

**CHAPTER I**

**BACKGROUND OF MARKETING COMMUNICATION CAMPAIGN TO  
EXPAND NEW MARKET REACH AND INCREASE SALES THROUGH  
SOCIAL MEDIA AND EVENT MANAGEMENT OF USMILE DENTAL  
STUDIO**

**1.1 Background**

Dental and oral health are integral components of comprehensive body health. Nevertheless, the significance of consistent dental care remains largely unknown to a significant number of individuals. Among the most prevalent dental health issues experienced by individuals worldwide are cavities, gum disease, and bad odour, according to data from the World Health Organisation (WHO). The causes are multifaceted, including insufficient knowledge regarding tooth care, unhealthy eating habits, and harmful behaviours like smoking.

According to Regulation Number 89 of 2015 of the Minister of Health of the Republic of Indonesia regarding Dental and Oral Health Efforts, dental and oral health refers to the state of robust hard and soft tissues in the teeth and other components of the oral cavity. This condition enables an individual to engage in social interactions, speak, and eat without experiencing functional or discomfort disorders as a result of disease, occlusion disorders, or tooth loss. Consequently, individuals are capable of leading an existence that is both economically and socially productive.

Nevertheless, Central Java's population remains relatively unaware of the significance of dental care. In 2018, approximately 25.9% of the population of Central Java encountered dental and oral health issues, according to RISKESDAS data (Sulur Joyo Sukendro, 2023). The majority of these disorders are chronic and closely associated with daily lifestyle habits. Consequently, the enhancement of public dental health necessitates continuous health education and promotion in conjunction with behavioural change initiatives. This behavioural transformation is not an immediate occurrence; rather, it necessitates a robust commitment and comprehension from the community. This is the point at which health promotion

becomes extremely significant. Although health promotion is still a relatively new discipline, it has now become a strategic approach in public health to cultivate healthier lifestyle habits (Dendy Murdiyanto, 2023).

uSmile Dental Studio is dedicated to delivering professional and high-quality dental care solutions as one of the dental clinics in the Semarang community. uSmile Dental Studio, situated in the Kedungmundu area of Semarang, offers a wide range of services, including orthodontic and dental aesthetic treatments, tartar cleansing, and routine check-ups. This clinic is open from 9:00 a.m. to 12:00 p.m. and from 11:00 a.m. to 2:00 p.m. on Mondays through Fridays, and from 9:00 a.m. uSmile Dental Studio is committed to providing the community with reliable dental health services, utilising state-of-the-art technology and experienced medical personnel. uSmile Dental Studio aspires to be a companion in the maintenance of the dental health of Indonesian families, in addition to providing treatment, by employing an integrated and education-oriented communication approach.

uSmile Dental Studio is dedicated to broadening its service scope by not only providing dental care to adult patients, but also by engaging with parents and encouraging them to bring their children for dental care at an early age, in recognition of the strategic role that families play in health decision-making. At present, the majority of patients at uSmile Dental Studio are in the 21–40 age category, and their conditions are relatively stable. The primary obstacle encountered is the challenge of reaching younger age groups, particularly children, despite the fact that this demographic has the potential to receive ongoing dental care into maturity.

According to the survey results that have been disseminated, 42.3% of respondents were patients under the age of 30. This demonstrates that the majority of patients at uSmile Dental Studio are young adults, and there have been no minor patients for treatment. The absence of patients from the infant segment, in conjunction with the small number of patients per month, is a significant issue that requires immediate attention.

Consequently, it is imperative to implement an appropriate marketing strategy in order to heighten awareness and interest in the significance of early dental care.

An approach that can be implemented is interactive and engaging communication, with the primary audience consisting of children and their parents. This strategy can be implemented through offline activities, including consultation sessions that are child-friendly, interactive games that teach dental health, and drawing or colouring activities that are themed around dental health. The expectation is that children will feel at ease and unafraid during dental examinations as a result of positive experiences such as this. In the interim, parents will experience increased assurance in selecting uSmile Dental Studio as the optimal dental care facility for their families.

Conversely, digital marketing communication is crucial for expanding the patient base, particularly through social media. The Instagram account @usmiledental.id has employed a variety of marketing strategies, including the sharing of informative articles about dental health and the use of visually appealing images. The objective of this strategy is to increase public awareness of the significance of oral and dental health.

Nevertheless, the Instagram account @usmiledental.id has not been developed to its full potential, despite the numerous efforts made. The type of content published is still dominated by one-way information without active interaction with the audience, and content scheduling is not yet consistent. This also impacts the interest of potential patients in directly visiting the uSmile Dental Studio clinic or accessing service information. In fact, Kotler and Keller (2016:145) assert that social media is an effective medium for establishing and maintaining relationships with consumers, particularly in the health service sector.

## **1.2 Problem Formulation**

### **1.2.1. Marketing Problems**

uSmile Dental Studio has not yet achieved success in attracting customers from all age demographics, as the predominant clientele falls within the 21–40 year age group. This suggests that there exists an inadequately researched market sector, particularly within the pediatric patient demographic. This restricted reach signifies the necessity for more

focus on identifying barriers and possibilities in attracting pediatric patients. The few visits from pediatric patients suggest difficulties in the marketing and service strategies that do not adequately align with the preferences and requirements of the target demographic.

### **1.2.2. Communication Problems**

uSmile Dental Studio is currently experiencing a challenge of few patient visits per month, indicating that communication efforts have not been totally effective. One element contributing to this condition is limited social media involvement, which indicates a lack of audience engagement and an ineffective digital marketing plan. Furthermore, the distribution of messages to potential patients through various communication platforms is deemed ineffective in attracting attention or building the confidence required to induce visits. This issue indicates the necessity to analyze and enhance the communication technique utilized in order to make it more relevant, appealing, and capable of reaching a larger and more effective patient base.

## **1.3 Situation Analysis**

### **1.3.1. SWOT**

#### **a. Strength**

- 1) uSmile oral Studio offers oral medical and aesthetic services utilizing modern technologies
- 2) uSmile Dental Studio employs a staff of trained and seasoned dentists. It can enhance patients' confidence in obtaining services at uSmile Dental Studio
- 3) uSmile Dental Studio has garnered favorable feedback from former patients, so establishing a commendable reputation for the dental facility
- 4) uSmile Dental Studio always prioritizes comfort and hygiene in all facets of their services

5) uSmile Dental Studio offers a range of treatment treatments for both dental health and aesthetic dental care

**b. Weakness**

1) uSmile Dental Studio maintains restricted promotional outreach. Despite utilizing Instagram as a promotional platform, uSmile Dental Studio's existing strategy has been insufficient in effectively reaching a broader patient demographic. As a result, uSmile Dental Studio need a more efficient strategy for organizing and optimizing content on its social media platforms

2) uSmile Dental Studio maintains a restricted client of devoted patients. The majority of uSmile Dental Studio's dedicated patients are aged between 21 and 40 years

3) Promotions or discounts provided by uSmile Dental Studio are limited

4) uSmile Dental Studio had difficulty to establish an effective promotional plan to successfully engage new target markets.

**c. Opportunity**

1) Partnering with various educational institutions, including dentistry workshops and seminars for children, to expand patient outreach

2) Employ social media as marketing platforms. Social media serves as a powerful instrument for cultivating relationships with patients and attracting new ones. This can be executed via instructional materials, testimonials, and showcasing the facilities or distinctive attributes offered by uSmile Dental Studio

3) Offering exclusive offers for new patients to capture interest and enhance visit frequency

#### **d. Threats**

- 1) Numerous dental clinics in Semarang provide increased savings.
- 2) uSmile Dental Studio has a limited number of followers on their social media account, which may diminish potential patients' trust
- 3) A multitude of dental clinics in Semarang have successfully cultivated loyal clients
- 4) Various dental clinics have already executed promotional tactics featuring engaging events for their patients

### **1.3.2. PESTEL**

#### **a. Politic**

According to Regulation Number 9 of 2014 released by the Minister of Health of the Republic of Indonesia, Chapter IV on licensing specifies that building licenses are granted by the Regency/City regional authority. To acquire the building permits, the clinic founder must fulfill various prerequisites, including a comprehensive identification verification, a photocopy of the legal or business entity, a photocopy of the land certificate, or other notarized proof of ownership.

Furthermore, the operational permits will be issued by the Head of the District/City Health Department. Clinic founders must satisfy technical and administrative prerequisites to acquire this operational permit. Technical specifications encompass location, construction, infrastructure, personnel, equipment, and requirements for pharmacy and laboratory facilities

#### **b. Economic**

Semarang is a city in Indonesia experiencing quick economic expansion. This expansion is underpinned by three sectors: commerce, industry, and tourism. The economic growth has stimulated a rise in per

capita income, so presenting a significant potential for uSmile Dental Studio to address the growing need for dental health services. As individuals' purchasing power rises, uSmile Dental Studio can provide an expanded array of treatments, covering both fundamental dental health care and aesthetic dental care.

One of the primary issues uSmile Dental Studio must confront to be relevant in the market is the inflation rate, which will directly affect the cost of its services. Rising inflation can directly affect the costs of medical raw materials and various dental equipments. To address this obstacle, uSmile Dental Studio must adopt an appropriate strategy to maintain competitiveness in the market.

**c. Social**

Public consciousness on the significance of dental hygiene and physical appearance is rapidly rising. This illustrates the public's perception of the significance of dental care as an integral component of a healthy and high-quality lifestyle. Of the 71 individuals surveyed, the majority were aged 21-40 years, with 52.1% indicating that they regularly sought dental care every 4 to 6 months. Additionally, 59.2% of respondents indicated that their motivation for visiting a dental clinic was to preserve dental health. The findings of this questionnaire indicate that individuals are progressively recognizing the advantages of dental care, not alone for health, but also for enhancing self-esteem and quality of life. This is an opportunity for uSmile Dental Studio to broaden its scope by providing services that emphasize oral health care and aesthetic treatments, which can enhance customers' quality of life, including teeth scaling, routine examinations, veneers, and further procedures. uSmile Dental Studio can fulfill patient aspirations and expectations by delivering comfortable and high-quality services.

**d. Technology**

uSmile Dental Studio is dedicated to delivering optimal care to its patients through the utilization of contemporary technology in all facets

of its operations. This clinic employs a variety of advanced medical technology, including dental units, light curing devices, handpieces, and digital x-rays. These instruments are employed by uSmile Dental Studio practitioners to enhance the accuracy, efficiency, and comfort of patients' dental and oral assessments. These medical devices assist professionals in delivering more accurate diagnoses and formulating effective treatment plans according to patient requirements. Along with medical equipment, uSmile Dental Studio has also implemented digital payment mechanisms for patients, including QRIS. This functionality enables patients to conduct transactions rapidly, effectively, and securely utilizing their smartphones.

**e. Environment**

In addition to delivering high-quality health treatments, uSmile Dental Studio is also committed to environmental sustainability. uSmile Dental Studio has established a systematic and effective medical waste management protocol. Medical waste management is structured to categorize trash by category, namely biohazardous and infectious waste, to guarantee safe processing in accordance with established criteria. Biohazardous trash encompasses single-use materials that have directly interacted with patients. Categories of biohazardous waste including syringes, ampoules, and carpules. This waste is deposited in yellow bins specifically engineered to reduce contamination risk and streamline the transportation of B3 waste. Infectious waste refers to medical materials utilized by healthcare professionals during treatment processes. Infectious waste encompasses masks, head covers, and gloves.

**f. Law**

The legal framework governing dental practice in Indonesia is established by Law Number 29 of 2004 regarding medical practice. This law mandates that all dentists obtain a Registration Certificate and

Practice Permit. These two letters serve as evidence of the legality and proficiency of physicians in delivering medical services to patients.

This rule has been formulated by uSmile Dental Studio to guarantee that all medical staff employed at this clinic comply with established professional and legal requirements. uSmile Dental Studio rigorously adheres to legal obligations by consistently offering transparent information about treatment procedures, costs, and risks, thereby protecting patient rights and ensuring a safe and comfortable experience for all patients visiting the clinic.

### 1.3.3. Competitor Analysis

<b>Dental Clinic Name</b>	<b>Pricelist</b>	<b>Location</b>	<b>Marketing Strategy</b>
uSmile Dental Studio	<ul style="list-style-type: none"> <li>- Primary Tooth Extraction = Rp 250,000</li> <li>- Permanent Tooth Extraction = Rp 400,000</li> <li>- Ultrasonic Scaling = Rp 300,000</li> <li>- Oxygen Scaling = Rp 400,000</li> <li>- Teeth Bleaching = Rp 2,500,000</li> <li>- Aesthetic Teeth Restoration = Rp 400,000</li> </ul>	Kedungmundu Street No.122, Tandang, Tembalang District, Semarang City, Central Java 50274	<ul style="list-style-type: none"> <li>- Social Media Marketing (Instagram)</li> <li>- Sales Promotion</li> <li>- Print media</li> </ul>

<b>Dental Clinic Name</b>	<b>Pricelist</b>	<b>Location</b>	<b>Marketing Strategy</b>
	- Temporary Teeth Restoration = Rp 250,000		
Salvio Dental	- 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	- Social Media Marketing (Instagram) - Sales Promotion - Event Marketing
Kidsmile Family Dental	- 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	- Social Media Marketing (Instagram) - Sales Promotion
Puri Cempaka	- Braces = start from Rp 8.500.000 - Rp 21.000.000 - Dental Scaling = Rp 250.000	Lamper Sari Street No.41, Lamper Kidul, South Semarang District, Semarang City, Central Java 50249	- Social Media Marketing (Instagram)

#### **1.3.4. Social Media Analysis**

The digital marketing plan of uSmile Dental Studio includes the use of Instagram as one of the promotional mediums. People between the ages of 21 and 40, who are both working professionals and parents, are the primary focus of this plan. Instagram posts from uSmile Dental Studio typically showcase services, show patients their progress through before and after images, and

provide helpful dental and oral health education. The goal of this content type is to raise the clinic's profile and pique the interest of potential new patients in the services it provides.

A number of important metrics for the uSmile Dental Studio Instagram account's performance between December 20, 2024, and February 20, 2025, however, indicated a declining tendency. There was a 56.1% drop, to 32,000 impressions, which indicate the overall frequency of content viewing. The number of accounts reached decreased by 75.1% to 8,600 at the same time. The number of interactions with the content also dropped significantly, falling 46.8 percent to 83 total. The number of link clicks, which indicate how many people clicked on links in uploads or profiles, was a meager 20 clicks, representing an 83.3% decline. There was also a 15.2% drop in profile visits, to 847 total.

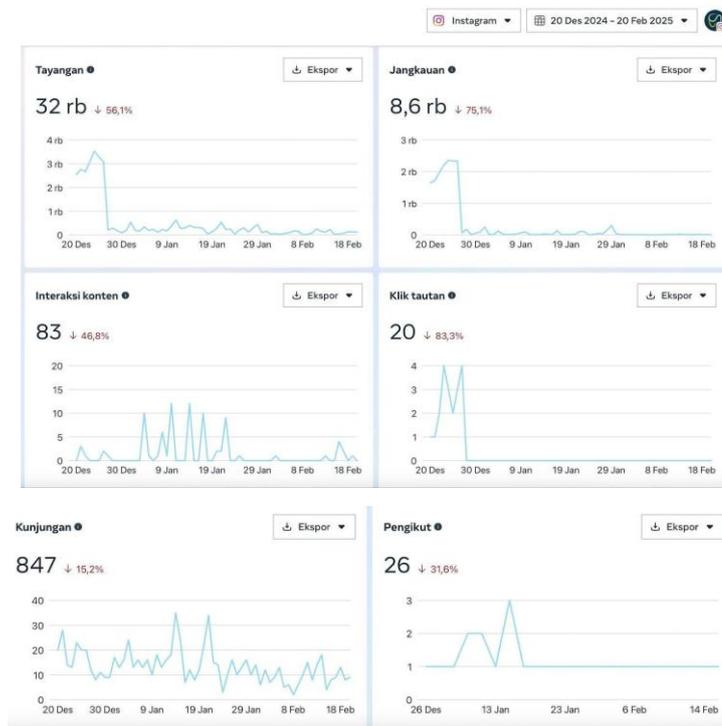


Figure 1. 1 Instagram Insights Statistics @usmiledental.id

Among the cities that follow the @usmiledental.id Instagram account, Semarang has the highest percentage at 30.8%, followed by Jakarta at 22.3%. Based on these numbers, it seems like uSmile Dental Studio's Instagram

account has expanded beyond its Semarang headquarters to include Jakarta and Bekasi, among others. The majority of @usmiledental.id's followers are young adults (between the ages of 18 and 34). It is possible that uSmile Dental Studio has this inclination when choosing the topics for their published articles.

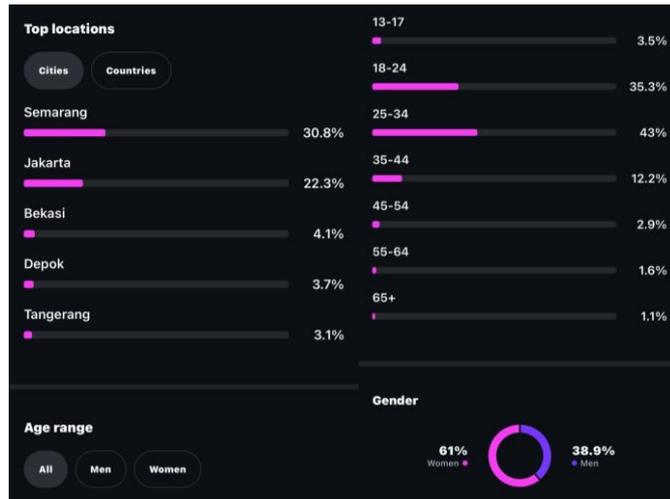


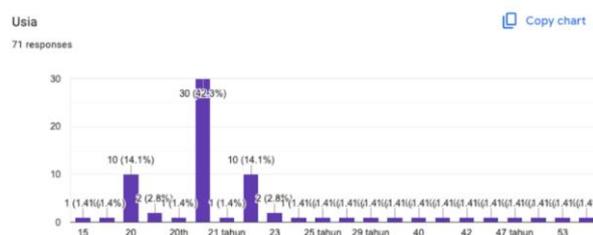
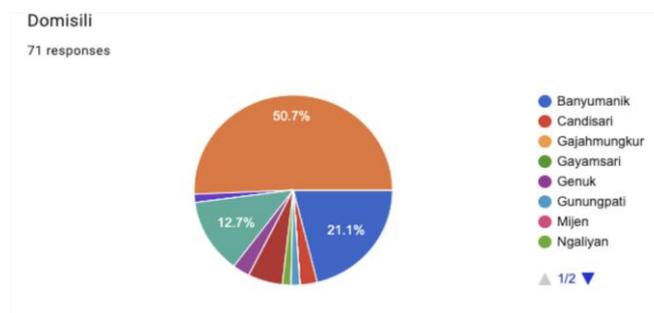
Figure 1. 2 Insight of Followers @usmiledental.id Domicile and Ages

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 18–44 age range. When selecting the subjects of the content that will be published, uSmile Dental Studio may have this preference.

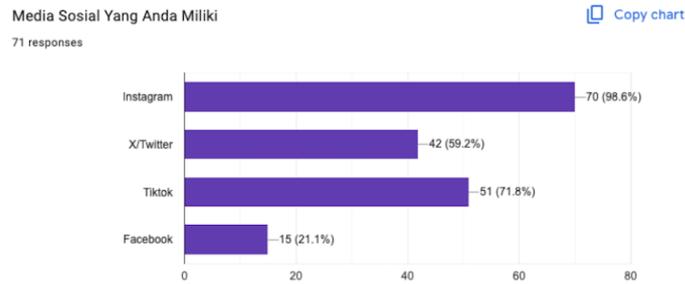
### 1.3.5. Respondent Analysis

The objective of this questionnaire is to gain a comprehensive understanding of both current and previous customer experiences at uSmile Dental Studio, along with identifying needs and expectations for future services. The survey is designed to explore several key areas, including behavioral patterns, attitudes, and cognitive components such as knowledge and comprehension related to dental clinic interactions. The collected data serves to support service improvement, align offerings with patient preferences, and design more personalized dental care experiences.

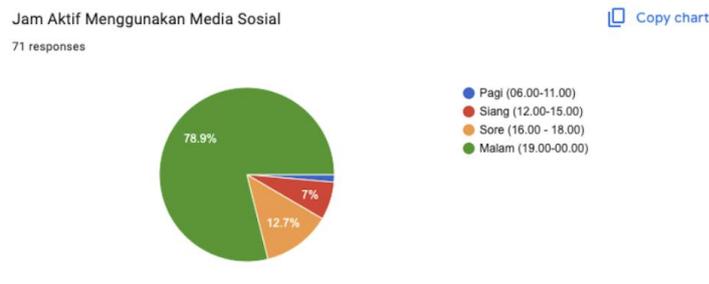
To ensure the effectiveness and accuracy of the survey, a structured process is followed. The initial step involves defining clear research goals, particularly regarding social media behavior and decision-making factors in selecting a dental clinic. Relevant data is identified to inform the development of a targeted communication strategy. A structured questionnaire is then developed, covering demographic profiles, criteria considered when choosing a dental clinic, preferred types of social media content, and interest in attending clinics due to promotional activities or events. The survey creation process is carried out with careful planning to ensure clarity, relevance, and actionable insights.



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 young children (aged 4–8) or senior citizens (aged 60–70) and 50.7 percent of them are residents of Tembalang District.



Reviewing the proportion of users who have accounts on various social media networks. The most popular platform is Instagram, followed by Facebook, Twitter, and TikTok.

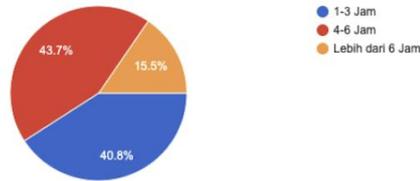


Most users are active on social media in the afternoon. This shows the duration of time someone spends on social media every day. This provides uSmile Dental Studio with valuable insights into the optimal timing for content publication, allowing the team to schedule posts strategically based on audience activity patterns in order to maximize reach and engagement.

Dalam Sehari, Berapa Lama Anda Menghabiskan Waktu Untuk Menggunakan Media Sosial?

[Copy chart](#)

71 responses

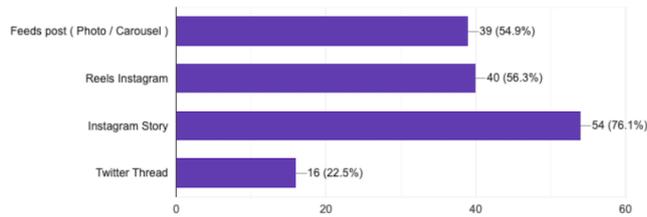


The average user spends one to three hours using social media.

Bentuk Konten Promosi Apa Yang Anda Sukai?

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71 responses

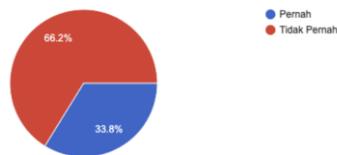


This chart shows the types of promotional content that social media users prefer. The most popular content format is Instagram Stories, followed by Instagram Reels, Twitter Threads, and Feeds posts (images/carousels). This could be a preference for Instagram uSmile Dental Studio to use the Instagram story format in creating their content.

Apakah anda pernah mengunjungi klinik gigi uSmile Dental Semarang?

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71 responses

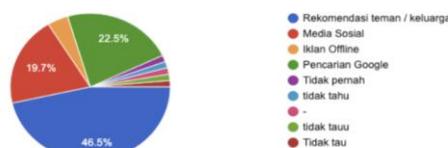


The majority of respondents (66.2%) have never been patients at this clinic. Based on the available data, this shows that this clinic has a fairly low level of popularity.

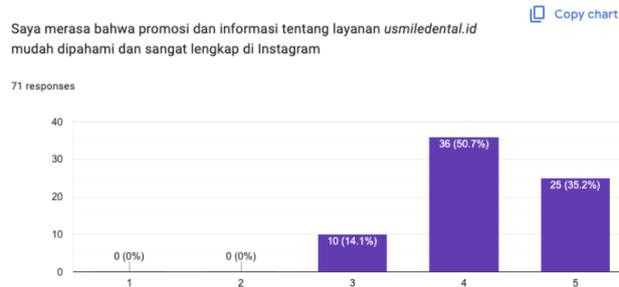
Dari mana Anda mengetahui klinik gigi uSmile Dental Semarang?

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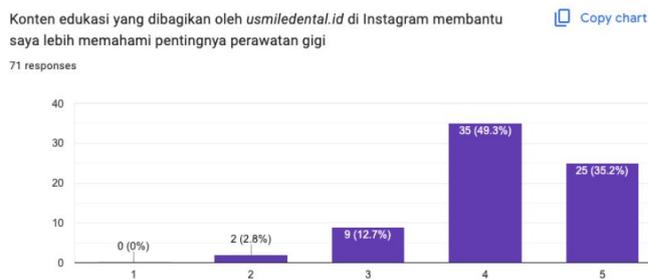
71 responses



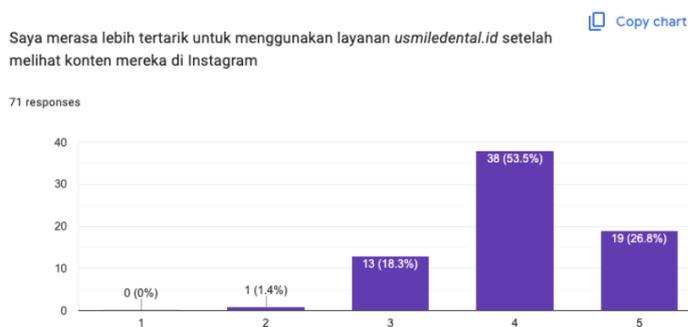
This diagram shows that patients' choice of dental clinic is still greatly influenced by recommendations from friends or family.



Based on the graph, most respondents (50.7%) think that uSmile Dental service information on Instagram is comprehensive and easy to understand. This shows that the instructional material posted on Instagram is effective in providing information to prospective patients.



This graph shows that most respondents (49.3%) think that they have a better understanding of the importance of dental care after seeing information on the Instagram account @usmiledental.id. This shows that informative Instagram content can increase awareness of the importance of dental and oral health in general in addition to offering information about clinic services.



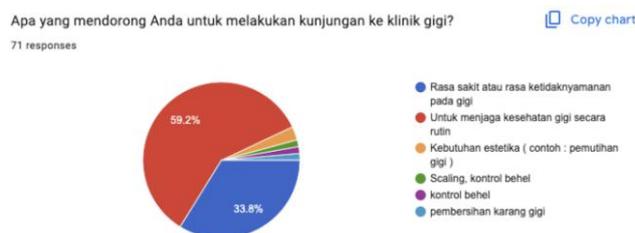
This graph shows that most respondents (53.5%) expressed greater interest in using uSmile Dental services after seeing content on Instagram. It can be indicated that the Instagram platform @usmiledental.id has a significant influence on prospective patients' decisions in choosing dental care services.



Based on the number, most respondents (50.7%) think that uSmile Dental discounts and promotions attract customers to use the services offered. This survey can be a consideration for uSmile Dental Studio to design a more effective and targeted sales promotion strategy. By establishing the right product or service promotion strategy, uSmile Dental Studio can increase the interest of new patients to visit.



The frequency of dental care received by respondents is depicted in this diagram. The majority of respondents (52.1%) only visit a dentist when they have serious dental problems. Therefore, the results obtained show significant results, where only (9.9%) individuals undergo routine dental care every year.



The main motivations for visiting a dentist are illustrated in this diagram. Toothache or other discomfort is the most common reason (59.2%). Other considerations include aesthetic aspects, such as teeth whitening, as well as maintaining overall dental health.



The number of respondents willing to pay for dental care is depicted in this diagram. Most respondents (50.7%) stated their willingness to spend no more than Rp1,000,000. Only 8.5% of respondents were willing to spend more than Rp2,000,000.



The respondents' willingness to travel long distances to receive quality dental care is shown in this figure. Most (38%) are open to traveling up to three kilometers. However, some are willing to travel much further—even more than five kilometers.



The source of information about the dental clinic that was first visited by respondents is explained in the following diagram. The most widely used

method to find a dental clinic was through recommendations from friends or family (63.4%). This reflects a high level of trust in the advice of those closest to them in choosing dental care.



The following diagram shows that the most frequent dental health service received by respondents when visiting the clinic is scaling (63.4%). This indicates that many people already understand the importance of cleaning tartar regularly.



Most respondents (60.6%) said they prefer to schedule appointments on social media, indicating that more and more people are starting to obtain healthcare services through digital channels. This can be used as preferences for uSmile Dental Studio to have digital appointments for their patients.



Most respondents (52.1%) admitted that they often search for information online or read reviews before choosing a dental health facility.

This shows that more and more people are using digital sources of information before choosing oral health services.



Around 40.8% of respondents admitted that they often choose dental clinics that offer special offers or discounts. This shows that patients still consider choosing dental clinics that offer promotion or discount.



The majority of respondents (47.9%) stated that the location of the clinic is a crucial consideration in choosing a dental clinic. This shows that for many people, convenience and accessibility remain the most important factors.



Most respondents (56.3%) said they felt comfortable receiving dental care at a facility that provided all the information they needed. This shows how important information transparency is in patient decision-making.

## **1.4 Unique Value**

uSmile Dental Studio prioritizes client satisfaction by offering dental care that is both highly personalized and adjustable. uSmile Dental Studio acknowledges that each patient has a distinct level of comfort, despite the fact that every dental problem should be addressed comprehensively. For instance, if cavities are identified on both the right and left sides of the mouth, but the patient is apprehensive or uneasy about the treatment of the teeth on the left side, uSmile Dental Studio will prioritize treatment on the side that is more visible or uncomfortable to the patient, which is the right side.

uSmile Dental Studio prioritizes patient comfort and satisfaction, regardless of whether there are concealed or less visible concerns, such as problematic teeth on the opposite side. This approach guarantees that the patient's wishes are fulfilled and that the treatment is effective, all while maintaining the utmost quality of care.

## **1.5 Objectives**

The objective of this program is to function as a strategic framework for the development and execution of effective, quantifiable communications that are consistent with the marketing objectives of uSmile Dental Studio. This strategy emphasizes three fundamental components: event management, sales promotions, and social media campaigns.

These strategies are intended to work in tandem to expand sales and penetrate new, broader market segments. This strategy is intended to develop more intimate and sustainable relationships with the target market of uSmile Dental Studio by expanding the audience reach through a planned and data-driven approach.

### **1.5.1. Marketing Objectives**

To broaden consumer segments, it is essential to attract new target markets, particularly pediatric patients. The primary goal is to increase the number of child patient visits, with a minimum target of 10 visits per month. This objective is expected to be achieved through the implementation of a targeted marketing

strategy, which includes developing a child-friendly clinic image and adopting a communication approach that aligns with the needs and expectations of parents as primary decision-makers.

### **1.5.2. Communication Objectives**

uSmile Dental Studio's objective is to raise the number of patient visits from 10 to 20 per month by implementing a communication strategy through the Integrated Marketing Communication (IMC) approach.

### **1.5.3. SMART**

#### **a. Specific**

The author implemented three primary strategies to achieve the program's objectives: sales promotion, social media strategy, and offline event organization. Social media strategy is an essential component of contemporary communication, as the modern society is becoming increasingly reliant on digital platforms to access information, including dental health services. Social media is employed to broaden the audience and pique the interest of potential patients in undergoing dental treatment at uSmile Dental Studio by presenting interactive, educational, and informative content. The author is dedicated to the active management of Instagram accounts and the activation of the TikTok platform as an additional medium to expand their audience, particularly young parents who are engaged in the digital community.

Additionally, the offline event strategy was executed through an activity entitled "uSmile Dental Studio Goes to Preschool" that was conducted at Bunga Bangsa School Semarang, which is situated in the Kedungmundu area. The objective of this event is to offer early dental health education to both children and their guardians. Two primary sessions comprise this activity. During the initial session, children are encouraged to exercise the proper technique for brushing their teeth, which is subsequently elucidated by a dentist with the assistance of numerous nurses. Following the demonstration, participants are

encouraged to implement the tooth brushing technique independently in order to gain a better understanding of it. The doctor conducts a discussion on the fallacies and facts of dental health care during the second session to educate parents on the importance of cavity prevention. This session is designed to enhance the participants' comprehension of the significance of maintaining overall dental health.

In addition to the communication strategy, the author implemented a sales promotion strategy to encourage the target market of minors to begin dental care at a young age. This promotion was implemented by offering special reductions on routine dental examinations for children between the ages of three and six. This strategy is designed to not only encourage parents to bring their children to the clinic, but also to establish a long-term awareness of the significance of maintaining dental health from a young age.

It is anticipated that the integration of these three strategies will foster an increase in the number of patients, broaden the market segment, and fortify uSmile Dental Studio's status as a dental clinic that prioritizes public health and education.

**b. Measurable**

1. Doubling the average number of new patients from 10 to 20 per month.
2. Engaging a minimum of 20 children and their parents in the “uSmile Dental Studio Goes to Preschool” event at Bunga Bangsa School, Semarang.
3. Increasing the follower count of the Instagram account @usmiledental.id from 652 to 750 as part of the social media campaign.
4. Enhancing Instagram engagement for @usmiledental.id by growing the number of actively engaged accounts from 83 to 250.

5. Expanding the Instagram reach of @usmiledental.id from 8,600 to 15,000 accounts.
6. Growing the TikTok account @usmiledental.id to reach 100 followers.
7. Generating a minimum of 50 interactions via Google Ads through targeted keyword implementation.
8. Encouraging at least 10 pediatric patients to utilize the promotional discount for routine dental check-up services at uSmile Dental Studio.
9. Maintaining an average of 10 pediatric patient visits per month throughout the March to May period.

**c. Achievable**

The primary objective of this capstone project is to increase monthly patient visits by 20 adult patients and 10 pediatric patients. These visits are expected to result from increased exposure to uSmile Dental Studio through digital platforms such as Instagram and TikTok, as well as participation in the educational event “uSmile Dental Studio Goes to Preschool.” This event was specifically designed to provide an engaging and educational experience for children while also building parental trust in the clinic’s services. By offering a direct and interactive approach, the initiative aims to foster emotional connection and trust, thereby encouraging parents to bring their children for regular dental care. Additionally, this event serves as a strategic entry point for reaching new market segments, particularly families with young children.

To support short-term growth, a sales promotion strategy is implemented through discounted rates for children’s routine dental check-up services. This initiative is intended not only to attract parental attention but also to generate initial visits and motivate follow-up appointments. Furthermore, the adoption of a structured social media strategy is essential for enhancing brand visibility and reaching a broader audience. This involves the application of content pillars that include educational materials,

service promotions, testimonials, and daily clinic updates. By presenting informative and visually engaging content in a style suited to the target audience, the strategy aims to boost engagement and expand the digital reach of uSmile Dental Studio across Instagram and TikTok platforms.

**d. Relevant**

This objective aligns with uSmile Dental Studio's vision and mission to promote greater public understanding of dental health while broadening the reach of its services. Moreover, the chosen strategy reflects current marketing practices, effectively combining offline events, promotional offers, and social media campaigns to attract new patients.

**e. Time-Bound**

1. The “uSmile Dental Studio Goes to Preschool” event is scheduled for February 22, 2025.
2. The management of uSmile Dental Studio’s Instagram account (@usmiledental.id) will be conducted over a two-month period, from March 2 to May 9, 2025.
3. The activation of the TikTok account will take place at the beginning of March.
4. The Check-Up Routine discount program for pediatric patients will run from March 16 to May 16, 2025.
5. Instagram Ads will be utilized from March to May, focusing on the Ramadan Special Promotion and the Check-Up Routine for Kids. The final ad placement will promote the One Price Scaling campaign in May.
6. Google Ads will be implemented on a monthly basis from March through May.
7. The effectiveness of social media management will be evaluated during the second week of May 2025, based on metrics such as engagement, reach, follower growth, and patient responses.

8. Instagram Ads performance will be reviewed individually after each ad concludes, with each campaign allocated a three-day duration, in accordance with the platform's algorithm and budget limits.

9. The performance of Google Ads will be assessed monthly from March to May.

10. The overall impact of offline events, social media efforts, and promotional activities on sales performance will be evaluated at the end of May 2025.

## **1.6 Conceptual Framework**

### **1.6.1. Theory Description**

#### **1.6.1.1 Integrated Marketing Communication (IMC)**

The concept of Integrated Marketing Communication (IMC) serves as a theoretical foundation in contemporary marketing strategy, highlighting the need for coherence and coordination in brand messaging. Kenneth and Donald (2022:32) define IMC as the integration of all marketing communication tools, channels, and resources within a company into a unified program intended to optimize its influence on both customers and stakeholders. IMC specifically aims to generate meaningful insights into the performance of campaigns delivered across multiple platforms. This enables marketing teams to assess the effectiveness of individual campaign components and the platforms used, helping businesses identify the most appropriate and impactful communication channels based on the preferences and characteristics of their target audience.

Kotler and Keller (2012) emphasize several key components that contribute to the effectiveness of Integrated Marketing Communication. The first is advertising, which is designed to inform, persuade, or remind target audiences about products or services. It is commonly executed through a variety of media such as television, radio, print, digital platforms, and outdoor advertisements. Another element is sales promotion, which refers to short-term strategies aimed at

stimulating product or service sales through consumer incentives. According to Kotler and Armstrong (2018), sales promotion is defined as a marketing tool used to increase purchasing activity and improve dealer performance.

Public relations is also an essential component, serving to build and maintain a positive relationship between an organization and its public. Another strategic element is event marketing, which involves organizing structured activities—such as product launches, educational programs, or promotional gatherings—to achieve specific marketing objectives. As noted by Kotler and Armstrong (2018), these events must be aligned with broader marketing goals and measured using relevant indicators such as participation rates, engagement levels, and their impact on brand recognition or sales performance. Post-event evaluations are necessary to assess outcomes and inform future event planning.

Digital marketing represents the use of internet-based technologies and digital tools to promote a brand, product, or service to targeted audiences. Finally, content marketing focuses on the strategic creation and distribution of valuable, relevant, and consistent content intended to attract and retain a specific audience segment, with the goal of encouraging profitable consumer actions. Together, these elements form a cohesive framework that supports effective and integrated brand communication.

#### **1.6.1.2 AIDA Model Theory**

Fill and Turnbull (2016) describe the AIDA model as a foundational concept in marketing communication, outlining the stages consumers typically pass through before making a purchasing decision. The acronym AIDA refers to four key phases: Awareness, Interest, Desire, and Action. This model guides marketers in leading potential customers through a gradual process that ultimately results in a transaction. At the Awareness stage, the primary aim is to attract consumer attention to a product or service. This involves delivering messages that are not only eye-catching but also effectively communicated through suitable media platforms. The Interest stage follows, where efforts shift to building curiosity and encouraging

individuals to learn more. To be effective, content should address specific consumer concerns or interests, offering value and relevance that sustain attention.

Once interest is established, the Desire stage seeks to convert that interest into a preference for the product. Communication at this point often emphasizes how the offering can meet practical needs or deliver emotional satisfaction, thereby increasing the likelihood of purchase.

The final phase, Action, focuses on prompting a specific consumer response such as completing a purchase or registering for a service—often through a clear and direct call to action.

The AIDA framework provides a logical structure for designing marketing messages that support each phase of the consumer's decision-making process. By tailoring content to these stages, businesses can strengthen audience engagement and increase the effectiveness of their promotional efforts.

### **1.6.1.3 Push and Pull Theory**

The Push and Pull Theory is a strategic framework in digital marketing communication that outlines two primary methods for delivering messages to consumers: push and pull strategies (Chaffey & Chadwick, 2019).

A push strategy involves the proactive distribution of promotional messages or products directly to consumers. This can be executed through various channels such as paid advertising, email campaigns, sales promotions, and direct marketing. The objective is to engage consumers even when they are not actively searching for the product or service, making this approach effective for generating initial awareness and establishing a brand presence in competitive markets.

Conversely, a pull strategy aims to attract consumers by encouraging them to seek out the brand on their own. This is typically achieved through engaging content, search engine optimization (SEO), and other inbound marketing tactics that draw interest organically.

Chaffey and Chadwick (2019) emphasize that the most effective digital marketing practices involve the integration of both strategies. Push tactics are essential for capturing attention and expanding reach, while pull methods sustain

consumer interest, foster loyalty, and promote organic engagement. The combination of these approaches enables businesses to create a more robust and well-rounded marketing ecosystem, effectively addressing different stages of the customer journey with tailored communication strategies.

### **1.6.2. How The Communication Theory is Applied**

The marketing approach adopted in this project combines three primary elements: offline events, promotional offers, and the use of social media platforms. Each of these components reflects key ideas found in established communication theories, including the AIDA model, Integrated Marketing Communication (IMC), and the Push and Pull strategy. In relation to the AIDA framework, the strategies are arranged to follow a step-by-step flow—starting from capturing attention, building interest, creating desire, and ultimately leading to action. A clear example can be seen in the "uSmile Dental Studio Goes to Preschool" event, where parents were engaged directly through educational sessions and interactive experiences. These interactions contributed to increased trust in the brand and encouraged follow-up visits for their children.

This method also reflects the essence of IMC, which stresses the value of maintaining a consistent message across different communication channels. The coordinated use of Instagram, TikTok, sponsored content through Instagram Ads and Google Ads, and pediatric check-up promotions illustrates how various tools were combined to deliver messages in a cohesive and targeted manner. Such integration not only enhances message clarity but also helps expand audience engagement and develop stronger, ongoing relationships with patients.

Furthermore, when viewed through the lens of the Push and Pull theory (Chaffey & Chadwick, 2019), the strategy displays a balanced use of both approaches. Paid advertisements and promotions serve as push tactics, reaching out directly to potential patients. On the other hand, informative and visually engaging social media content functions as a pull tactic, attracting interest organically and encouraging ongoing interaction. This combination allows uSmile Dental Studio to connect with new audiences while also retaining the interest and loyalty of its existing clientele in a more strategic and measurable way.

## **1.7 Communication Strategy**

### **A. Segmentation**

#### **i. Demographics**

Gender : Male and female

Age : 25 - 45 years

SES : A-B

#### **ii. Geographics**

Domicile : Semarang

#### **iii. 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

### **B. Targeting**

- Young professionals and parents
- Middle to upper class society (expenses Rp 2,040,262 - Rp 9,909,844/month)

### **C. 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 cutting-edge equipment and qualified professionals.

### **D. Brand Communication**

“We Make You Smile Better”

### **E. 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.”

## **1.8 Communication Media Strategy**

### **1.8.1. Online Communication Media**

Digital communication media refers to channels that utilize digital technology to convey messages to a specific audience. This medium plays a crucial role in shaping marketing strategies for businesses. According to Kotler and Keller (2016), digital communication media enhances interactivity, provides measurable outcomes, and allows for better alignment with the preferences of the target audience. The use of digital tools also enables companies to analyze consumer behavior more effectively and refine their communication approaches accordingly. As part of the marketing strategy to attract more patients, the author plans to optimize uSmile Dental Studio’s digital communication platforms.

### **1.8.2. Offline Communication Media**

Offline communication media refer to channels used for delivering messages without relying on digital platforms. According to Kotler and Keller (2016), these include traditional forms such as print publications, outdoor advertising (banners and billboards), radio and television broadcasts, and

promotional events. Such media are particularly useful for reaching audiences that may not be active on digital platforms. As noted by Fill (2013), offline media contribute to increasing brand recognition and fostering meaningful interactions with consumers.

Despite the growing influence of digital media, offline communication remains important due to its ability to provide tangible experiences and facilitate face-to-face engagement. In line with this, uSmile Dental Studio, together with the author, plans to utilize offline communication strategies such as event-based marketing and sales promotions to enhance patient engagement. One such initiative is “uSmile Dental Goes to Preschool,” a dental health education program designed for students in Kindergarten A and B at Bunga Bangsa Preschool Montessori, which also involves their parents in the learning experience.

## **1.9 Tactics**

### **1.9.1. Offline event “uSmile Dental Studio Goes to Preschool”**

Based on patient data, uSmile Dental Studio’s primary clientele consists of young professionals aged 21 to 40. In response, the clinic seeks to broaden its market reach and raise public awareness of dental health by organizing the "uSmile Dental Studio Goes to Preschool" event. This initiative serves as an educational program focused on promoting oral hygiene among children and their parents, emphasizing the importance of maintaining healthy teeth from an early age. The program includes two core sessions: a practical tooth-brushing activity and an educational segment on cavity prevention. Both sessions involve parental participation to ensure that parents also gain valuable insights into proper dental care.

The event is scheduled to take place at Bunga Bangsa School in Semarang on February 22, 2025, with a total duration of two hours. Its primary objective is to reach a broader demographic, particularly parents, and to encourage them to bring their children for regular dental check-ups at uSmile Dental Studio. Additionally, the event serves as an opportunity for the clinic to gain experience in conducting offline engagement activities.

- Theme and Tagline of the Activity

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

Tagline: *"I Smile, U Smile"*

- 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

- Rundown Event

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" &	Discussing myths and facts about teeth, causes

No	Time	Activity	Description
		Coloring Competition for Kids	of cavities, and directing children to the coloring competition area.
6.	10.30 -10.40	Q&A Session	Limited to 3 questions
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.

### 1.9.2. 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

Chaffey and Chadwick (2019) define owned media as digital platforms that are fully managed and controlled by a brand or company to deliver messages and foster connections with their audience. In the case of uSmile Dental Studio, the primary owned media platforms include Instagram and WhatsApp.

Instagram is utilized to consistently manage and share engaging content with the audience, aiming to enhance brand visibility in Semarang and strengthen relationships with prospective patients. On the other hand, WhatsApp serves as a direct communication channel between the clinic's customer service team and patients, facilitating appointment bookings and responding to patient inquiries efficiently.

#### a. Social Media Campaign

According to Tuten and Solomon (2017), a social media campaign refers to a series of structured marketing activities conducted across various social platforms to support organizational

goals while fostering interaction with the audience. This campaign model enables brands to connect on a global scale. Implementation typically involves diverse digital content formats, including images, videos, sponsored posts, and articles, which serve to capture audience attention and enhance engagement.

To expand its patient base and attract prospective clients, uSmile Dental Studio adopts a social media campaign strategy focused on Instagram and TikTok. The campaign is scheduled to run for two months, from February to April. Content management within this campaign is structured around four main pillars—education, promotion, information, and entertainment—to ensure strategic and targeted execution.

The education pillar aims to inform the audience about dental and oral health. The Creative Design team is responsible for producing educational content that also incorporates entertaining and informative elements. This type of content not only reinforces uSmile Dental Studio’s credibility but also raises public awareness about the importance of quality dental care.

The second pillar, promotion, involves the creation of content that highlights the clinic’s services and supports ongoing programs. This form of content is frequently featured on uSmile Dental Studio’s platforms to increase visibility and encourage service utilization.

The third pillar focuses on delivering information without emphasizing promotional elements. Content under this pillar is often shared through Instagram Stories due to their concise and direct format, making them ideal for announcements and brief updates.

The final pillar is entertainment, which is among the most favored content types by audiences due to its engaging and easy-to-digest nature. Entertaining content plays a key role in uSmile Dental Studio’s social media strategy, as it is considered effective in quickly capturing attention and boosting audience interaction.

Table 1. 1 Instagram & Tiktok Content Pillar

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

Table 1. 2 Instagram Content Strategy

<b>Format Type</b>	<b>Frequency</b>	<b>Total Content</b>
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
<b>Total All Content</b>		43 posts

Table 1. 3 Instagram Content Plan

<b>No</b>	<b>Posting Date</b>	<b>Content Pillar Type</b>	<b>Format Type</b>	<b>Content Brief</b>	<b>Objectives</b>
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.

<b>No</b>	<b>Posting Date</b>	<b>Content Pillar Type</b>	<b>Format Type</b>	<b>Content Brief</b>	<b>Objectives</b>
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

<b>No</b>	<b>Posting Date</b>	<b>Content Pillar Type</b>	<b>Format Type</b>	<b>Content Brief</b>	<b>Objectives</b>
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

<b>No</b>	<b>Posting Date</b>	<b>Content Pillar Type</b>	<b>Format Type</b>	<b>Content Brief</b>	<b>Objectives</b>
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	Informational	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.

<b>No</b>	<b>Posting Date</b>	<b>Content Pillar Type</b>	<b>Format Type</b>	<b>Content Brief</b>	<b>Objectives</b>
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

<b>No</b>	<b>Posting Date</b>	<b>Content Pillar Type</b>	<b>Format Type</b>	<b>Content Brief</b>	<b>Objectives</b>
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.

<b>No</b>	<b>Posting Date</b>	<b>Content Pillar Type</b>	<b>Format Type</b>	<b>Content Brief</b>	<b>Objectives</b>
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 scaling gigi?”	To educate and prompt reflection on dental hygiene habits.
41	May 3, 2025	Educational	Instagram Story	Instagram 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	Instagram 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

Chaffey and Chadwick (2019) describe paid media as marketing activities that require financial investment to enhance brand exposure and reach. In the marketing strategy carried out by uSmile Dental Studio between March and May, Instagram Ads are utilized as a form of paid media to expand audience reach. By leveraging Instagram's advertising features, the clinic is able to promote its services in a more targeted and efficient manner. This extended visibility is expected to raise awareness of ongoing promotions, thereby capturing audience interest and encouraging the use of available services. The approach is designed not only to introduce the clinic's offerings to potential patients but also to drive an increase in appointment bookings and service utilization.

### b. Google Ads

To encourage patient visits to uSmile Dental Studio, the team intends to utilize Google advertising through the "Search Ads" campaign format. As an advertiser, uSmile Dental Studio can select relevant keywords such as "Dental Clinic in Semarang," "Semarang Dentist," and other related search terms to reach users actively looking for dental services.

Table 1. 4 Instagram Ads Content Strategy

No.	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

### 3. Social Media Activation

#### a. Tiktok

Based on a survey conducted with 117 respondents, 23.1% indicated that TikTok is the social media platform they use most frequently. This finding highlights TikTok's strong presence and popularity among internet users. As of July 2024, TikTok had reached 157.6 million users in Indonesia (Kompas.com, 2024), reinforcing its potential as a powerful communication and marketing tool within the country.

Given its broad user base across various segments and demographics, TikTok presents a valuable opportunity for businesses to expand their audience reach. In this context, establishing a TikTok account for uSmile Dental Studio can serve as an effective component of its marketing strategy. The initial step involves setting up a professional account profile using the uSmile Dental Studio logo to enhance brand recognition. Additionally, the profile bio should include essential details such as the clinic's location and address to help prospective patients identify the nearest branch. It is also important to provide contact information for appointment bookings, such as a phone number or a link to an online reservation system. Including an email address can further facilitate potential collaborations or other business-related inquiries.

No.	Posting Date	Content Name
1.	March 7th 2025	Introduction of uSmile Dental Studio on TikTok
2.	March 8th 2025	Clinic Map of uSmile Dental Studio and Directions on How to Get There
3.	March 13th 2025	Content Showcasing the Oxygen Scaling Promotion
4.	Match 19th 2025	Guidelines on How to Brush Teeth Properly
5.	March 23rd 2025	Promotional Content for Children's Dental Check-Up Packages
6.	April 19th 2025	Following Content Trend Encouraging Visits to uSmile Dental Studio During Holidays
7.	April 20th 2025	Entertaining Content Regarding the Restriction on Consuming Hard Foods After Tooth Extraction
8.	April 25th 2025	Educational Content Emphasizing That Toothaches Are Not Exclusive to Teething Children
9.	April 27th 2025	POV Content Depicting a Patient Waiting to Be Called by the Dentist
	April 28th 2025	Entertaining Content Addressing Social Disparities in Access to Dental Fillings
	May 2nd 2025	Content Highlighting the Latest Scaling Promotion at uSmile Dental Studio

#### **b. Sales Promotion**

The Check-Up Routine program introduced by uSmile Dental Studio aims to increase awareness of the importance of early dental care for children between the ages of 3 and 6. As part of this initiative, uSmile offers a promotional discount, reducing the cost of pediatric dental check-ups from IDR 100,000 to IDR 50,000.

This effort is designed to motivate parents to bring their children in for regular dental visits and to promote the development of healthy oral hygiene habits from an early

age. By making the service more affordable, the clinic seeks to reduce obstacles that may prevent parents from accessing preventive dental care for their children. The strategy aligns with Pull Communication Theory, which emphasizes that attractive offers naturally draw in customers and encourage them to engage with the services provided.

### 1.10 Action Plan

#### a. Minute

Activity	Pic	Activity Routine (per week)																																		
		Sep		Okt				Nov				Dec				Jan				Feb				Mar				Apr				May				Jun
		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	2	3	4	1				
Pitching with Client																																				
Research Data Compilation																																				
Distribution of Questionnaires																																				
Event Needs Research																																				
Meeting with Client																																				
Drafting Proposal																																				
Finalizing Proposal and Prepa																																				

Activity	Pic	Activity Routine (per week)																																		
		Sep		Okt				Nov				Dec				Jan				Feb				Mar				Apr				May				Jun
		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	2	3	4	1				
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Online Campaign																																				
Insta gram Story																																				
Instra gram Feeds																																				
Insta gram Reels																																				
Tikto k video																																				
Offline Campaign																																				
Licen sing Appli cation																																				
Sales Prom otion																																				
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Post Campaign																																				
Monit oring																																				
Evalu ation																																				
Prepa ration of Repor ts																																				

**b. Man**

<b>No</b>	<b>Role</b>	<b>Job</b>	<b>PIC</b>
1.	Project Leader	<ol style="list-style-type: none"> <li>1. Designing program plans that align with client objectives, including budgeting and efficient resource allocation</li> <li>2. Manage and coordinate various projects within the program to ensure optimal results are achieved</li> <li>3. Monitor program progress, prepare performance reports, and provide regular updates to stakeholders</li> <li>4. Identify potential risks that could hinder the program and design effective strategies.</li> </ol>	Margaretha Aurelia Kusumawardhani
2.	Account Executive	<ol style="list-style-type: none"> <li>1. Organize meeting schedules with client, both online and offline meeting</li> <li>2. Designing all the requirements needed during the program implementation with the client (offline events, sales promotions, social media management)</li> <li>3. Establish and maintain good relationships with schools as a strategic effort to build long-term cooperation and promote uSmile Dental Studio services.</li> <li>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</li> </ol>	

No	Role	Job	PIC
3.	Strategist	<ol style="list-style-type: none"> <li>1. Analyzing content trends relevant to the dental clinic market and discussing findings with clients and internal teams.</li> <li>2. Coordinating with the client regarding content types and publishing frequency.</li> <li>3. Conducting competitor analysis on nearby dental clinics' social media presence.</li> <li>4. Defining effective keywords for uSmile Dental Studio's Google Ads campaigns.</li> <li>5. Overseeing content production and social media management handled by the Creative Design team.</li> <li>6. Evaluating Google Ads results and developing advanced advertising strategies.</li> <li>7. Monitoring the effectiveness of Instagram and TikTok Ads along with analyzing content variety.</li> <li>8. Assisting the Media Planner in the content production and shooting process.</li> <li>9. Supporting the delivery of dentist presentations during the "uSmile Dental Studio Goes to Preschool" event.</li> </ol>	Fedora Esther Monika Manurung
4.	Data Executive	<ol style="list-style-type: none"> <li>1. Collaborating with the internal team to formulate questionnaire items that align with the program objectives.</li> <li>2. Designing questionnaires as a research tool to support the program planning phase.</li> </ol>	

No	Role	Job	PIC
		<ol style="list-style-type: none"> <li>3. Analyzing data collected from the questionnaires as a foundation for strategic planning.</li> <li>4. Interpreting evaluation results and adjusting the content type and format accordingly for the Creative Design team.</li> <li>5. Identifying effective target audiences to support media advertising efforts.</li> <li>6. Conducting audience data analysis from Instagram and TikTok to discover appealing content ideas.</li> <li>7. Following up on analysis results from questionnaires and social media, while evaluating ongoing marketing strategies.</li> <li>8. Ensuring that content planning aligns with platform formats and supports overall social media management.</li> <li>9. Monitoring published content to ensure its relevance and resonance with the target audience.</li> <li>10. Analyzing content performance insights such as views, likes, comments, shares, polls, and other interaction metrics.</li> <li>11. Carrying out comprehensive monitoring and quality control of the uSmile Dental Studio's Instagram and TikTok accounts.</li> </ol>	

No	Role	Job	PIC
		12. Determining the quantity and overseeing the distribution of check-up routine vouchers to schools and clinics.	
5.	Media Planner	<ol style="list-style-type: none"> <li>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.</li> <li>2. Creating a content plan for February - April, which will be published on uSmile Dental Studio's social media accounts (Instagram and Tiktok).</li> <li>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.</li> <li>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.</li> <li>5. Responsible for uploading every content that is ready to be published</li> <li>6. Monitoring and Engagement. Responsible for responding to comments, Direct Messages, and interactions with the audience</li> </ol>	Naila Nazla Fahira

No	Role	Job	PIC
		7. Determining an effective target market for paid advertising, namely Instagram Ads and Google Ads	
6.	Creative Design	<ol style="list-style-type: none"> <li>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.</li> <li>2. Boosting audience engagement with visuals, as indicated by likes, saves, comments, shares, and narrative interactivity elements (emoji sliders, polls, and Q&amp;A), particularly on promotional and instructional material like Check-up Routine for Kids.</li> <li>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.</li> <li>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</li> </ol>	

No	Role	Job	PIC
		<p>tastes of the intended audience (parents and kids).</p> <p>5. Ensuring timely and reliable creative output that supports regular content publication and strengthens digital presence while adhering to the campaign's editorial calendar.</p> <p>Increasing organic reach and visibility through the creation of content with viral</p>	

**c. Money**

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
<b>TOTAL</b>				<b>Rp1,855,000</b>
<b>OPERATIONAL</b>				
No.	Expenses	Nominal	Qty	Total
1	Voucher print	Rp20,000	2	Rp40,000
2	Poster print	Rp4,000	10	Rp40,000
<b>TOTAL</b>				<b>Rp80,000</b>
<b>ONLINE</b>				
1	Instagram Ads	Rp 300,000	1	Rp300,000
2	Google Ads	Rp 2,500,000	1	Rp2,500,000
<b>TOTAL</b>				<b>Rp 2,800,000</b>
<b>SPENDING TOTAL</b>				<b>Rp4,735,000</b>
<b>RESERVE FUND (10% of total expenses)</b>				<b>Rp320,000</b>
<b>GRAND TOTAL</b>				

## **1.11 Control and Evaluation**

### **1.11.1. Evaluation Method**

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

1. Tiktok Activation
  - Creating a Tiktok Account @usmiledental.id.
  - Producing two educational and interesting contents every week.
2. Offline Event “uSmile Dental Studio Goes to Preschool”
  - Visiting one of the schools in Semarang to expand market reach and attract new potential patients.
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
  - 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.
  - Increase account reach from 8,600 accounts into 15,000 accounts.
  - Increase account engagement from 83 accounts involved to 250 accounts.
5. Instagram Ads
  - Get 300 profile visits of each content that has been promoted
  - Get 8000 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.