

## **CHAPTER II**

### **USMILE DENTAL STUDIO DESCRIPTION**

In this chapter, the author presents an overview of the client who is the object of the study, which includes a comprehensive description of the business, including the company profile, vision and mission, and products or services provided. In addition, it also explains the stakeholders involved, both from the internal side such as management, medical staff, and operational teams, as well as from the external side such as customers, partners, and the surrounding community who contribute to business development. This chapter also describes the communication programs that have been implemented by the client, as well as the communication program plan that will be carried out in order to ensure effective and sustainable business continuity amidst dynamic industrial competition.

#### **2.1 Client Description**

uSmile Dental Studio is a dental clinic strategically located in the Kedungmundu area, Semarang, Central Java. The presence of this clinic is intended to meet the needs of the community for quality and trusted dental care services. By carrying a modern and professional concept, uSmile Dental Studio is committed to providing dental health services that not only cure, but also provide a comfortable and enjoyable experience for patients.

uSmile Dental Studio is supported by a team of professional medical personnel consisting of certified and experienced dentists, as well as competent dental nurses who are highly dedicated to health services. Every doctor who is part of the uSmile team not only has a strong formal educational background, but also routinely attends professional training and workshops to update their clinical knowledge and skills in accordance with the latest developments in dental science. The quality of service at uSmile Dental Studio is also supported by the availability of modern medical facilities and equipment. All dental treatments are carried out using the latest tools and technology, such as dental units, digital X-rays, light cure, and other

modern medical devices. This aims to ensure that each procedure is carried out accurately, safely, and hygienically.

uSmile Dental Studio provides a variety of dental care services, from basic care such as routine check-ups, tartar cleaning, and dental fillings, to aesthetic treatments that are increasingly needed by modern society. The aesthetic services offered include teeth whitening and crown veneer treatment, which aim to improve the appearance of teeth while increasing patient confidence. In order to support patient comfort, the clinic's atmosphere is designed with a minimalist, clean, and modern interior design concept. The neat layout and soft color selection create a calm atmosphere and support a positive treatment experience. This is a form of uSmile's attention to detail, including the psychological aspects of patients during treatment.

uSmile Dental Studio not only focuses on providing dental health services, but also cares about increasing public knowledge about the importance of maintaining dental and oral health. This education is carried out consistently through the clinic's official social media, namely Instagram @usmiledental.id. Through this platform, uSmile Dental Studio shares various interesting information and facts about dental health, daily dental care tips, and light explanations about treatment procedures available at the clinic.

## **2.2 Product and Services Description**

uSmile Dental Studio provides routine dental check-up services that aim to detect dental and oral health problems early. This examination is important to determine the overall condition of the teeth and mouth, so that preventive measures can be taken to prevent more severe tooth decay. In addition, uSmile Dental Studio also offers tartar cleaning (scaling) which helps maintain oral hygiene and prevent gum disease. Scaling is intended to remove plaque and tartar that can cause gum inflammation and reduce the risk of other oral health problems. Then, specifically for patients who experience tooth damage such as cavities, uSmile Dental Studio provides dental filling services using high-quality materials that resemble the natural

color of teeth. This aims to maintain tooth function while ensuring aesthetic and functional results. In addition to fillings, this clinic also offers tooth extraction services for patients who need this procedure. Tooth extraction is carried out using safe and painless techniques, so that patients can feel comfortable during the treatment process.

uSmile Dental Studio also offers aesthetic dental care services, such as (teeth whitening) and veneer treatment. Teeth whitening is done to brighten the color of dull or stained teeth, while veneer treatment aims to improve the shape and appearance of damaged or deformed teeth. This service not only improves the function of the teeth, but also helps patients get a more aesthetic dental appearance. This clinic also provides orthodontic treatment to straighten teeth and correct the bite position, which is tailored to the patient's needs.

Not only serving adult patients, uSmile Dental Studio also has special dental care services for children. The approach used is very child-friendly and fun, in order to create a positive and non-scary dental care experience for children. With a comfortable atmosphere and experienced medical personnel, children can undergo dental care more easily and without fear.

uSmile Dental Studio always prioritizes patient needs and ensures that every service provided is in accordance with the patient's medical condition and what they want, so the uSmile Dental Studio Doctor Team always takes action based on the patient's permission and approval. This clinic is committed to not upselling or selling additional products that are not needed by the patient. Every treatment provided is designed personally and professionally, with attention to patient comfort and providing the best solution for their dental and oral health needs.

### **2.3 Stakeholder**

In implementing operational activities and developing the business, uSmile Dental Studio involves various parties who act as stakeholders. These stakeholders are divided into two main groups, which are stakeholder internal and stakeholder external. Each stakeholder has their own contribution in

supporting sustainability, reputation, and the growth of uSmile Dental Studio. With harmonious collaboration between two stakeholders, it is hoped that the vision and mission of uSmile Dental Studio can be achieved.

### **2.3.1 Internal Stakeholder**

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

Owner plays a central role in all aspects of the company's operations. The owner's duties and responsibilities cover various important areas, including:

a. **Business Planning and Development**

Arranging vision, mission, and a long-term strategy for the clinic growth, including services expansion, product innovation, and market diversification

b. **Daily Operations**

Ensure all operations activities run effectively and efficiently, starting from managing the dentists' schedule to supervising standard patient service procedures

c. **Human Resource Management**

Leading and monitoring the performance of dentists, dental nurses, and the administrative staff

d. **Quality of Services**

Responsible for maintaining the quality of services that are offered in uSmile Dental Studio, ensuring that patients are receiving service experiences that are safe and comfortable.

e. **Marketing and Branding**

Develop and execute marketing strategies to build and strengthen a positive image of uSmile Dental Studio in audiences.

f. External Relations

Establishing strategic partnerships with external stakeholders, such as medical equipment suppliers, insurance companies, business partners, and local communities.

### 2.3.2 External Stakeholder

External stakeholders are the parties outside the company who have relationships, influence, and have interests towards operations and development of uSmile Dental Studio. The external stakeholders of uSmile Dental Studio, include :

a. Patients

Patients are the main stakeholders of uSmile Dental Studio operation. Patients' satisfaction and loyalty describe the success of a dental clinic. Therefore, a good quality of services, providing education about dental health care, and good relationship with the patients are the top priorities

b. Investor

Investors are external parties who invest capital in uSmile Dental Studio with the aim of gaining profit from the development of the clinic's business. Although not directly involved in daily operational activities, investors in uSmile Dental Studio have an interest in financial performance and business growth.

Relations with investors need to be managed well through transparency of financial reports, as well as the preparation of strategic plans that can provide attractive returns.

c. Sponsorship

Sponsorship is a form of cooperation between two parties where one party (sponsor) provides support in the form of funds, products, or services to the other party (sponsored) in return, usually in the form of promotion or brand exposure. In the business world, sponsorship is one of the effective marketing strategies to increase brand awareness, build a positive image, and expand market reach.

At uSmile Dental Studio, sponsorship is obtained from large companies in the dental care sector, which are Pepsodent and Sensodyne. Through this collaboration, Pepsodent and Sensodyne support uSmile Dental Studio by providing dental care products such as, toothbrush, mouthwash, and toothpaste. These products are used to support dental care services at the clinic, and are provided in promotional programs, dental health education, or as part of patient care packages.

## **2.4 Communication Program**

To attract new target markets and increase sales at uSmile Dental Studio, three marketing strategies were developed to help achieve these goals. Based on existing patient data, the majority of uSmile Dental Studio patients are aged between 21 and 40 years. Therefore, efforts are needed to expand the audience reach, especially to attract child patients. One of the strategies designed is through the "uSmile Dental Studio Goes to Preschool" activity. This event aims to introduce the importance of dental care from an early age to children and parents. In this event, children will be invited to learn how to brush their teeth properly with parental guidance, which is expected to form healthy habits in caring for teeth from an early age. The second session of this event focused on providing more in-depth education to parents regarding the prevention of cavities and caries in children. Through this event, the author hopes that uSmile Dental Studio will become one of the clinics that can provide direct experience to parents and children, so that they feel more confident and choose uSmile Dental Studio as the clinic of choice for dental care. With direct interaction with prospective patients and the education provided, this event is expected to increase loyalty to the clinic, as well as attract more new patients from among children and families. Meanwhile, sales promotion) is also implemented through a routine check-up program for children. This promotion is specifically designed to attract parents to bring their children to have their dental health checked at an early age. By providing discounts for routine check-up services, uSmile Dental Studio hopes to increase parents' awareness of the importance of dental care for

children from an early age, while expanding the patient base from the children's age segment. This strategy also supports the clinic's long-term goal of building a habit of regular dental check-ups in children.

Another program proposal is optimizing digital marketing through more strategic social media management. One of the main platforms that has been used is Instagram @usmiledental.id. With structured content management and referring to clear content pillars such as education, service promotion, patient testimonials, and interaction for audience engagement, it is expected to build a professional image and attract the attention of potential patients. Consistent and informative content can increase audience awareness of the importance of dental care and strengthen public trust in the quality of services offered by uSmile Dental Studio. This strategy is also an important step in reaching a wider audience and increasing digital conversions into direct visits to the clinic.

The team also implemented a sales promotion strategy in this program through the "Check-up Routine for Kids" campaign, which ran from March 16 to May 16. This promotion was specifically designed to attract a new target market, namely pediatric patients, as part of the expansion of uSmile Dental Studio's segmentation. By offering routine dental check-ups specifically for children, this program not only aims to increase parental awareness of the importance of maintaining dental health from an early age, but also to build trust and long-term relationships with families as target consumers. This strategy is one form of a relevant preventive approach, as well as an effective marketing tactic in attracting new patients in the children's age category through valuable and affordable offers.