

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

Oral and dental health are important parts of being healthy all over. But a lot of individuals still don't realize how important it is to take care of their teeth on a daily basis. The World Health Organization (WHO) says that dental health problems including cavities, gum disease, and bad breath are some of the most frequent health concerns that people all over the world have. There are several reasons for this, including bad habits like smoking, unhealthy diets, and not knowing how to take care of teeth properly.

The Minister of Health's Regulation Number 89 of 2015 on Dental and Oral Health Efforts says that dental and oral health is when the hard and soft tissues of the teeth and other parts of the mouth are in good shape. This lets people eat, converse, and engage with others without feeling sick, having aesthetic problems, or being uncomfortable because of disease, occlusion deviations, or tooth loss. This lets them live a life that is socially and economically useful. Even though oral and dental health is a big part of public health, people in Central Java still don't know much about how to take care of their teeth. RISKESDAS data from 2018 show that about 25.9% of people in Central Java have dental and oral health concerns (Sulur Joyo Sukendro, 2023). Most oral illnesses are chronic problems associated with lifestyle factors that necessitate behavioral adjustment. Positive adjustments in behavior are feasible, but they take a lot of work and a lot of understanding about how to promote health. Public health is a very new subject of study, but it is already incorporating health promotion (Dendy Murdiyanto, 2023).

Dental health is a vital part of a good quality of life, and it needs both expert treatment and good habits like brushing your teeth. To cure complicated issues like cavities, gum irritation, and tooth crowding, you need to see a good dentist. Regular check-ups can find problems early, stop them from getting worse, and keep your

mouth healthy. uSmile Dental Studio is a great place to get dental care. They are located in Kedungmundu, Semarang, Central Java, and offer professional services like routine check-ups, teeth cleaning, and orthodontic and aesthetic treatment. uSmile Dental Studio is open Monday through Friday from 9 am to 12 pm and then again from 3 pm to 8 pm. The clinic will be open from 9 am to 4:30 pm on Saturday, though. This clinic is dedicated to delivering the greatest care for patients' dental and oral health by using the latest technology and having competent medical staff.

Interactions with their social surroundings, starting with the family, have a big impact on how people act in their daily lives. The family plays a big part in how each member thinks, acts, and makes choices. Caterina Purbasari (2023) said that the family must be the first place where people learn to live a healthy life. The family determines not only how people act when it comes to their health, but also what items they buy and what health services they choose.

uSmile Dental Studio is dedicated to broadening its service reach because it understands the strategic role of the family. uSmile wants to reach parents and get them to bring their kids in for dental care as soon as possible. They don't just want to serve adults. Most of the people that go to uSmile Dental Studio are between the ages of 21 and 40. This group isn't growing very quickly, and it's still hard to reach younger people, especially kids. However, this age group has a lot of potential to keep getting dental care throughout adulthood.

So, we need a good marketing plan to get people interested in and aware of how important it is to get dental treatment early. One way to do this is to use engaging and fascinating communication that is aimed at both children and parents. This technique can be put into action through offline activities like teaching kids about dental health through interactive games, drawing or coloring activities with dental health themes, or consultation sessions that are specifically tailored to be kid-friendly. The goal is for kids to feel safe and not scared when they go to the dentist after this great experience. Parents will also feel more sure about picking uSmile Dental Studio as the ideal option for their family's dental care.

Digital marketing communication is a big part in getting more patients, especially through social media. The Instagram account @usmiledental.id has used a number of marketing strategies, such as posting interesting articles on dental

health, employing eye-catching images, and talking to its followers. This plan is meant to do more than just get people involved; it's also meant to raise public awareness of how important it is to take care of your teeth and mouth.

But even though a lot of work has gone into it, the Instagram account @usmiledental.id is still not working as well as it might. The content calendar hasn't been set up in a regular fashion, and most of the content that's been released is still one-way educational content that doesn't let the audience interact with it. This also has an effect on how interested potential patients are in getting service information or going to the uSmile Dental Studio clinic in person. Kotler and Keller (2016:145) say that social media is a good way to reach and connect with customers, even in the health care industry.

1.2 Problem Formulation

A. Marketing Problems

a. uSmile Dental Studio has not been able to contact patients of all ages.

The survey showed that most of uSmile Dental Studio's clients are between the ages of 21 and 40. This suggests that the clinic hasn't done a good job of reaching kids, who have specific dental care needs that the clinic may not be fully meeting, like procedures that are safe for kids.

b. uSmile Dental Studio's marketing efforts aren't working well enough to reach a bigger audience right now, especially on social media sites like Instagram.

The clinic's current promotions haven't brought in many consumers, even though they offer great treatments. This has led to a poor degree of brand recognition for uSmile. Many people who would want to go to uSmile Dental Studio are afraid to do so because there isn't a clear marketing plan or way to develop an identity. This means that the marketing plan needs to be better so that it can reach more people and build more trust in the community.

b. Communication Problems

a. There aren't many patients who come to uSmile Dental Studio.

uSmile Dental Studio has been running as a modern dental health clinic, with a modern look, digital services, and advanced treatment technology. However, in reality, this clinic still has a lot of problems because it doesn't have enough patients.

b. There still aren't many interactions on social media (Instagram).

The uSmile Dental Studio Instagram account hasn't been getting much contact lately. The fact that there aren't many followers and that people aren't interacting with the posts shows that the social media approach isn't working yet. Not only does irregular use of social media make it harder for people to learn about the clinic, but the content that is posted is also not interesting or relevant enough for the target demographic. This also makes it less likely that people of all ages will utilize social media to get in touch with patients and learn more about the uSmile Dental Studio dental clinic in Semarang, which would bring in more potential clients.

1.3 Situation Analysis

1.3.1 SWOT

1. Strength

- a. Using contemporary technology, uSmile Dental Studio offers dental health and beauty procedures.
- b. A group of qualified and skilled dentists work at uSmile Dental Studio. Patients' trust in uSmile Dental Studio services may grow as a result.
- c. Due to the favourable feedback left by prior clients, uSmile Dental Studio enjoys a solid reputation as a dental office.
- d. Comfort and hygiene are always given first priority at uSmile Dental Studio in all facets of their offerings.
- e. The services offered by uSmile Dental Studio include both aesthetic and dental health care.

2. Weakness

- a. There is not much promotional coverage for uSmile Dental Studio. Although uSmile Dental Studio has made use of Instagram as a promotional platform, their current approach has not been successful

enough in expanding their patient base. As a result, uSmile Dental Studio needs a more efficient approach to content management and optimisation on its social media platforms.

- b. There aren't many devoted clients at uSmile Dental Studio. The majority of uSmile Dental Studio's devoted clientele is between the ages of 21 and 40.
- c. There aren't many sales or discounts available at uSmile Dental Studio.
- d. As of yet, uSmile Dental Studio has not put in place a strong marketing plan to draw in new target customers.

3. Opportunity

- a. To reach a larger patient base, partnering with many schools to host dental education events or seminars for children
- b. Make use of social media platforms for advertising. Social media may be a highly useful tool for both contacting new patients and fostering relationships with existing ones. Testimonials, instructional materials, and showcasing the amenities or special qualities that uSmile Dental Studio offers can all help achieve this.
- c. Offering new patients exclusive offers in an effort to draw attention and boost the number of visits

4. Threats

- a. There are numerous dental clinics in Semarang that provide further savings.
- b. The fact that uSmile Dental Studio still has a small number of followers on social media may make potential patients less trusting of them.
- c. Numerous dental offices in Semarang already have a devoted clientele.
- d. Other dentist offices have already used marketing techniques and organised fun events for their clientele.

1.3.2 PESTEL

1. 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.

2. 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.

3. 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.

4. 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.

5. 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.

6. 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 Competitor Analysis

Dental Clinic Name	Pricelist	Location	Marketing Strategy
uSmile Dental Clinic	a. Primary Tooth Extraction = Rp 250,000 b. Permanent Tooth Extraction = Rp 400,000 c. Ultrasonic	Kedungmundu Street No.122, Tandang, Tembalang District, Semarang City, Central Java 50274	a. Social Media Marketing (Instagram) b. Sales Promotion c. Print media

	<p>Scaling = Rp 300,000</p> <p>d. Oxygen Scaling = Rp 400,000</p> <p>e. Teeth Bleaching = Rp 2,500,000</p> <p>f. Aesthetic Teeth Restoration = Rp 400,000</p> <p>g. Temporary Teeth Restoration = Rp 250,000</p>		
Salvio Dental	<p>a. Standard Scaling = Rp 250,000</p> <p>b. Standard Tooth Extraction= Rp 400,000</p>	Lamper Sari Street No.21, Lamper Kidul, South Semarang District, Semarang City, Central Java 50249	<p>a. Social Media Marketing (Instagram)</p> <p>b. Sales Promotion</p> <p>c. Event Marketing</p>
Kidsmile Family Dental	<p>a. Dental Scaling = Rp 250,000</p> <p>b. Adult Tooth Extraction= Rp 400,000</p>	Sompok Baru Street No.73, Lamper Kidul, South Semarang District, Semarang City, Central Java 50249	<p>a. Social Media Marketing (Instagram)</p> <p>b. Sales Promotion</p>
Puri Cempaka	<p>a. Braces = start from Rp 8.500.000 - Rp 21.000.000</p> <p>b. Dental Scaling = Rp 250.000</p>	Lamper Sari Street No.41, Lamper Kidul, South Semarang District, Semarang City, Central Java 50249	<p>a. Social Media Marketing (Instagram)</p>

1.3.4 Social Media Analysis

As part of their digital marketing approach, uSmile Dental Studio uses Instagram to promote their business. The main market demographic that uSmile Dental Studio is going after is young professionals between the ages of 20 and 40. Most of the shared content is for patients exclusively, like deals, before-and-after photographs that show how treatments work, and tips about how to keep your mouth healthy. These kinds of content are meant to get new patients and get potential patients more interested in the services given. Between December 20, 2024, and February 20, 2025, uSmile Dental Studio's Instagram performance fell on most important measures. There were 32,000 impressions, which is the total number of times people saw the material. This is a 56.1% drop. 8.6 thousand other accounts saw the content, which is a big drop of 75.1% in the account's Reach. Content Interactions also dropped by 46.8%, from 83 to 46.8%. Link Clicks, which keep track of how many times people click on links in posts or profiles, were also down 83.3% to 20. There were 15.2% fewer visits to profiles, bringing the total to 847. Finally, there were 26 followers over this time, which is a 31.6% decline. All things considered, the data from this time shows that Instagram is becoming less visible and less popular with users.

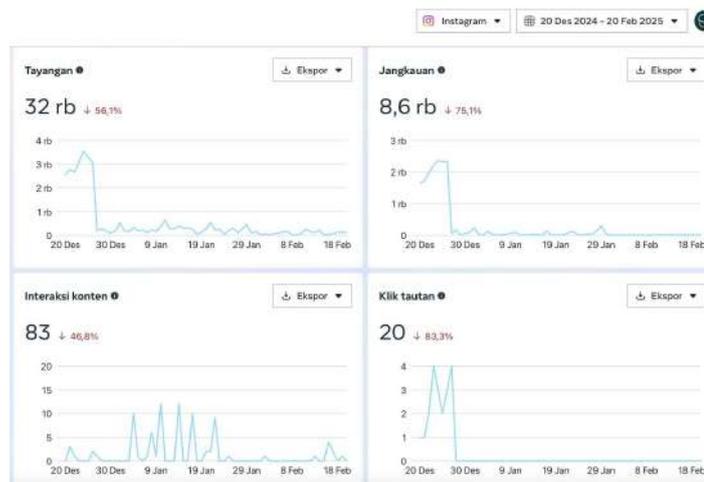




Figure 1.1 Instagram Insights Statistics @usmiledental.id

The @usmiledental.id account, which had 652 followers, was able to reach 8,160 accounts from December 11, 2024, to January 11, 2025, according to Instagram Insights. Insights data show that only 2.8% of accounts that reach out are from followers, while 97.2% of accounts are from people who don't follow them. Instagram Feeds have gotten the most views (21), followed by Instagram Reels (12) and Instagram Stories (6).

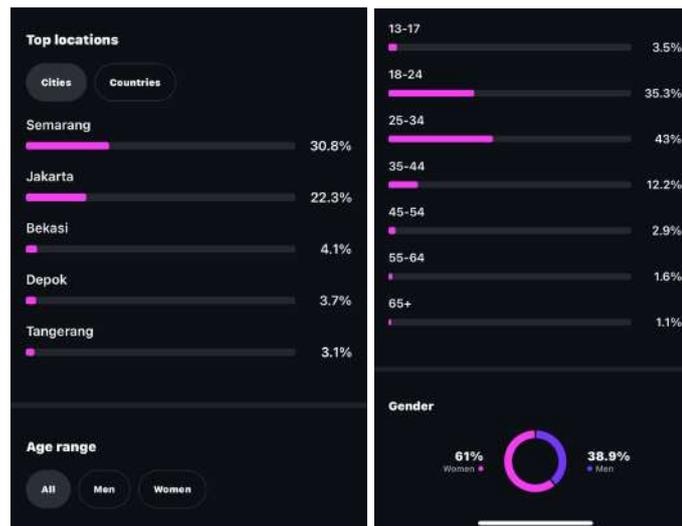


Figure 1.2 Followers @usmiledental.id Instagram Account

The city of Semarang has the most followers on the @usmiledental.id Instagram account, with 30.8% of them. Jakarta comes in second with 22.3%. This information shows that uSmile Dental Studio's Instagram account has reached places other than Semarang, even though it is a dental clinic based there. The people who follow @usmiledental.id are mostly between 18 and 44 years old. uSmile Dental Studio may have this preference when choosing the topics for the information that will be released.

1.4 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. We want 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.

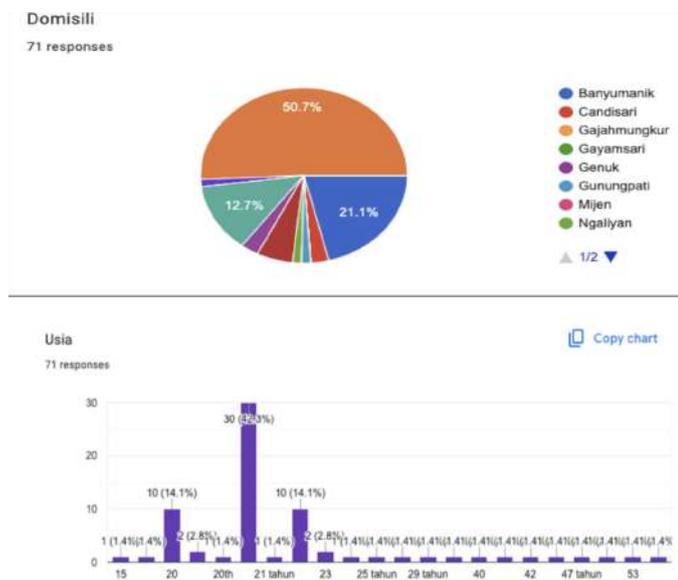


Figure 1.3 uSmile Dental Studio's patients Age and Resident

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.

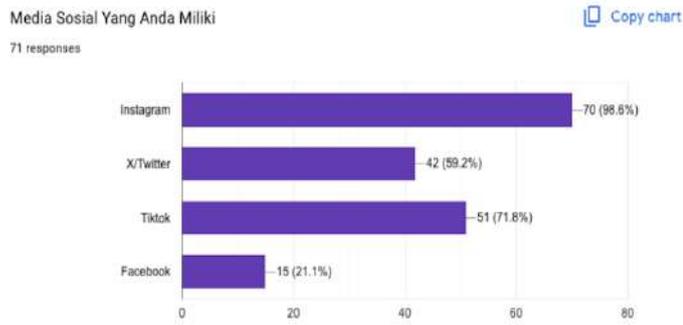


Figure 1.4 uSmile Dental Studio’s Patients Social Media Networks

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.

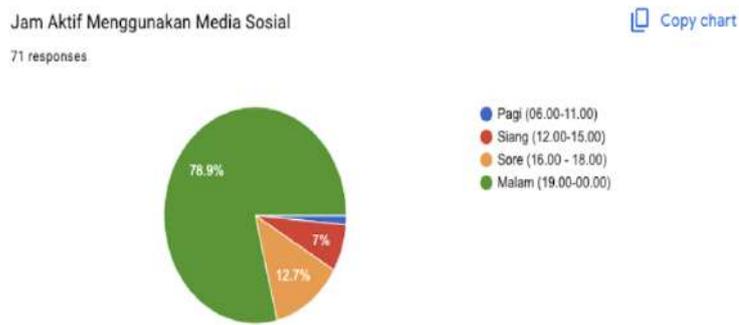


Figure 1.5 Duration of Time Spends on Social Media Every Day

Most users are active on social media in the afternoon. This shows the duration of time someone spends on social media every day.



Figure 1.6 The Average User Spends Hours Using Social Media

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

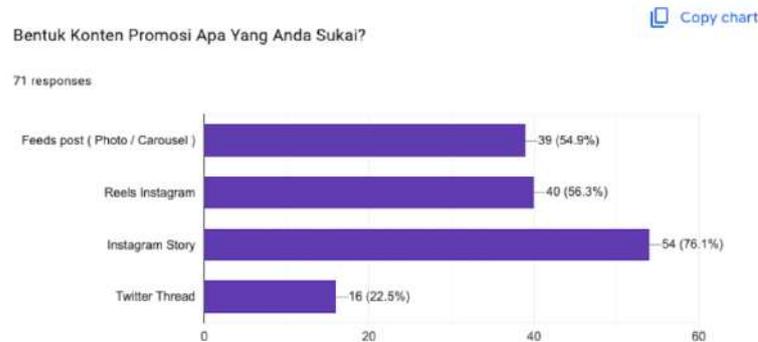


Figure 1.7 The Types of Promotional Content

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.

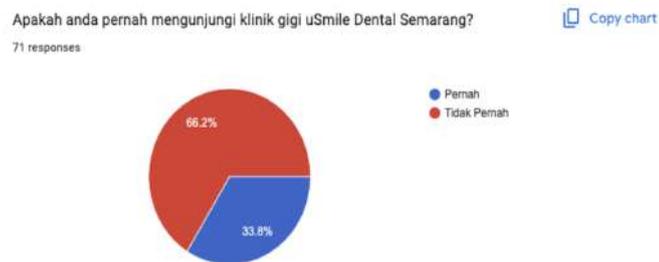


Figure 1.8 Patient at This Clinic

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.

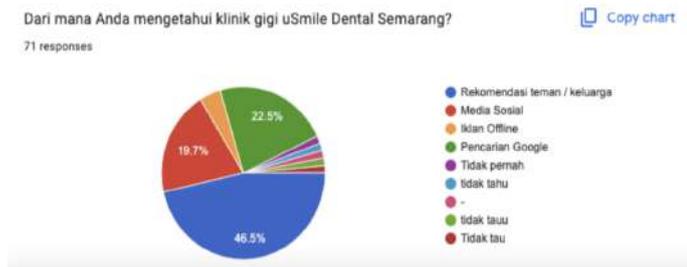


Figure. 1.9 Dental Clinic Is Influenced by Recommendations

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

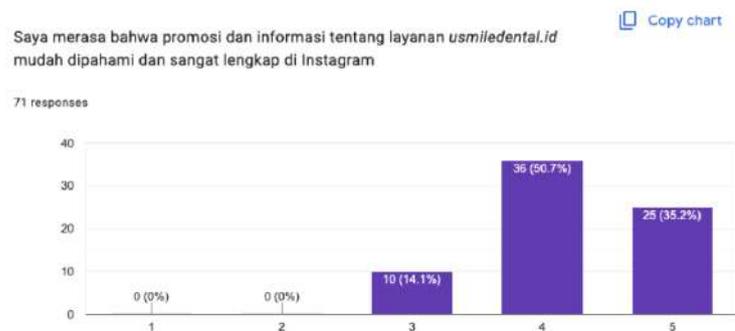


Figure 1.10 uSmile Dental service information on Instagram

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.

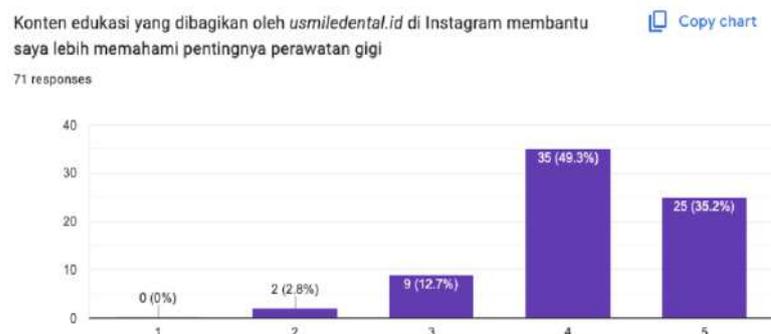


Figure 1.11 The Respondent after seeing information on The Instagram Account @usmiledental.id

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.

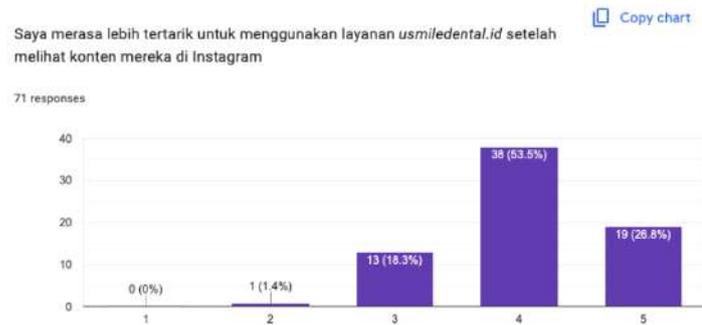


Figure 1.12 uSmile Dental Services After Seeing Content on Instagram

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.

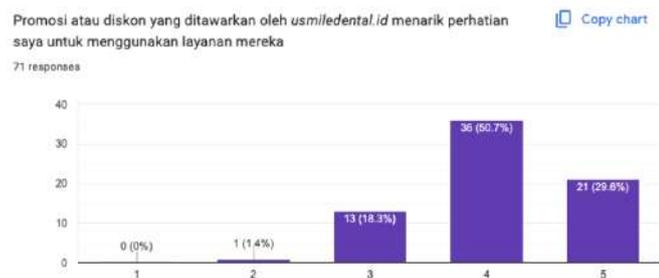


Figure 1.13 uSmile Dental Discounts and Promotions

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.



Figure 1.14 The Frequency of Dental Care by Respondents

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.

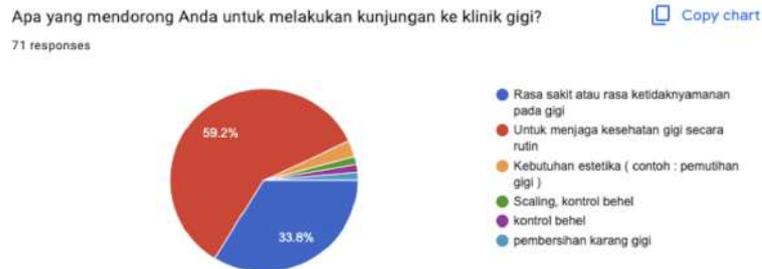


Figure 1.15 The Main Motivations for Visiting a Dentist

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.



Figure 1.16 The Number of Respondents Willing to Pay for Dental Care

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.



Figure 1.17 The Respondents' Willingness To Travel Long Distances To Receive Quality Dental Care

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.

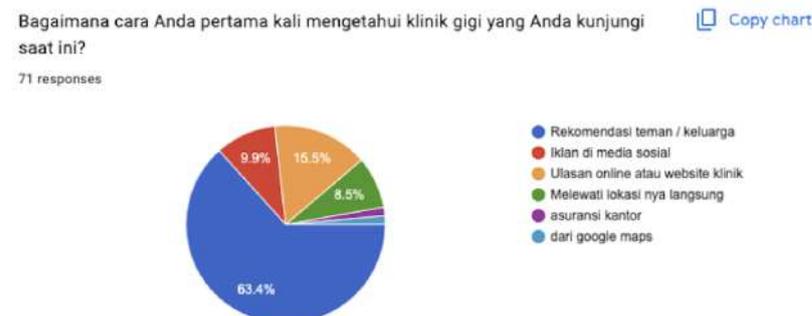


Figure 1.18 The Source Of Information About The Dental Clinic

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.



Figure 1.19 The Most Frequent Dental Health Service Received By Respondents

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.



Figure 1.20 Schedule Appointments

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.



Figure 1.21 Search For Information

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.



Figure 1.22 Choose Dental Clinics That Offer Special Offers Or Discounts

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.



Figure 1.23 The Location Of The Clinic For Choosing A Dental Clinic

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.



Figure 1.24 Comfortable Receiving Dental Care At A Facility

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.

1.5 Unique Value

By offering incredibly individualised and adaptable dental care, uSmile Dental Studio places a strong priority on patient comfort. Every dental issue should be resolved completely, however uSmile Dental Studio understands that every patient has a different comfort level. For instance, if cavities are found on both the right and left sides of the teeth but the patient is worried or uneasy about the treatment of the left side, uSmile Dental Studio will give priority to the right side, which is the side that the patient finds more noticeable or uncomfortable.

Even if there are less obvious or hidden problems, including problematic teeth on the opposite side, uSmile Dental Studio prioritises the comfort and happiness of its patients. This approach maintains the highest standard of care while guaranteeing that the patient's wishes are followed and that the treatment continues to be effective.

1.6 Objectives

a. Marketing Objectives

To get a measurable rise in the number of patients that come to uSmile Dental Studio and the studio's overall revenue, the studio needs to boost sales. To successfully expand uSmile Dental Studio's customer base to include pediatric patients, they need to attract new market segments. And

Getting at least 20 kids and their parents to sign up for a "uSmile Dental Studio Goes to Preschool" event.

b. Communication Objectives

Using Integrated Marketing Communication (IMC) as a communication strategy to boost sales at uSmile Dental Studio by getting people more interested in our content and interacting with it more on social media. Clearly explain uSmile Dental Studio's full range of dental services for all ages, with a focus on children, by effectively communicating the targeted service promos. Also, Increased the number of new patients from 10 to 20 per month and getting 10 pediatric patients a month from March to May.

1.6.1 SMART

1. Specific

As part of an integrated marketing strategy, the author also used social media management and sales promotion techniques in addition to planning instructional activities through offline events.

Special discounts for children's routine check-up services were offered as part of the sales marketing plan. This phase intends to raise parental knowledge of the significance of preserving children's dental health from an early age and open up new market opportunities, particularly children. However, given that people are depending more and more on digital platforms to obtain information, particularly regarding oral health, social media management is a crucial component of contemporary communication strategies. Social media is used to increase audience reach and foster stronger relationships between uSmile Dental Studio and its target market by providing instructive, entertaining, and useful material. By activating many platforms, like Instagram and TikTok, uSmile can more successfully communicate health messages and connect with young parents who are engaged on social media.

"uSmile Dental Studio Goes to Preschool" is another way that the offline event concept is put into practice. In order to improve brand recognition and expand the age range of patients who attend the uSmile

dental clinic for dental care, this event teaches people how to brush their teeth and prevent cavities. In order to help the kindergarten students and parents of Bunga Bangsa comprehend the value of keeping good dental health, this event is designed as a dental education program. There are two main parts to this exercise: learning how to prevent cavities and brushing your teeth properly. Participants are asked to practise proper tooth brushing during the first session, and then the dentist, aided by multiple nurses, gives clear instructions. After that, in order to fully understand the brushing techniques that have been demonstrated, participants practise them. The doctor teaches parents and participants cavity prevention techniques in the second session. To help guests learn how to correctly and effectively care for their teeth, the organising team will then go over a number of dental health rumours and facts. In order to draw in prospective patients from a variety of demographics and promote client involvement, sales promotion techniques will also be implemented.

2. Measurable

- a. Increased the number of new patients from 10 to 20 per month.
- b. Getting at least 20 kids and their parents to sign up for a "uSmile Dental Studio Goes to Preschool" event.
- c. We ran a social media campaign that got the usmiledental.id Instagram account's followers to go from 652 to 750.
- d. On a social media campaign, the usmiledental.id Instagram account's engagement went up from 83 accounts to 250 accounts.
- e. On a social media campaign, usmiledental.id grew Account on Instagram Got from 8,600 to 15,000 accounts.
- f. We are running a social media campaign to get 100 more people to follow usmiledental.id on Tiktok.
- g. Ten kids have taken advantage of the sales promotion campaign at uSmile Dental Studio to get regular dental check-ups.
- h. Getting 10 pediatric patients a month from March to May
- i. Get at least 50 engagements from Google Ads

3. Achievable

The optimal achievement of uSmile Dental Studio's objectives requires a methodical and focused approach. Organizing a dental health education session for kids at Sekolah Bunga Bangsa Semarang with at least 20 attendees is one of the calculated actions done. The purpose of this activity is to increase understanding of the value of dental health at a young age. Interactive games and other educational contests are incorporated into uSmile Dental Studio's implementation to boost kids' engagement and motivate them to be more eager to comprehend the information the dentist presents. Parents are also invited to this event so that they can learn how important it is to keep their children's teeth healthy from a young age.

To encourage new patients to use the services offered, a marketing strategy with sales promotions is also put into place in addition to educational initiatives. It is anticipated that this measure will encourage parents to begin taking an early interest in their children's dental health by offering discounts for regular check-up services. The promise of a lower cost encourages parents to schedule dental checkups as soon as possible and to incorporate them into their children's healthy routines. Children who feel at ease during this promotion are more likely to return for follow-up care at uSmile Dental Studio, serving as both an initial draw and a springboard for fostering long-term loyalty.

Increasing the number of followers on social media, particularly Instagram, is another factor that should be taken into account in addition to offline marketing strategies in order to broaden the audience reach and draw in new potential patients. uSmile Dental Studio must put in place a systematic and regular social media management plan in order to accomplish this goal. Regularly gathering and publishing engaging and pertinent material is one tactic that can be used. To improve audience engagement, content management requires the implementation of systematic content pillars, which comprise a variety of formats.

4. Relevant

This objective aligns with uSmile oral Studio's vision and mission to broaden their service offering and raise public knowledge of oral health.

Furthermore, the approach is consistent with contemporary marketing trends, which show that a mix of internet marketing, offline events, and promotions works wonders for drawing in new clients.

5. Time-Bound

- a. "uSmile Dental Studio Goes to Preschool" will happen on February 22nd.
- b. Activation of Tiktok accounts at the start of March
- c. For two months, from March 2 to March 9, the uSmile Dental Studio's social media account @usmiledental.id will be run by someone else.
- d. The uSmile Dental Studio's Check-up Routine discount for kids will be available for two months, from March 16 to May 16.
- e. Instagram Ads will be used in March for the Ramadan Special Promotion and the Check-up Routine for Kids Promotion. The last Instagram Ads for the One Price Scaling promotion will go live in May.
- f. From March to May, Google Ads will be used every month.
- g. In the second week of May 2025, the performance of social media management will be measured by looking at engagement, account reach, the number of new followers, and feedback from patients.
- h. The success of Instagram advertisements per content Instagram will know if its advertisements are working once it finishes the advertising algorithm based on the budget. uSmile Dental Studio gives three days for any material that has ads in it.
- i. How well Google Ads works
- j. Every month from March to May, uSmile Dental Studio checks how well Google Ads are working.
- k. At the end of May 2025, we will look at how well offline events, social media management, and sales promotion worked for the sales summary.
- l. Every month, uSmile Dental Studio assesses beginning with Google Ads' efficacy.
- m. At the end of May 2025, the contribution of offline events and sales promotion to the sales recap will be evaluated.

1.7 Conceptual Framework

1.7.1 Theory Description

1. Integrated Marketing Communication (IMC)

A theoretical underpinning of contemporary marketing strategy, the idea of Integrated Marketing Communication (IMC) highlights the significance of consistency and coordination in brand communication. The coordination and integration of all marketing communication methods, channels, and sources within a business into a program intended to maximize the influence on customers and other stakeholders is known as integrated marketing communication, according to Kenneth and Donald (2022:32). More precisely, the goal of integrated marketing communication is to generate insightful information about the success of campaigns that are executed through a variety of media. The impact of each campaign element and the different channels on which it is displayed can be measured by the company's marketing team. As a result, businesses may find it simpler to determine which marketing channels are most effective—that is, which ones best fit the traits and inclinations of the target market.

Effective marketing communications are influenced by a number of crucial components of integrated marketing communication, according to Kotler and Keller (2012). These crucial components consist of :

a. Advertising

Paid advertisements that are broadcast on television, radio, print, and digital media with the goal of raising audience awareness and drawing their attention to the provided goods or services.

b. Sales Promotion

This marketing component offers a range of temporary incentives, including discounts, free samples, and vouchers or coupons. This component seeks to encourage direct purchases from the viewers.

c. Direct Marketing

Businesses can sell goods and services to customers directly over the phone and through the mail. This component is utilised to increase sales and establish direct ties with clients.

d. Interactive Marketing

A business can communicate with customers in both directions by using a website as a promotional tool.

e. Word of Mouth Marketing

In this situation, businesses can encourage clients who are happy with the goods or services they get to tell other prospective clients about their excellent experiences. This component seeks to boost the brand's legitimacy and trust.

f. Personal Selling

One way that businesses and customers connect is to exchange extensive information about the goods and services that are being supplied.

g. Event and Experiences

Establishing direct communication between businesses and customers through a variety of initiatives, including offline events, rentals, and exhibits, is one marketing tactic.

h. Public Relations and Publicity

Techniques that businesses might employ to engage with the public and media in order to establish and preserve a brand image.

i. Social Media Marketing

Social Media Marketing (SMM) is the planned use of sites like Instagram and TikTok to connect with people directly and improve the brand image of uSmile Dental Studio. This method is important for getting more families and kids to see your website, building trust online, and getting new patients.

2. Push and Pull Theory

a. Push Communication

Push Communication is a way for a business to reach an audience through proactive media channels (Chaffey & Chadwick, 2019). In this case, the corporation sends a message to the audience and asks them to do things like buy a product, try the product or service, and so on.

1. Offline Event: "uSmile Dental Studio Goes to Preschool"

Most of the patients at uSmile Dental Studio are young professionals between the ages of 21 and 40. This makes uSmile Dental Studio want to reach more people and get them to learn more about dental health by conducting the "uSmile Dental Studio Goes to Preschool" event. This event is meant to teach kids and their parents about the importance of keeping their teeth healthy from a young age. There are two primary parts to this activity: learning how to wash your teeth correctly and how to avoid cavities. Parents go with their kids to both sessions so that they can learn more about how to keep their teeth healthy. On February 22, 2025, this event will take place at Bunga Bangsa School in Semarang and last for two hours.

The goal of this event is to help uSmile Dental Studio reach more people of all ages. This event is aimed at parents so that they know how important it is to keep their children's teeth healthy from a young age and to get them to take their kids to uSmile Dental Studio for dental care. Also, this event is meant to give uSmile Dental Studio practice in hosting events in person.

2. Activating Social Media (Tiktok)

We sent out a poll to 117 people, and 23.1% of them responded that Tiktok is the social media site they use the most. This proves that Tiktok is one of the most popular social networks on the web. As of July 2024, there were 157.6 million Tiktok users in Indonesia, according to the most recent data (Kompas.com, 2024).

The fact that so many people in Indonesia use Tiktok suggests that it can be a good way to talk to people and market your business there. For businesses, Tiktok can help them reach more people, including people from different groups and backgrounds.

In this case, making a Tiktok account for uSmile Dental Studio could be a very good way to market the business. Setting up an account profile with the uSmile Dental Studio logo is the first step. This will make it easier to find and help build brand identity. Also, it's very necessary to put important information in the account bio, including the address of the home or clinic, so that potential patients can easily discover the uSmile Dental

Studio. You also need to give the information for making an appointment, like a phone number or a link that goes to online reservations. You can also add an email to uSmile Dental Studio to open up possibilities for working with other people or for other needs.

b. Pull Communication

1. Campaign on Social Media

A social media campaign is a planned set of marketing actions on different social media sites that help a business reach its goals and get people to interact with the brand (Tuten & Solomon, 2017). This concept for campaigns lets businesses engage with people all around the world. You can use several kinds of digital content to run this campaign, like pictures, videos, sponsored ads, and articles. These different types of digital content are meant to get people's attention and get them more involved. A social media campaign that focuses on Instagram and Tiktok is the main way to reach more patients and get new ones. This campaign on social media will run for two months, from February to April. To make sure that the marketing plan works well and is targeted, this campaign will focus on four primary pillars: education, engagement, recognition, and embrace.

The main goal of education is to give people knowledge about dental care tips and tactics, as well as common myths and truths about teeth that people believe. The goal of this pillar is to let the audience understand how important it is to keep their teeth healthy and to inspire them to do so.

The second pillar is getting people involved. This pillar lets the company see how much people are interested in the content that uSmile Dental Studio has uploaded. One way to achieve this pillar is to hold Question and Answer sessions for the audience about the services supplied and how to take care of their teeth. Also, polls and quizzes that will be on Instagram Story can also let people communicate with them other.

The third pillar is recognition, which is meant to make people trust uSmile Dental Studio more. The content that is uploaded can be testimonials from patients who have used the service, as well as pictures of the clinic and doctor doing well.

The last pillar is to hug. This pillar's goal is to build an emotional connection between the dental clinic, the clinician, and the patient. This pillar will talk about what a dentist does every day, interesting things that happen in the clinic, and how patients act during dental exams.

By concentrating on these four pillars, uSmile Dental Studio hopes to improve its image on social media, get more people involved, and reach more people.

2. Ads on Instagram

We want to reach more people by getting more people to visit our Instagram and Tiktok account profiles. To do this, we plan to employ ads on Instagram that show off the services given by uSmile Dental Studio. As an advertiser, uSmile Dental Studio can use the advertising function to reach people based on their age, gender, interests, and behavior.

3. Ads from Google

We also want to employ Google ads to get new patients. We'll use the "Search Ads" campaign type. As an advertiser, uSmile Dental Studio can pick a number of relevant keywords, such as "Dental Clinic in Semarang," "Dentist Semarang," and others.

3. Model of AIDA

The AIDA model (Attention, Interest, Desire, Action) is a basic notion in modern marketing that explains how a buyer thinks before they buy something. Ashcroft and Hoey (2001) say that the AIDA model may be used for more than just physical things. It can also be used for digital marketing and services that are available online. It is still a valuable and adaptable framework for making communication plans that function across many types of media, such social media, digital advertising, and event marketing.

Shahizan Hassan (2014) says that each level of the AIDA model is linked to a different mental process that changes how customers act. The cognitive level is connected to the attention stage, which is when people learn about a brand or service. This first exposure is very important for cutting through the noise of conflicting messages and getting the audience's attention. After that, people start to

connect with the brand on an emotional level, which includes both intrigue and desire. They also start to wonder how relevant it is to their needs. This emotional connection often leads to a positive impression or preference. The behavioral level corresponds to the action stage at the end of the communication process. This is when the consumer's intention turns into a real action, such as going to a website, attending an event, or buying something.

The AIDA model is great since it is easy to use and helpful. It gives marketers a clear, step-by-step guide for designing and judging their communication strategy. You can match customized content and delivery techniques to each stage:

- a. To capture people's attention, marketers might use ads that stand out, teaser content, or platforms with a lot of users, like TikTok or Instagram Reels.
- b. You may get people more interested and engaged by using testimonials, relatable messages, emotional images, and informative stories.
- c. You may get them to act and turn them into consumers by using direct calls to action, event invitations, limited-time deals, or interactive elements.

1.7.2 How The Communication Theory is Applied

The author employed several key parts of Integrated Marketing Communication (IMC) as a marketing plan for uSmile Dental Studio to get more customers, especially kids, and sell more dental health services. One way to market an event is through offline events, as is shown by the educational activity "uSmile Dental Studio Goes to Preschool." The goal of this activity is to teach preschoolers the importance of keeping their teeth healthy from a young age. uSmile not only teaches youngsters about the importance of dental care, but it also makes a good first impression on kids and their parents, which makes them more likely to use uSmile's services.

In addition to offline efforts, social media marketing is used to help get more patients. uSmile Dental Studio wants to reach young parents who use the internet by making useful, well-organized content and starting a TikTok account as an extra social media channel. People are likely to be drawn to uSmile services, especially for kids' dental care, if the content is interesting, creative, and easy to grasp. The

communication plan also includes parts that promote sales to help sales grow. One strategy to market a business is to give discounts for frequent checks for kids. This incentive is both the main reason people want to come to the clinic and a good way to get them to come in for the first time.

The AIDA communication model says that this program helps with the attention stage, when parents and children talk directly to each other and learn about the clinic. Also, the fun and interesting parts of the event spark curiosity and desire, which makes a good impact on both the kids and their parents and encourages them to come back and stay loyal to the clinic.

To get more patients and boost their online visibility, they used social media marketing along with other methods. uSmile Dental Studio wanted to reach young, tech-savvy parents by posting relevant, interesting, and informative content on Instagram and making a new TikTok account. These online projects support AIDA's interest and want stages by encouraging curiosity and an emotional connection with the company. In addition to fostering familiarity, content like dental advice for children and visual narratives encourages parents to learn more about and take into account uSmile's offerings.

The communication strategy also incorporated sales promotion elements to stimulate genuine behavior and conversions. This is in line with the action stage of the AIDA model. Promotional offers, like reduced prices for kids' routine checkups, work as a strong inducement and a clear call to action for parents to make an appointment for their first visit. These offers do more than just get people's attention; they are a key part of the AIDA communication funnel that moves people from intention to action.

1.8 Communication Strategy

1.8.1 Segmentation

1. Demographics

- a. Gender : Male and female
- b. Age : 25 - 45 years (Young professionals and parents)
- c. SES : A-B

2. Geographics

a. Domicile : Semarang

3. Psychographics

- a. Aware of the significance of dental health
- b. Seeking for comfortable and high-quality dental care
- c. Keeping an open mind about contemporary dental procedures and technologies
- d. Concerned about appearance
- e. People who utilise social media regularly

1.8.2 Targeting

- a. Parents and young adults
- b. Society for the middle and upper classes (costs Rp 2,040,262 to Rp 9,909,844 per month)

1.8.3 Positioning

In order to provide a comfortable and excellent treatment experience, uSmile Dental Studio places a strong priority on health, comfort, and aesthetics. Offering the best dental care possible with state-of-the-art tools and skilled practitioners is the aim of uSmile Dental Studio.

1.8.4 Brand Communication

“We Make You Smile Better”

1.8.5 Key Messages

By providing adequate dental care, uSmile Dental Studio hopes to become a resource for attaining healthy, attractive teeth. In keeping with the idea, the primary message is structured as follows: "I smile, U smile."

1.8.6 Communication Media Strategy

1.8.6.1 Online Communication Media

Digital communication media is a channel of communication that uses digital technology to convey messages to a target audience. This is one of the most

important pieces of media that companies use when choosing their marketing strategies. According to Kotler and Keller (2016), digital communication media can improve communication's quantitative character, interaction, and flexibility to meet the needs of the target market. Businesses can easily analyse consumer behaviour and enhance their communication strategies thanks to digital technologies. As part of a marketing strategy, the author will optimize the uSmile Dental Studio digital communication media platform to improve the number of patients.

1.8.6.2 Offline Communication Media

A route for message distribution that does not use a digital platform is referred to as an offline communication medium. Print media, outdoor media (banners, billboards), radio and television broadcasts, and marketing events are all examples of offline communication media, according to Kotler and Keller (2016). Market segments that are not active on digital platforms can be reached by brands through conventional media. Media used for offline communication can foster customer relationships and raise brand awareness (Fill, 2013).

Even if the digital world is changing quickly, offline communication channels are still crucial since they are good at providing experiences and allowing for face-to-face contact with clients. In order to increase engagement and draw in new clients, the author and uSmile Dental Studio will make use of offline communication techniques, such as offline event marketing and sales promotions. A dental health education program called "uSmile Dental Goes to Preschool" is intended for Kindergarten A and B pupils at Bunga Bangsa Preschool Montessori who are accompanied by their parents

1.9 Tactics

1.9.1 Offline Event “uSmile Dental Studio Goes to Preschool”

The bulk of patients are young professionals between the ages of 21 and 40, according to patient data from uSmile Dental Studio. By hosting the "uSmile Dental Studio Goes to Preschool" event, uSmile Dental Studio hopes to raise public awareness of dental health and broaden its market reach. This event is intended to serve as a dental education program, educating parents and kids about the value of

having good teeth from a young age. This program consists of two primary sessions: the first will cover proper tooth brushing techniques, and the second will include cavity prevention instruction. In order to help parents better appreciate the importance of maintaining good teeth, children are joined by their parents during these two sessions. This two-hour event is scheduled for February 22, 2025, at Bunga Bangsa School in Semarang.

The purpose of this event is to increase uSmile Dental Studio's market reach across various age groups. The purpose of this event is to raise awareness among parents about the value of having healthy teeth from a young age and to persuade them to bring their kids to uSmile Dental Studio for dental care. In addition, this activity seeks to give uSmile Dental Studio experience hosting offline events.

1. Theme and Tagline of the Activity

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

Tagline: *"I Smile, U Smile"*

2. 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

3. Rundown Event

Table 1.2 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” & Coloring Competition for Kids	Discussing myths and facts about teeth, causes 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

A media strategy, according to Sissors and Baron (2010), is a strategic planning process used to identify the best means of communicating with audiences.

1.9.2.1 Owned Media

Chaffey & Chadwick (2019) define owned media as all digital outlets that belong to a firm or brand. The brand or business can have complete control over these digital platforms to communicate with their audiences and cultivate partnerships.

Instagram and WhatsApp are owned media that uSmile uses for communication. In order to raise brand awareness of its existence in Semarang and

cultivate a rapport with potential clients, uSmile Dental Studio actively manages and posts a variety of engaging content to the public on Instagram. On the other hand, uSmile Dental Studio's customer service and patients communicate directly via WhatsApp. Patients can book treatments more easily and get answers to their problems through this channel.

It is a set of planned marketing initiatives that are implemented across several social media channels to accomplish business objectives and entail audience engagement (Tuten & Solomon, 2017). This campaign strategy enables businesses to interact with people around the world. This campaign is being implemented using a variety of digital material formats, including articles, videos, photos, and sponsored adverts. The goal of this diverse type of digital material is to draw in viewers and boost their interest. The primary tactic is a social media campaign that concentrates on the Instagram and Tiktok platforms in order to reach a larger patient base and draw in new patients.

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. In addition to enhancing uSmile Dental Studio's reputation as a reliable business, this kind of content increases public awareness of the value of receiving top-notch dental care.

Promotion is the second pillar. The promotional pillar, which is one of the most popular content categories, serves as the foundation for the many kinds of content that are used to highlight uSmile Dental Studio's social media accounts. The purpose of this promotional material is to support many active projects and increase awareness of the services provided.

Information is the third pillar. The informational pillar content seeks to educate the audience without emphasising advertising elements. Because Instagram Stories are concise, direct, and appropriate for posting announcements or notices, uSmile Dental Studio regularly uses them to share this kind of content.

Lastly, there is entertainment. The low weight, entertainment value, and ease of digestion of this entertainment pillar make it one of the most popular content categories among viewers. Since it is thought to be successful at grabbing audience

attention quickly, entertaining content is one of the most frequently employed social media strategies in the uSmile Dental Studio marketing plan.

It is believed that by concentrating on these four pillars, uSmile Dental Studio will be able to reach a new patient, improve user engagement, and forge a better social media presence.

Table 1.3 Instagram & Tiktok Content Pillar

Content Pillar			
Educational	Informational	Promotional	Entertaining
a. Dental care tips and trick	a. Interactive quiz about teeth	a. Before and after treatment	a. Activity that relate as a patient
b. Facts and myths about teeth	b. Polling	b. Patients testimonial	b. Activity that relate as a Doctor
c. Prevention of dental and oral problems		c. Sales promotion highlights	
		d. Facility highlights	

Table 1.4 Instagram Content Strategy

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

No	Posting Date	Content Pillar Type	Format Type	Content Brief	Objectives
1	February 22, 2025	Informational	Instagram Story	Live Report "uSmile Dental Studio	To provide real-time updates and behind-the-scenes coverage

				Goes to Preschool”	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	To show behavior that relates to the

				tooth extraction	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	To show the result after treatment at

				Veneer treatment	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	Instagam 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	Infomational	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”	To raise awareness about common misconceptions

				about wisdom teeth	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	To educate the audience on

				yang bikin nafas makin segar”	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	Instagam Polls “Kapan terakhir kamu scaling gigi?”	To educate and prompt reflection on dental hygiene 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.

1.9.2.2 Paid Media

1. Instagram Ads

Chaffey & Chadwick (2019) define paid media as a marketing endeavour that requires extra costs. It increases the brand's visibility and reach.

Instagram Ads are a type of paid media utilised in uSmile Dental Studio's March–May marketing strategy to reach a larger audience. uSmile Dental Studio can more effectively and precisely advertise different services to social media users by using Instagram's paid advertising features. It is intended that by expanding the reach, more people would become aware of the deals being offered, which will pique their interest in using the services that are offered. This approach seeks to improve the number of visits and service transactions in addition to introducing prospective new patients to the clinic's services.

2. Google Ads

The company also intends to employ Google advertising, namely the "Search Ads" campaign type, to draw patients to uSmile Dental Studio. As an advertiser, uSmile Dental Studio has the option to select a number of pertinent keywords, like "Dental Clinic in Semarang," "Semarang Dentist," and others.

Table 1.6 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 99,156	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 101,566	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 151,923	3 Days

1.9.2.3 Social Media Activation

According to a poll we sent out to 117 people, 23.1% of them stated that Tiktok is the social media platform they use the most. This demonstrates that TikTok is among the most widely used social media platforms online. According to the most recent data, there were 157.6 million Tiktok users in Indonesia as of July 2024 (Kompas.com, 2024).

The quantity of Tiktok users in Indonesia indicates that the platform can be utilised as a successful marketing and communication tool there. TikTok can give businesses the chance to connect with a larger audience, including people from different demographics and market niches.

Establishing a Tiktok account for uSmile Dental Studio might be a highly successful marketing tactic in this regard. To make the uSmile Dental Studio logo clearly recognisable and to reinforce the brand identification, the first step is to create an account profile with it. Aside from that, it is crucial to provide crucial details in your account bio, including your home or clinic address, so that potential clients can more easily locate uSmile Dental Studio. It is also necessary to give the contact information for making an appointment, such as a phone number or link 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 Social Media Activation

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
10.	April 28th 2025	Entertaining Content Addressing Social Disparities in Access to Dental Fillings
11.	May 2nd 2025	Content Highlighting the Latest Scaling Promotion at uSmile Dental Studio

1.9.2.4 Sales Promotion

A targeted marketing campaign called Check-Up Routine was started by uSmile Dental Studio to increase awareness of the importance of early dental care for kids between the ages of three and eight. As part of this promotion, uSmile Dental Studio is reducing the cost of paediatric dental examinations from IDR 100,000 to IDR 50,000. The goal of this program is to inculcate good oral health habits in children from an early age and to encourage parents to take their kids to the dentist for regular checkups. uSmile aims to lower obstacles for parents seeking preventative dental care for their kids by lowering the cost of the service. 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.

1.10.2 Budgeting

Table 1.9 Budgeting

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				Rp5,000,000

1.10.3 Team

Table 1.10 Team

No	Name	Student ID	Jobdesc
1.	Margaretha Aurelia Kusumawardhani	14040121190069	Project Leader & Account Executive
2.	Fedora Esther Monika Manurung	14040121190056	Strategist & Data Executive
3.	Naila Nazla Fahira	14040121190060	Media Planner & Creative Design

1. Margaretha Aurelia Kusumawardhani - Project Leader & Account Executive

- a. Program Planning for Clients.
- b. Budgeting Preparation & Management.
- c. Forming a Distribution of Roles and Tasks.

- d. Pitching Event Proposal to The Client.
- e. Make a Meeting Schedule with The Client.
- f. Conducting a Survey to Several Schools.
- g. Preparing All Needs In Each Program.

2. Fedora Esther Monika Manurung - Strategist & Data Executive

- a. Developing and analyzing survey results to understand the needs, interests, and characteristics of the target audience, particularly the pediatric segment.
- b. Identifying communication and marketing problems also defining specific and measurable communication campaign objectives based on survey outcomes and the brand's initial conditions.
- c. Determining audience segmentation, targeting, and positioning for the uSmile Dental Studio campaign.
- d. Developing the main communication message and appropriate tone of voice tailored to the target audience (parents and children).
- e. Formulating and executing a media strategy and managing the Instagram and TikTok social media accounts throughout the campaign period.
- f. Conducting periodic monitoring and control of content to ensure alignment with audience insights (likes, reach, comments, shares).
- g. Implementing a sales promotion strategy through the distribution of "Check-up Routine for Kids" vouchers in clinics and schools.
- h. Processing and evaluating the results of voucher redemption for further analysis in the final report.

3. Naila Nazla Fahira - Media Planner & Creative Design

- a. Developing an Effective Content Strategy
- b. Make an Editorial Schedule and Submit Well-Organised Content
- c. Developing a Captivating Content Brief for the Target Audience
- d. Instagram Ads and Google Ads
- e. Creative concepts, Shoot and Edit Content for Social Media Platforms
- f. Creative Design Concept for Editing Posters for Sales Promotion
"Check-up Routine for Kids"
- g. Creative Design in the Event "uSmile Dental Studio goes to Preschool".

1.11 Control and Evaluation

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

1. Tiktok Activation
 - Creating a Tiktok Account [@usmiledental.id](https://www.tiktok.com/@usmiledental.id).
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
 - 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](https://www.instagram.com/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 700 clicks each month, which will lead more consumers to the uSmile Dental Studio website or social media profiles.