

CHAPTER II
CLIENT DESCRIPTION USMILE DENTAL STUDIO SOCIAL MEDIA
STRATEGY AND EVENT MANAGEMENT COMMUNICATION
PROGRAM USMILE DENTAL STUDIO AS MEDIA PLANNER AND
CREATIVE DESIGN

2.1 Introduction

This chapter presents a general description of the client, covering the products or services that are the focus of the program, internal stakeholder descriptions, and communication programs that have been implemented to build relationships with stakeholders. The customer under discussion is uSmile Dental Studio, a Semarang-based dental office that strives to be the best option for modern, comfortable, and skilled dental care for people of all ages. Using high-quality materials and cutting-edge processes to guarantee both functionality and look, uSmile Dental Studio provides a variety of services, such as attractive dental fillings, safe, painless tooth extractions, and basic dental check-ups and cleanings. The team of dentists, medical staff, administrative staff, and marketing team are examples of internal stakeholders who collaborate to provide patients with the finest care possible. Cooperation among these internal stakeholders is essential to preserving service quality, enhancing the clinic's reputation, and reaching a wider audience.

2.2 Client Description

Strategically located in the Kedungmundu area, Semarang, Central Java, uSmile Dental Studio is here as a trusted solution for the community's dental care needs. This clinic prioritizes professional services with high standards, combining the expertise of a team of experienced dentists with modern facilities to ensure patient comfort and safety.

uSmile Dental Studio provides a variety of comprehensive dental care services, from routine check-ups and teeth cleaning, to dental aesthetics such as whitening. Every action is carried out carefully, using the latest medical technology to ensure the accuracy of the diagnosis and the effectiveness of the treatment.

The clinic's atmosphere is designed in such a way that patients feel relaxed and calm from the moment they enter the room. A clean, modern, and comfortable environment is part of uSmile's commitment to providing a positive dental care experience.

Supported by a team of highly qualified, friendly, and dedicated dentists, uSmile Dental Studio not only focuses on healing, but also plays an active role in patient education. Through counseling and education programs, this clinic strives to build public awareness of the importance of maintaining dental and oral health from an early age.

With a holistic and personalized approach, each patient will receive treatment tailored to their individual needs. The combination of quality service, advanced technology, and empathetic touch makes uSmile Dental Studio the main choice for Semarang residents who want a healthy and beautiful smile.

2.3 Product and Services Description

Maintaining dental and oral health is a long-term investment for a better quality of life. At uSmile Dental Studio, this commitment is realized through complete, professional dental care services that prioritize patient comfort. This clinic provides various services ranging from routine dental check-ups that aim to detect problems early, to cleaning tartar (scaling and polishing) to maintain oral hygiene and prevent gum disease.

For patients who experience cavities, a dental filling service is available using quality materials that resemble the natural color of the teeth, so that the results remain aesthetic and functional. If necessary, tooth extraction is also carried out with a safe and painless technique. uSmile Dental Studio also provides orthodontic treatment (aligner) to straighten teeth and correct bites, with a choice of metal or aesthetic braces that are tailored to the patient's needs.

Not only focusing on adults, this clinic also has a pediatric dental care service with a fun and child-friendly approach, including dental fillings, primary tooth extraction, and fluoride application. For patients with gum tissue problems, periodontal treatment is available to help overcome inflammation and maintain overall gum health.

All services at uSmile are equipped with consultation sessions and treatment education, so that patients are not only treated, but also equipped with the understanding to maintain oral hygiene independently. With a comfortable clinic atmosphere, experienced medical personnel, and attentive service, uSmile Dental Studio is here as a trusted solution for a healthy and confident smile.

2.4 Internal and External Stakeholder

uSmile Dental Studio engages a number of partners in the execution of operational tasks and company development. Internal and external stakeholders are the two primary categories into which these stakeholders are separated. Every stakeholder contributes differently to uSmile Dental Studio's growth, sustainability, and reputation. It is believed that two parties can work together harmoniously to realise uSmile Dental Studio's vision and goal.

2.4.1 Internal Stakeholder

Internal stakeholder is a party who is involved directly in management, decision-making, and daily operations within the company. The proprietor of the dental office itself is an internal stakeholder in uSmile Dental Studio.

In every facet of the business's operations, the owner is crucial. Among the many crucial areas covered by the owner's obligations and responsibilities are:

1. **Business Planning and Development**

Establishing the clinic's vision, goal, and long-term growth plan, which should include diversification of the market, product innovation, and service expansion

2. **Daily Operations**

Make sure that every operational activity is carried out successfully and efficiently, from scheduling the dentists to overseeing routine patient care protocols.

3. **Human Resource Management**

Overseeing and directing the work of dental nurses, dentists, and administrative personnel.

4. **Quality of Services**

In charge of upholding the standard of care provided at uSmile Dental Studio and making sure that clients have a secure and comfortable experience.

5. Marketing and Branding

Create and implement marketing plans to help audiences form a favourable opinion of uSmile Dental Studio.

6. External Relations

Creating strategic alliances with outside parties, including local communities, insurance providers, medical equipment suppliers, and business associates.

2.4.2 External Stakeholder

The people outside the organisation who have connections, sway, and an interest in the growth and operations of uSmile Dental Studio are known as external stakeholders. The following are some of uSmile Dental Studio's external stakeholders:

1. Patients

The primary stakeholders in the operation of uSmile Dental Studio are the patients. A dental clinic's success is characterised by the loyalty and happiness of its patients. Therefore, the main concerns are offering high-quality treatments, educating people about oral health care, and building strong relationships with patients.

2. Investor

Investors are outside parties who provide money to uSmile Dental Studio in the hopes of making money off of the expansion of the clinic's operations. Investors are interested in uSmile Dental Studio's financial success and business expansion, even if they are not actively involved in day-to-day operations.

Effective management of investor relations requires both the creation of strategic initiatives that can yield alluring returns and the clarity of financial data.

3. Sponsorship

Sponsorship is an arrangement in which one party (the sponsor) gives money, goods, or services to the other party (the sponsored) in exchange for the other party's support, typically in the form of publicity or brand recognition. One of the most successful marketing techniques in the business sector for raising brand awareness, enhancing one's reputation, and reaching a wider audience is sponsorship.

Sponsorship is acquired at uSmile Dental Studio from Pepsodent and Sensodyne, two major dental care brands. Pepsodent and Sensodyne provide dental care goods like toothpaste, mouthwash, and toothbrushes to uSmile Dental Studio as part of their partnership. These goods, which are offered as part of patient care packages, dental health education, or promotional initiatives, help to support dental care services at the clinic.

2.5 Communication Program

The communication plan for uSmile Dental Studio aims to get more new clients aged 25 to 45 in Semarang by building a strong, modern, and family-friendly brand identity and teaching people about the necessity of dental care. The plan includes making interesting and useful posts on Instagram and TikTok, running targeted ads on social media, working with partners like Bunga Bangsa School to offer free Check Up Routine for Kids, and getting more media coverage to improve public relations. Instagram, TikTok, and Google Ads were some of the ways people talked to one other.

Key indicators including new patient bookings, follower and engagement increase, digital ad reach, and the number of times the voucher Check Up Routine for Kids was used will be utilised to judge how well the campaign did.