the clinical approach to dental problems is ideally holistic, uSmile Dental Studio understands that each individual has different levels of comfort and concerns when undergoing treatment procedures. Therefore, a personalized and flexible approach is applied in every medical procedure. For example, if cavities are found on the right and left sides, but the patient is anxious about treatment on the left side, the medical team will prioritize treatment on the right side, especially if that side is more visually or functionally disturbing to the patient.

This approach aims to build a sense of security and trust, while ensuring that the entire treatment process remains effective, gradual, and in line with the patient's needs and desires, without sacrificing high standards of service quality. In examining each patient, the uSmile Dental Studio medical team also does not apply the "Up Selling" system. The Medical Team will take action according to the patient's wishes and decisions.

1.5 Objectives

The purpose of this program is designed as a strategic guide to design and implement effective, measurable communications that are aligned with uSmile Dental Studio's marketing objectives. The main focus of this strategy includes three core aspects, namely social media campaigns, sales

promotions, and event management. These strategies are designed synergistically to drive increased sales and reach new, wider market segments. Through a planned and data-based approach, this strategy is expected to expand audience reach, as well as build closer and more sustainable relationships with uSmile Dental Studio's target market.

1.5.1 Marketing Objectives

To be able to attract new target markets, especially pediatric patients, as an effort to expand customer segments. The main focus of this goal is to increase the number of visits by children with a minimum target of 10 patients per month. Achieving this goal is expected to be done through the implementation of a targeted marketing strategy, including a communication approach that is in accordance with the needs of parents as decision makers, as well as the development of a child-friendly clinic image.

1.5.2 Communication Objectives

The implementation of a communication strategy through the Integrated Marketing Communication (IMC) approach aims to increase the number of patient visits at uSmile Dental Studio from the previous 10 patients per month to 20 patients per month.

1.5.3 SMART

a. Specific

To achieve the success of the program's objectives, the author implemented three main strategies, namely social media strategy, sales promotion, and offline event organization. Social media strategy is a crucial aspect in the implementation of modern communication, considering that today's society is increasingly dependent on digital platforms to obtain information, including regarding dental health services. Through the presentation of informative, educational, and interactive content, social media is utilized to expand the reach of the

audience and attract the interest of potential patients to undergo dental treatment at uSmile Dental Studio. The author actively manages Instagram accounts and activates the TikTok platform as an additional media to reach a wider audience, especially young parents who are active in the digital world.

Furthermore, the offline event strategy was implemented through an activity titled “uSmile Dental Studio Goes to Preschool” held at Bunga Bangsa School Semarang, located in the Kedungmundu area. This event aims to provide early dental health education to children and their parents. This activity consists of two main sessions. In the first session, children are invited to practice the correct way to brush their teeth, which is then explained directly by a dentist with the help of several nurses. After the demonstration, participants are invited to practice the tooth brushing technique so that they can understand and apply it independently. In the second session, the doctor provides education to parents on how to prevent cavities, complete with a discussion about myths and facts in dental health care, in order to increase participants' understanding of the importance of maintaining overall dental.

As a complement to the communication strategy, the author also implemented a sales promotion strategy to attract the target market of children to start dental care from an early age. This promotion was carried out by providing special discounts for routine dental check-ups for children aged 3–6 years. This strategy not only aims to attract parents to bring their children to the clinic, but also to build long-term awareness of the importance of maintaining dental health from an early age.

The combination of these three strategies is expected to encourage an increase in the number of patients, expand the market segment, and strengthen uSmile Dental Studio's position as a dental clinic that cares about education and public health.

b. Measurable

- 1) Increasing the number of new patients, from an average of 10 patients per month to 20 patients per month.
- 2) Involving at least 20 children and their parents in the “uSmile Dental Studio Goes to Preschool” activity held at Bunga Bangsa School Semarang
- 3) In the social media campaign, increasing the number of followers of the Instagram account @usmiledental.id, from 652 to 750 followers.
- 4) In the social media campaign, increasing engagement of the Instagram account @usmiledental.id, from 83 accounts to 250 actively engaged accounts.
- 5) In the social media campaign, increasing the reach of the Instagram account @usmiledental.id, from 8,600 accounts to 15,000 accounts.
- 6) In the social media campaign, increasing the number of followers of the TikTok account @usmiledental.id to reach 100 followers.
- 7) Achieve a minimum of 50 interactions through Google Ads using the specified keywords.
- 8) Involving 10 child patients to take advantage of a promotional program in the form of discounts for routine dental check-up services at uSmile Dental Studio
- 9) Reached an average of 10 pediatric patients per month during the period March to May.

c. Achievable

This capstone project has a goal to be achieved, namely increasing the number of adult patient visits by 20 people per month and child patients by 10 people per month. These patients are expected to come with a background of knowing information about uSmile Dental Studio through social media, such as Instagram and TikTok, or through participation in the educational event "uSmile Dental Studio Goes to Preschool."

The “uSmile Dental Studio Goes to Preschool” event was designed to provide a hands-on experience that is educational and fun for children and to increase parents’ trust in the quality of services provided by uSmile Dental Studio. With this direct approach, it is hoped that an emotional connection and trust will be formed between uSmile Dental Studio and parents, so that they are encouraged to bring their children for regular dental care at the clinic. This activity is also an effective means to introduce the brand to new market segments, especially families with young children.

Meanwhile, a sales promotion strategy is implemented as a step to encourage short-term sales growth, especially through discounts for routine children's dental check-up services. This strategy not only aims to attract the attention and interest of parents, but also serves as a direct promotional tool that can increase first visits and encourage patients to make follow-up visits.

With the implementation of the right and structured social media strategy, uSmile Dental Studio is expected to achieve its main goal, which is to increase brand visibility and attract potential patients more widely. One of the main approaches used is the implementation of systematically designed content pillars. These content pillars include various types of content, such as dental health education, service promotions, patient testimonials, to daily clinic activities, which are arranged to form consistent and relevant communication with the target audience. Through informative, visually appealing content delivered in a communication style that suits the characteristics of the audience, it is hoped that there will be increased interaction and expansion of the reach of uSmile Dental Studio's social media accounts, both on Instagram and TikTok.

d. Relevant

This goal is relevant to uSmile Dental Studio's vision and mission in increasing public awareness of dental health and expanding

their service reach. In addition, the strategy used is in line with modern marketing trends, where the combination of offline events, sales promotion, and social media marketing strategy are very effective in attracting new patients.

e. Time-Bound

- 1) “uSmile Dental Studio Goes to Preschool” will be held at 22nd of February, 2025
- 2) The uSmile Dental Studio's social media @usmiledental.id will be managed for two months, from 2nd of March until 9th of March.
- 3) Tiktok account activation on the beginning of March
- 4) The uSmile Dental Studio’s Check-up Routine discount for pediatric age groups will be held for two months, from 16th of March until 16th of May
- 5) The usage of Instagram Ads will be implemented in March until May which will be used for Ramadan Special Promotion content and Check-up Routine for Kids Promotion content. The last Instagram Ads will be implemented for One Price Scaling promotion in May
- 6) The usage of Google Ads will be implemented every month, from March until May
- 7) The success of social media management will be assessed in the second week of May 2025 by assessing engagement, account reach, increase in the number of followers, and patient feedback.
- 8) The success of Instagram Ads per content
The success of Instagram ads will be established once Instagram completes the advertising logarithm according to the budget. uSmile Dental Studio allocates three days for any material that contains advertisements.
- 9) The success of Google Ads will be evaluated every month starting from March until May

- 10) The effectiveness of offline events, social media management, and sales promotion towards the sales recap, will be assessed at the end of May 2025.

1.6 Conceptual Framework

1.6.1 Theory Description

1.6.1.1 Integrated Marketing Communication (IMC) Theory

The concept of Integrated Marketing Communication (IMC) is a theoretical basis in modern marketing strategy which emphasizes the importance of coordination and consistency in brand communication. According to Kenneth and Donald (2022:32), Integrated Marketing Communication is the coordination and integration of all marketing communication tools, channels, and sources in a company into a program designed to maximize the impact on customers and other stakeholders. More specifically, Integrated Marketing Communication aims to produce meaningful insights regarding the effectiveness of campaigns carried out across various channels. The marketing team within a company can measure the impact of each campaign component and the various channels on which it is displayed. This can make it easier for companies to identify the most effective marketing channels, which are the channels that best suit the characteristics and preferences of the target audience.

According to (Kotler & Keller, 2016), IMC aims to integrate all marketing communication tools to create a consistent and coherent message. The following are the elements of Integrated Marketing Communication (IMC):

- a. Advertising

Advertising is a form of marketing communication that aims to inform, persuade, or remind a target audience about a particular product, service, or idea. Advertising is usually done through various media such as television, radio, newspapers, magazines, the internet, and outdoor media.

- b. Sales Promotion

Sales promotion is a marketing strategy that is used to encourage short-term sales of products or services. This is usually done by offering incentives or incentives to consumers. According to (Kotler & Armstrong, 2018), sales promotion is "a marketing tool designed to stimulate consumer purchasing and dealer effectiveness by offering incentives to buy."

c. Public Relation

One of the marketing tools that has a function in building and maintaining good relations between an organization and its public.

d. Event Marketing

Events can be simply understood as an activity or event that is specifically designed and arranged to achieve a specific goal, usually involving direct participation from a number of people. Events can be meetings, product launches, education, celebrations, or other forms of activities that have a clear structure and purpose.

According to Kotler and Armstrong (2018), an event is "a planned occurrence, such as a grand opening, conference, or trade show, designed to achieve a specific marketing objective." In order for these goals to be achieved, events need to be designed in an integrated manner with a broader marketing strategy. Every aspect of event implementation, from concept, audience engagement, to message communication, must be aligned with the company's marketing direction and objectives. In addition, the success of an event must also be measurable through relevant indicators, such as participation rate, audience engagement, and its impact on sales or brand awareness. Therefore, a comprehensive evaluation is very important after the event has taken place, in order to determine its effectiveness and become the basis for improvements in planning the next event.

e. Digital Marketing

Digital marketing is a marketing strategy that utilizes digital technology and the internet to promote products, services, or brands to a target audience.

f. Content Marketing

A marketing technique that is carried out by creating and distributing valuable, relevant, and consistent content to attract and acquire a clearly targeted audience, with the aim of driving profitable customer action.

1.6.1.2 AIDA Model Theory

According to Fill & Turnbull (2016), the AIDA Model is a classic theory in marketing communications that can describe the mental process of consumers from the initial stage of knowing the existence of a brand to making a purchase. AIDA stands for Awareness, Interest, Desire, and Action. These stages must be achieved by a marketer in order to convert potential consumers into active buyers.

a. Awareness

The purpose of communication at this stage is to attract consumer attention to a product or service. At this stage, a marketer must create a message that can attract consumer attention or use the right media in delivering the message.

b. Interest

The stage where a marketer must be able to build consumer interest in further information about the product. At this stage, the content delivered must be relevant, answer consumer needs or problems, and arouse curiosity.

c. Desire

At this stage, marketers must change the interest of curiosity into a desire to own the product in consumers. Effective communication at this stage will emphasize the benefits of the product both emotionally and rationally, and show how the product can meet the needs or improve the quality of life of consumers.

d. Action

The stage where consumers make purchases directly, such as registering for services, buying products. Communication given to

consumers at this stage must be clear, namely in the form of a Call to Action or an invitation to buy a product.

Overall, according to Fill and Turnbull (2016), the AIDA model provides a systematic framework for marketers in developing communication strategies. By understanding the consumer's thought process from attention to action, marketers can create messages that are not only interesting but also able to encourage active involvement and purchasing decisions. This model emphasizes that marketing communications must be designed in stages and strategically in order to produce maximum impact on consumer behavior.

1.6.1.3 Push and Pull Theory

Push and Pull Theory is a strategic approach in digital marketing communications that explains two main ways of delivering messages to consumers, namely push strategies and pull strategies (Chaffey & Chadwick, 2019).

Push strategy is an approach where a company actively pushes a product or marketing message to consumers. This strategy can be done through paid advertising, email marketing, sales promotions, and direct marketing to consumers. The goal is to reach consumers directly, even when they are not actively seeking information about the product or service. This strategy is useful for creating initial awareness and building brand presence in a competitive market.

Meanwhile, pull strategy focuses on attracting consumers to come to the brand themselves. This strategy can be done by providing interesting content, strategies through search engines

According to Chaffey and Chadwick (2019), in optimal digital marketing practices, push and pull strategies should be used in an integrated manner. Push is used to create initial exposure and reach new audiences, while pull plays a role in maintaining interest, building loyalty, and increasing engagement organically. The combination of the two allows companies to build a stronger and more comprehensive marketing

ecosystem, where each stage of the customer journey can be reached with the appropriate approach.

1.6.2 How The Communication Theories Are Applied

The marketing strategy implemented by the author covers three main aspects, namely through offline events, sales promotions, and social media strategies, which can be directly linked to the three main theories in marketing communications, namely AIDA theory, Integrated Marketing Communication (IMC), and Push and Pull theory. In the context of AIDA, each strategy implemented is directed to follow the stages of communication starting from attracting attention (Attention), building interest (Interest), growing desire (Desire), to encouraging action (Action). For example, holding an offline event such as "uSmile Dental Studio Goes to Preschool" has succeeded in attracting the attention and interest of parents through direct experience, education, and personal interaction with the brand. This then creates trust and encouragement for parents to take their children for dental care, so that they reach the action stage.

This approach is also in line with the principles of IMC (Integrated Marketing Communication) which emphasizes the importance of message consistency across various communication channels. The social media management strategy carried out through Instagram and TikTok, paid promotions such as Instagram Ads and Google Ads, and the implementation of routine child check-up discount programs, are forms of communication integration that support each other to convey consistent and targeted messages. By integrating these various marketing tools, uSmile Dental Studio not only expands its reach, but also strengthens its image and relationships with its audience on an ongoing basis.

Furthermore, in the Push and Pull theory framework according to Chaffey and Chadwick (2019), sales promotion and digital advertising strategies reflect a push approach, where promotional messages are actively delivered to the audience so that they are interested in trying the service. Meanwhile, a social media strategy that presents informative, educational, and interesting content acts as a pull approach that aims to attract the

audience's attention organically and build long-term engagement. This combination of push and pull strategies allows uSmile Dental Studio to reach potential new patients while maintaining the loyalty of existing patients, in a more efficient and measurable way

1.7 Communication Strategy

1.7.1 Segmentation

a. Demographics

Gender : Male and female

Age : 25 - 45 years

SES : A-B

b. Geographics

Domicile : Semarang

c. Psychographics

- 1) Concerned about the importance of dental health
- 2) Looking for quality and comfortable dental health services
- 3) Having an open mind towards modern dental technology and treatment methods
- 4) Concerned about appearance
- 5) Active social media users

1.7.2 Targeting

a. Young professionals and parents

b. Middle to upper class society (expenses Rp 2,040,262 - Rp 9,909,844/month)

1.7.3 Positioning

uSmile Dental Studio is a dental clinic that prioritises health, comfort, and aesthetics by providing a comfortable and high-quality treatment experience. The goal of uSmile Dental Studio is to offer the greatest dental care possible using sophisticated equipment and qualified professionals.

1.7.4 Brand Communication

“We Make U Smile Better”

1.7.5 Key Messages

uSmile Dental Studio aims to establish their clinic as a resource for getting beautiful and healthy teeth by offering appropriate dental care. The main message is organised as follows to match the theme: "I smile U smile."

1.7.6 Communication Media Strategy

a. Online Communication Media

A communication channel that employs digital technology to deliver messages to an audience is known as digital communication media. One of the key media that businesses use to decide on their marketing tactics is this one. Digital communication media can increase communication's interactivity, quantitative nature, and adaptability to the target market's needs, claim Kotler and Keller (2016). Digital technology makes it simple for businesses to examine customer behaviour and improve their communication tactics. In order to increase the number of patients, the author will optimize the uSmile Dental Studio digital communication media platform as part of a marketing strategy.

b. Offline Communication Media

Offline communication medium refers to a channel for distributing messages that does not employ a digital platform. Kotler and Keller (2016) define offline communication media as many sorts of traditional communication, including print media, outdoor media (banners, billboards), radio and television broadcasts, and marketing events. Brands can use traditional media to reach market segments that are not active on digital channels. Offline communication media can help increase brand awareness and develop consumer interactions (Fill, 2013).

Although the digital landscape is rapidly evolving, offline communication media remain essential due to their effectiveness in delivering experiences and facilitating direct interaction with customers. As a result, the author and uSmile Dental Studio will leverage offline communication strategies, including offline event marketing and sales promotions, to maximize engagement and attract new patients. “uSmile Dental Goes to Preschool” is a dental health education program designed for students in Kindergarten A and Kindergarten B at Bunga Bangsa Preschool Montessori, accompanied by their parents.

1.8 Tactics

1.8.1 Offline event “uSmile Dental Studio Goes to Preschool”

Based on uSmile Dental Studio patient data, the majority of patients are young professionals 21-40 years old. This encourages uSmile Dental Studio to expand its market reach and invite the public to increase their awareness of dental health through holding the "uSmile Dental Studio Goes to Preschool" event. This event is designed as a dental education program that involves children and parents to understand the importance of maintaining healthy teeth from an early age. This activity includes two main sessions, the first session will be tooth brushing practices and the second session is education on cavity prevention. In these two sessions, children are accompanied by their parents so that parents can also gain a better understanding regarding maintaining healthy teeth. This event will be held at Bunga Bangsa School, Semarang, on February 22nd 2025 with a duration of two hours.

The aim of this event is that uSmile Dental Studio can reach a wider market among different age groups. This event is designed to target parents, so that they are more aware of the importance of maintaining healthy teeth from an early age and encourage them to invite their children to visit uSmile Dental Studio for dental treatment. Apart from that, this activity also aims to provide experience for uSmile Dental Studio in holding offline events.

a. Theme and Tagline of the Activity

Theme: *"How to Brush Your Teeth & Prevent Cavities"*

Tagline: *"I Smile, U Smile"*

b. Venue and Date of the Activity

Date: Saturday, February 22, 2025

Time: 09.00 - 11.00

Venue: Bunga Bangsa Preschool, Jl. Taman Sekar Jagad No.32-34, Tlogosari Kulon, Kec. Pedurungan, Kota Semarang, Jawa Tengah 50196

c. Rundown Event

Table 1. 2 Rundown of "uSmile Dental Studio Goes to Preschool"

No	Time	Activity	Description
1.	07.30 - 08.30	Committee and uSmile Dental Studio Team Preparation	Sound check, preparation of presentation materials, and placement of coloring sheets for the competition.
2.	08.30 - 08.50	Registration and Goodie Bag Distribution	Registration filled out by the participants' parents.
3.	08.50 - 09.00	Opening Speech from the Committee	Delivered by a representative from uSmile Dental Studio or a student from Diponegoro University.
4.	09.00 - 10.00	Session 1 "The Secret Behind a Healthy Smile"	Introduction by the dentist (explanation on the importance of proper tooth brushing and how to practice it).
5.	10.00 - 10.30	Session 2: "Bye-bye Cavities" & Coloring Competition for Kids	Discussing myths and facts about teeth, causes of cavities, and directing children to the coloring competition area.
6.	10.30 -	Q&A Session	Limited to 3 questions

	10.40		
7.	10.40 - 10.50	Prize Distribution & Plaque Presentation	Awards for the coloring competition winners and a plaque presentation to the uSmile Dental Studio dentist.
8.	10.50 - 11.00	Group Photo Session and Closing	Area clearing and clean-up after the event closing.

1.8.2 Media Plan

According to Sissors and Baron (2010), a media plan is a strategic planning process carried out with the aim of determining the most effective way to convey messages to the audiences.

1. Owned Media

According to Chaffey & Chadwick (2019), owned media includes all digital platforms owned by a brand or company. These digital platforms can be fully controlled by the brand or company to convey messages and build relationships with their audiences.

Owned media that uSmile Dental Studio has are Instagram and Whatsapp as communication platforms. Through Instagram, uSmile Dental Studio actively manages and publishes various interesting content to the audiences, with the aim of increasing brand awareness of the presence of uSmile Dental Studio in Semarang and building relationships with potential patients. Whereas, Whatsapp is used as a direct communication channel between uSmile Dental Studio's customer service and patients. This channel is used to make it easier for patients to book treatment and to answer questions from patients.

a. Social Media Strategy

It is a series of marketing activities carried out in a planned manner on various social media platforms to achieve company goals and involves an interaction process with the audience (Tuten & Solomon, 2017). This campaign model allows companies to connect globally. There are various forms of digital content in implementing this campaign, such as images, videos, paid

advertisements and articles. This varied form of digital content aims to attract attention and increase audience engagement. To reach a wider range of patients and attract potential patients, the main strategy used is a social media campaign that focuses on the Instagram and Tiktok platforms. This social media campaign will be implemented for two months, namely from February to April. In content management, this campaign will focus on four main pillars, namely education, engagement, recognition, and embrace, to ensure the marketing strategy runs effectively and in a targeted manner.

The main pillar of education, aims to educate the audience about oral and dental health, the Creative Design team develops content with educational pillars in addition to entertaining and informational ones. This type of content not only strengthens uSmile Dental Studio's standing as a trustworthy establishment, but it also raises public awareness of the importance of getting high-quality dental care.

The second pillar is promotional. In this pillar, The many types of material that are used to showcase uSmile Dental Studio's social media accounts are based on the promotional pillar, which is one of the most common content types. This promotional material's objective is to raise awareness of the services offered and support several ongoing projects.

The third pillar is informational, Without focussing on advertising aspects, the informational pillar content aims to educate the audience. Instagram Stories are frequently used by uSmile Dental Studio to distribute this type of content because they are brief, to the point, and suitable for delivering announcements or notices.

The last pillar is entertainment. This pillar of entertainment content is one of the most popular types of content among viewers because of its light weight, entertainment value, and ease of

digestion. One of the most often used social media tactics in the uSmile Dental Studio marketing plan is entertaining content, as it is believed to be effective at quickly capturing audience interest.

By focusing on these four pillars, it is hoped that uSmile Dental Studio can build a stronger image on social media, increase user engagement, and reach a new patient.

Table 1. 3 Instagram & Tiktok Content Pillar Table

Content Pillar			
Educational	Informational	Promotional	Entertaining
<ul style="list-style-type: none"> - Dental care tips and trick - Facts and myths about teeth - Prevention of dental and oral problems 	<ul style="list-style-type: none"> - Interactive quiz about teeth - Polling 	<ul style="list-style-type: none"> - Before and after treatment - Patients testimonial - Sales promotion highlights - Facility highlights 	<ul style="list-style-type: none"> - Activity that relate as a patient - Activity that relate as a Doctor

Table 1. 4 Instagram Content Strategy Table

Format Type	Frequency	Total Content
Instagram Feeds	1-2 times a week	8 posts
Instagram Reels	1 time a week	9 posts
Instagram Story	3-4 times a week	26 posts
Total All Content		43 posts

Table 1. 5 Instagram Content Plan Table

No	Posting Date	Content Pillar Type	Format Type	Content Brief	Objectives
1	February 22, 2025	Informational	Instagram Story	Live Report "uSmile Dental Studio Goes to Preschool"	To provide real-time updates and behind-the-scenes coverage of the event to attract attention and build initial awareness among parents and followers.
2	March 2, 2025	Informational	Instagram Reels	After Movie "uSmile Dental Studio Goes to Preschool"	Showcase the success of the "uSmile Dental Studio Goes to Preschool" event and invite parents to visit uSmile Dental Studio for their children's dental care.
3	March 6, 2025	Promotional	Instagram Feeds	Fresh Breath with uSmile, scaling oxygen promotion.	Highlighting the service promo held by uSmile in March. From this content, uSmile Dental Studio invites audiences to stable to do dental and oral health care during the month of Ramadhan
4	March 7, 2025	Informational	Instagram Story	TikTok Activation	Announce and highlight the activation of uSmile Dental Studio's TikTok account to expand reach and increase brand presence on new social platforms.
5	March 8, 2025	Entertaining	Instagram Story	Instagram Polls "Berbuka dengan apa"	To engage audiences through interactive polls

					during Ramadan while maintaining light and relevant content related to daily habits.
6	March 10, 2025	Promotional	Instagram Reels	Focusing on the scaling oxygen promotion	Focusing on promoting the "Scaling Oxygen" service at uSmile Dental Studio, encouraging new and existing customers to take advantage of this special offer.
7	March 11, 2025	Educational	Instagram Story	Instagram Polls "Mitos atau Fakta Puasa membuat gigi karies"	To educate the audience on common fasting-related dental myths.
8	March 13, 2025	Educational	Instagram Story	Instagram Polls "Mitos atau Fakta Air dingin bisa buat gigi lebih kuat"	To clarify dental myths in a fun, interactive format.
9	March 15, 2025	Educational	Instagram Feeds	"Kebiasaan yang Merusak Gigi saat bulan Ramadhan"	Give a knowledge to the audiences to prevent these behavior during the month of Ramadhan
10	March 18, 2025	Promotional	Instagram Feeds	Check-up Routine for Kids promotion	Calling all the parents to bring their kids to do check-up routine at uSmile Dental Studio
11	March 19, 2025	Entertaining	Instagram Reels	Things that frequently happens to the patients after tooth extraction	To show behavior that relates to the patients and dentists
12	March 21, 2025	Educational	Instagram Story	Instagram Polls "Mengunyah gigi hanya satu sisi"	To raise awareness about the risks of chewing only on one side of the mouth.

13	March 22, 2025	Educational	Instagram Story	Bahaya Bleaching Gigi Abal-Abal	To inform audiences about the risks of unlicensed or unsafe teeth whitening treatments.
14	March 23, 2025	Educational	Instagram Story	Instagram Polls "Bleaching Gigi"	To spark audience curiosity and educate about safe teeth whitening options.
15	March 26, 2025	Informational	Instagram Story	Eid al-Fitr holiday information	To inform followers about the clinic's holiday schedule in observance of Eid al-Fitr.
16	March 27, 2025	Informational	Instagram Feeds	Before-after Direct Composite Veneer treatment	To show the result after treatment at uSmile Dental Studio
17	March 28, 2025	Entertaining	Instagram Reels	POV : Pasien ketika berada di ruang tunggu	To show behavior that relates to the patients
18	March 29, 2025	Entertaining	Instagram Story	Instagram QnA "Menu Sahur Favorit"	To engage the audience with light, relatable Ramadan content and build interaction
19	March 31, 2025	Informational	Instagram Story	Happy Eid Mubarak Greetings	To celebrate Eid and maintain connection with the audience during the holiday
20	April 4, 2025	Informational	Instagram Story	Happy homecoming	To welcome followers back post-holiday and ease transition into regular posting.
21	April 5, 2025	Entertaining	Instagram Reels	Facility Highlights	Focusing on showcasing the state-of-the-art facilities at uSmile Dental Studio to highlight the

					clinic's advanced equipment and comfortable environment, attracting new customers and reinforcing trust with existing ones.
22	April 8, 2025	Infromational	Instagram Story	Raya Holiday is Over!	To inform followers that operations are back to normal after the Raya holiday.
23	April 9, 2025	Educational	Instagram Feeds	Brushing teeth is not enough yet, you also need to have scaling treatment	To show audiences that brushing teeth still has several impacts that trigger dental and oral problems. To prevent this, you also need to do scaling.
24	April 9, 2025	Educational	Instagram Story	Dental Care Checklist	To inform followers that operations are back to normal after the Raya holiday.
25	April 10, 2025	Educational	Instagram Story	Instagram Quiz "Minuman yang menyebabkan noda di gigi"	To inform the audience about drinks that can cause tooth staining in a fun format.
26	April 11, 2025	Education	Instagram Story	Why should your little one have regular dental check-ups?	To raise awareness among parents about the importance of pediatric dental visits.
27	April 12, 2025	Promotional	Instagram Reels	Check-up Routine for Kids	Emphasizing the significance of regular dental check-ups for children, and encouraging parents to book

					routine visits at uSmile Dental Studio to ensure their kids' oral health.
28	April 13, 2025	Educational	Instagram Feeds	Kids also need routine dental care	To make parents aware that children's teeth also need to have regular check-ups and mention the impact of not having regular care
29	April 14, 2025	Educational	Instagram Story	Instagram Polls "Mitos atau Fakta Sikat gigi kencang akan membuat gigi lebih bersih"	To debunk myths and educate the audience about proper brushing techniques.
30	April 15, 2025	Educational	Instagram Story	Instagram Polls "This or That Cemilan yang dapat membersihkan gigi secara alami"	To engage audiences while educating them about food that supports oral health
31	April 17, 2025	Informational	Instagram Story	Clinic open today	To inform followers that uSmile Dental Studio is open and operating as usual.
32	April 18, 2025	Informational	Instagram Story	Good Friday Greetings	To greet and acknowledge the audience on a public religious holiday.
33	April 19, 2025	Entertaining	Instagram Reels	"Kenapa hal sekecil ini harus bohong" about wisdom teeth	To raise awareness about common misconceptions regarding wisdom teeth, educating the audience on the importance of proper dental care and when to seek professional advice from

					uSmile Dental Studio.
34	April 20, 2025	Informational	Instagram Feeds	Easter Celebration Greetings	To commemorate Easter and maintain engagement through culturally relevant content.
35	April 23, 2025	Educational	Instagram Feeds	Fun Fact “Karang gigi bisa bikin gigi goyang”	To make audiences aware that brushing teeth is not enough yet to remove tartar, and it can trigger the dental and oral problems
36	April 24, 2025	Educational	Instagram Story	Instagram QnA “Rutinitas yang bikin nafas makin segar”	To educate the audience on daily habits that contribute to fresher breath.
37	April 25, 2025	Promotional	Instagram Story	Instagram Polls “250 ribu untuk scalling”	To gauge audience perception and interest in the ongoing scaling promotion priced at Rp 250,000.
38	April 27, 2025	Entertaining	Instagram Reels	Social gap veneer treatment	To highlight how social gaps, both physical and emotional, can affect self-esteem, and to promote how treatments like veneers at uSmile Dental Studio can help bridge these gaps, improving confidence and overall well-being.
39	April 28, 2025	Informational	Instagram Story	Surprise for you #peduligigi	To raise awareness about oral health using a soft reminder.
40	May 1, 2025	Educational	Instagram Story	Instagram Polls “Kapan terakhir kamu	To educate and prompt reflection on dental hygiene

				scaling gigi?"	habits.
41	May 3, 2025	Educational	Instagram Story	Instagam QnA "Apa yang terjadi jika tidak pernah scaling gigi?"	To inform followers about the risks of neglecting regular teeth scaling.
42	May 4, 2025	Promotional	Instagram Reels	Promo Teeth Scaling only 250 Thousand	To Highlight that teeth scaling can really be done at a price of 250 thousand and handled by a professional doctor.
43	May 6, 2025	Entertaining	Instagram Story	Instagam Polls "Pilih cepat sesuai kebiasaanmu"	To engage followers in a fun, relatable activity that subtly relates to habits affecting dental health.

2. Paid Media

a. Instagram Ads

According to Chaffey & Chadwick (2019), paid media is a marketing effort that needs additional fees. It helps amplify reach and visibility for the brand.

In the marketing strategy implemented by uSmile Dental Studio from March until May, Instagram Ads are used as a form of paid media to reach a wider audience. By utilizing paid advertising features on Instagram, uSmile Dental Studio can display various service promotions to social media users in a more targeted and effective manner. With this increase in reach, it is hoped that the level of awareness of the promotions offered will increase, thus attracting the interest of the audience to use the available services. This strategy not only aims to introduce various clinic offerings to potential new patients, but also to encourage an increase in the number of appointments and service transactions.

b. Google Ads

To attract patients to visit uSmile Dental Studio, the team also plans to use advertising on Google, using the "Search Ads" campaign type. uSmile Dental Studio as an advertiser can choose several relevant keywords such as "Dental Clinic in Semarang", "Semarang Dentist", and other keywords.

Table 1.6 Instagram Ads Content Strategy Table

	Content Name	Objectives	Budget Ads	Quantity of Advertising Days
1.	Scaling Oxygen Promo Special Ramadhan	to reach a wider audience for the oxygen scaling service promo offered by uSmile Dental Studio during the month of Ramadan	Rp 102,000	3 Days
2.	Check-up Routine for Kids promo	This advertising aims to reach parents and raise their awareness that uSmile Dental Studio is offering a special promo for the Check-up Routine service for children. Through this campaign, it is hoped that parents will be encouraged to take advantage of the promo in order to maintain their children's dental health regularly.	Rp 102,000	3 Days

3.	One Price Scaling	Through the paid advertisement, uSmile Dental Studio wants to inform that currently there is a promotion of scaling services in the form of special discounts, so that patients can get treatment at a more affordable price compared to normal rates. This strategy is expected to increase public awareness while encouraging them to immediately take advantage of the attractive offer.	Rp 102,000	3 Days
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3. Social Media Activation

a. Tiktok

Based on a survey that we distributed to 117 respondents, 23.1% of respondents said that the social media they use most often is Tiktok. This shows that Tiktok is one of the most popular social media on the internet. Based on the latest data, as of July 2024, the number of Tiktok users in Indonesia reached 157.6 million (Kompas.com, 2024).

The number of Tiktok users in Indonesia shows that Tiktok can be used as an effective communication and marketing channel in Indonesia. For companies, TikTok can offer the opportunity to reach a wider audience, including from various segments and demographics.

In this context, creating a Tiktok account for uSmile Dental Studio can be used as a very effective marketing strategy. The first step to take is to set up an account profile with the uSmile Dental Studio logo so that it is easily recognized and strengthens the brand identity. Apart from that, it is very important to include important information in your account bio, such as domicile or clinic address, to make it easier for prospective patients to find out the location of uSmile Dental Studio. Other information that must be included is the contact for booking an appointment, such as a telephone number or you can use the link directed to online reservations. uSmile Dental Studio may also include email to open up opportunities for collaboration with other parties or for further needs.

Table 1. 7 Tiktok Content Plan Table

	Posting Date	Content Name
1.	March, 7 th 2025	Introduction of uSmile Dental Studio on TikTok
2.	March, 8 th 2025	Clinic Map of uSmile Dental Studio and Directions on How to Get There
3.	March, 13 th 2025	Content Showcasing the Oxygen Scaling Promotion
4.	Match, 19 th 2025	Guidelines on How to Brush Teeth Properly
5.	March, 23 rd 2025	Promotional Content for Children's Dental Check-Up Packages
6.	April, 19 th 2025	Following Content Trend Encouraging Visits to uSmile Dental Studio During Holidays
7.	April, 20 th 2025	Entertaining Content Regarding the Restriction on Consuming Hard Foods After Tooth Extraction
8.	April, 25 th 2025	Educational Content Emphasizing That

		Toothaches Are Not Exclusive to Teething Children
9.	April, 27 th 2025	POV Content Depicting a Patient Waiting to Be Called by the Dentist
10	April, 28 th 2025	Entertaining Content Addressing Social Disparities in Access to Dental Fillings
11	May, 2 nd 2025	Content Highlighting the Latest Scaling Promotion at uSmile Dental Studio
12	May, 11 th 2025	Content Highlighting the Latest Scaling Promotion at uSmile Dental Studio

b. Sales Promotion

Check-Up Routine is a focused promotional campaign launched by uSmile Dental Studio to raise awareness about the need for early dental care among children aged 3 to 6 years. uSmile Dental Studio is offering a special discount for pediatric dental check-ups as part of this promotion, lowering the price from IDR 100,000 to IDR 50,000. This initiative is intended to encourage parents to bring their children for routine dental check-ups and to instill good oral health practices in children from a young age. By making the service more inexpensive, uSmile hopes to decrease barriers for parents seeking preventative dental treatment for their children. The Check-Up Routine technique is consistent with Pull Communication Theory, which states that appealing offerings attract and drive clients to use the clinic's services.

1.9 Action Plan

1.9.1 Minute

Table 1. 8 Action Plan of The Program

Ac ti vi ty	P i c	Activity Routine (per week)																											
		Sep		okt		nov		dec		jan		feb		mar		apr		may		j u n									
		3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	
Pit chi ng wit h Cli ent																													
Re sea rch Da ta Co mp ilat ion																													
Dis trib uti on of Qu esti on nai res																													
Ev ent Ne eds Re sea rch																													
Me eti ng wit h Cli ent																													
Dr afti ng Pro pos al																													
Fin ali zin g Pro pos al and Pre par ing Pre sen tati on																													

1.9.2 Man

Table 1. 9 Distribution of Division' Jobdesks

No	Role	Job	PIC
1.	Project Leader	<ol style="list-style-type: none"> 1. Designing program plans that align with client objectives, including budgeting and efficient resource allocation 2. Manage and coordinate various projects within the program to ensure optimal results are achieved 3. Monitor program progress, prepare performance reports, and provide regular updates to stakeholders 4. Identify potential risks that could hinder the program and design effective strategies. 	Margaretha Aurelia Kusumawardhani
	Account Executive	<ol style="list-style-type: none"> 1. Organize meeting schedules with client, both online and offline meeting 2. Designing all the requirements needed during the program implementation with the client (offline events, sales promotions, social media management) 3. Establish and maintain good relationships with schools as a strategic effort to build long-term cooperation and promote uSmile Dental Studio services. 4. Be a liaison between clients and internal teams in handling issues or complaints that may arise during the collaboration, and ensuring appropriate solutions are provided 	
2.	Strategist	<ol style="list-style-type: none"> 1. Analyzing content trends relevant to the dental clinic market and discussing findings with clients and internal teams. 2. Coordinating with the client regarding content types and publishing frequency. 3. Conducting competitor analysis on nearby dental clinics' social media presence. 	Fedora Esther Monika Manurung

		<ol style="list-style-type: none"> 4. Defining effective keywords for uSmile Dental Studio’s Google Ads campaigns. 5. Overseeing content production and social media management handled by the Creative Design team. 6. Evaluating Google Ads results and developing advanced advertising strategies. 7. Monitoring the effectiveness of Instagram and TikTok Ads along with analyzing content variety. 8. Assisting the Media Planner in the content production and shooting process. 9. Supporting the delivery of dentist presentations during the “uSmile Dental Studio Goes to Preschool” event. 	
	Data Executive	<ol style="list-style-type: none"> 1. Collaborating with the internal team to formulate questionnaire items that align with the program objectives. 2. Designing questionnaires as a research tool to support the program planning phase. 3. Analyzing data collected from the questionnaires as a foundation for strategic planning. 4. Interpreting evaluation results and adjusting the content type and format accordingly for the Creative Design team. 5. Identifying effective target audiences to support media advertising efforts. 6. Conducting audience data analysis from Instagram and TikTok to discover appealing content ideas. 7. Following up on analysis results from questionnaires and social media, while evaluating ongoing marketing strategies. 8. Ensuring that content planning aligns with platform formats and supports overall social media management. 	

		<ol style="list-style-type: none"> 9. Monitoring published content to ensure its relevance and resonance with the target audience. 10. Analyzing content performance insights such as views, likes, comments, shares, polls, and other interaction metrics. 11. Carrying out comprehensive monitoring and quality control of the uSmile Dental Studio's Instagram and TikTok accounts. 12. Determining the quantity and overseeing the distribution of check-up routine vouchers to schools and clinics. 	
3.	Media Planner	<ol style="list-style-type: none"> 1. Creating pillar content for uSmile Dental Studio's social media, according to client needs. Consisting of four pillar content, namely education, engage, recognition, and embrace. 2. Creating a content plan for February - April, which will be published on uSmile Dental Studio's social media accounts (Instagram and Tiktok). 3. Compiling brief content for each content plan that has been created in the period from February to April, and being responsible for requesting approval from the Doctor regarding the brief content to be uploaded. 4. Carrying out the execution of the content plan that has been prepared, by changing the existing concept into a visual format, be it images or videos. 5. Responsible for uploading every content that is ready to be published 6. Monitoring and Engagement. Responsible for responding to comments, Direct Messages, and interactions with the audience 7. Determining an effective target market for paid advertising, namely Instagram Ads and Google Ads 	Naila Nazla Fahira

	Creative Design	<ol style="list-style-type: none"> 1) Applying uSmile Dental Studio's design elements—such as upbeat colour schemes, amiable typefaces, and kid-friendly illustrations—to feeds, stories, reels, and printed promotional materials will help to maintain brand visual consistency across Instagram and TikTok. 2) Boosting audience engagement with visuals, as indicated by likes, saves, comments, shares, and narrative interactivity elements (emoji sliders, polls, and Q&A), particularly on promotional and instructional material like Check-up Routine for Kids. 3) Extending the duration of content views and increasing completion rates, especially for TikTok and Reels films, by tracking viewer behaviour and improving visual storytelling to keep viewers interested through to the very end. 4) Supplying useful and high-quality pictures, making sure that every design element, whether it be educational, promotional, or event-related, is comprehensible, aesthetically pleasing, and in line with the tastes of the intended audience (parents and kids). 5) Ensuring timely and reliable creative output that supports regular content publication and strengthens digital presence while adhering to the campaign's editorial calendar. 6) Increasing organic reach and visibility through the creation of content with viral potential, bolstered by powerful imagery and popular formats, let uSmile's recently launched TikTok account grow quickly. 7) By employing recurring visual exposure with recognisable components such as the uSmile logo and layout structures that 	
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		<p>strengthen brand familiarity among audiences, it is possible to improve brand recognition and emotional engagement.</p> <p>8) Maximising call-to-action components in visual content, such as enticing viewers to explore profiles, schedule appointments, or submit enquiries via strategically placed design cues and captivating subtitles.</p> <p>9) By producing materials that not only grab attention but also encourage parents to bring their kids in for checkups or take advantage of exclusive offers, you may support lead conversion from visual content. Modifying images for various platforms and formats while making sure that each design (for example, a poster, Tiktok Video, and others.</p>	
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1.9.3 Money

Table 1. 10 Program Budget Plan

Dana Karya Bidang				Rp5,000,000
OFFLINE				
No.	Expenses	Nominal	Qty	Total
Usmile Dental Goes to School				
1	Toothbrush + Toothpaste Set	Rp9,000	40	Rp360,000
2	Tooth Gum Wipes	Rp27,000	3	Rp81,000
3	Tongue Cleaner	Rp10,000	3	Rp30,000
4	Goodie bag Wrap	Rp1,000	45	Rp45,000
5	Snack Box for Parents and Teachers	Rp10,000	100	Rp1,000,000
6	Mineral Water	Rp40,000	2	Rp80,000

6	Tumblr (Gift)	Rp20,000	3	Rp60,000
6	Dentures	Rp40,000	2	Rp90,000
7	Coloring Paper Print	Rp1,000	40	Rp40,000
8	Gift Wrap	Rp8,000	3	Rp24,000
9	uSmile Dental Logo	Rp15,000	3	Rp45,000
TOTAL				Rp1,855,000
OPERATIONAL				
No.	Expenses	Nominal	Qty	Total
1	Voucher print	Rp20,000	2	Rp40,000
2	Poster print	Rp4,000	10	Rp40,000
TOTAL				Rp80,000
ONLINE				
1	Instagram Ads	Rp 300,000	1	Rp300,000
2	Google Ads	Rp 2,500,000	1	Rp2,500,000
TOTAL				Rp 2,800,000
SPENDING TOTAL				Rp4,735,000
RESERVE FUND (10% of total expenses)				Rp320,000
GRAND TOTAL				Rp 5,055,000

1.9.4 Control and Evaluation

The Control and Evaluation process for each tactic will be measured through the Key Performance Indicator (KPI) as follows:

1. Tiktok Activation
 - a. Creating a Tiktok Account [@usmiledental.id](https://www.instagram.com/usmiledental.id).
 - b. Get minimum 100 followers
2. Offline Event “uSmile Dental Studio Goes to Preschool”
 - a. Visiting one of the schools in Semarang to expand market reach and attract new potential patients.
 - b. Successfully present at least 20 participants during the event

3. Sales Promotion

a. Check-Up Routine Promotion

For all kids who want to check-up their dental health, will receive 50% discounts from the normal price

4. Instagram Social Media Campaign

a. Increase the number of followers within two months, from the number of followers of the Instagram account @usmiledental.id to as many as 652 followers, expected to increase to 750 followers.

b. Increase account reach from 8,600 accounts into 15,000 accounts.

c. Increase account engagement from 83 accounts involved to 250 accounts.

5. Instagram Ads

a. Get 300 profile visits of each content that has been promoted

b. Get 8,000 views of each content that has been promoted

6. Google Ads

To improve uSmile Dental Studio's accessibility in Google search, we will be operating a Google Ads campaign targeting relevant keywords, such as: "Dental Clinic in Semarang" and "Dentist Semarang." With this method, uSmile oral Studio's ads will show at the top of search results, making them more visible to potential patients looking for dental care in Semarang. The goal of this campaign is to generate 50 clicks each month, which will lead more consumers to the uSmile Dental Studio website or social media profiles.