

CHAPTER II
CLIENT DESCRIPTION USMILE DENTAL STUDIO SOCIAL MEDIA
STRATEGY AND EVENT MANAGEMENT COMMUNICATION
PROGRAM USMILE DENTAL STUDIO AS DATA EXECUTIVE AND
STRATEGIST

2.1. Introduction

This chapter provides a comprehensive overview of the client, detailing the products or services key to the program, descriptions of internal stakeholders, and the communication initiatives established to foster connections with stakeholders. The client in question is uSmile Dental Studio, a dental practice located in Semarang, dedicated to providing superior, contemporary, and proficient dental care for individuals of all ages. uSmile Dental Studio offers a range of procedures, including aesthetically pleasing dental fillings, safe and painless tooth extractions, and routine dental examinations and cleanings, use high-quality materials and advanced techniques to ensure both functionality and aesthetics. The team of dentists, medical personnel, administrative workers, and marketing team exemplifies internal stakeholders who cooperate to deliver optimal patient care. Collaboration among these internal stakeholders is crucial for maintaining service quality, improving the clinic's reputation, and expanding its audience reach.

2.2. Client Description

uSmile Dental Studio, located in the Kedungmundu neighbourhood of Semarang, Central Java, is a reputable provider of dental healthcare to the local community. The clinic emphasises providing high-quality professional services by combining the expertise of experienced dentists with modern, cutting-edge facilities to ensure patient comfort and safety. uSmile Dental Studio provides a wide range of dental services, from standard exams and cleanings to cosmetic procedures like tooth whitening. All procedures are painstakingly carried out utilising cutting-edge medical technology to ensure accurate diagnosis and effective treatments. The clinic's environment is meticulously created to provide patients a sense of relaxation

and ease upon arrival, with a clean, modern, and friendly setting that symbolises uSmile's commitment to providing a good care experience. uSmile Dental Studio, backed by a team of highly skilled, empathetic, and committed dentists, goes above and beyond in terms of patient education. The clinic's counselling and educational efforts aim to enhance public awareness of the value of early and continuous dental and oral health care.

By taking a holistic and individualised approach, each patient receives treatment that is tailored to their exact needs. The seamless blend of high-quality service, cutting-edge technology, and compassionate care distinguishes uSmile Dental Studio as the best choice for Semarang locals looking for healthy and attractive smiles.

2.3. Product and Services Description

Maintaining dental and oral health is an important long-term investment that supports a higher quality of life. This devotion is exemplified by uSmile Dental Studio's comprehensive and professional dental care services, which prioritise patient comfort. The clinic provides a wide range of treatments, including routine dental check-ups for early diagnosis of problems and scaling and polishing procedures to assist maintain oral hygiene and avoid gum disease.

For patients with cavities, uSmile Dental Studio offers dental filling procedures made from high-quality materials that closely match the natural tooth colour, assuring both cosmetic appeal and functionality. When necessary, tooth extraction is conducted using approaches that prioritise safety and reduce suffering. The clinic also specialises in orthodontic care, providing a variety of metal and aesthetic aligners to straighten teeth and correct bite abnormalities, according to each patient's specific needs.

In addition to adult services, uSmile Dental Studio offers paediatric dental care in a fun, child-friendly setting, with treatments like fillings, primary tooth extractions, and fluoride applications to promote early oral health. For patients with gum tissue issues, periodontal therapies are available to manage inflammation and enhance overall gum wellbeing. Each service is complemented by consultation sessions and patient education, allowing patients to maintain their dental hygiene

on their own after treatment. With a pleasant clinical setting, trained medical staff, and personalized treatment, uSmile Dental Studio presents itself as a reliable partner in obtaining a healthy and confident smile.

2.4. Internal and External Stakeholder Description

uSmile Dental Studio collaborates with a variety of partners, who are divided into two categories: internal and external stakeholders. Each stakeholder contributes uniquely to the clinic's growth, long-term viability, and brand recognition. Harmonious communication between these two groups is critical for attaining uSmile Dental Studio's overall vision and objective.

2.4.1. Internal Stakeholder

Internal stakeholders are individuals who are directly involved in the organization's management, decision-making, and day-to-day operations. The key internal shareholder at uSmile Dental Studio is the clinic's owner. The owner plays an important role in overseeing all parts of the business operations. The key roles include:

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 strategy for uSmile Dental Studio is to augment the influx of new customers aged 25-45 in Semarang by cultivating a robust, contemporary, and family-oriented brand identity while informing the public about the importance of dental care. The strategy involves producing captivating and informative content on Instagram and TikTok, executing targeted social media advertising, coordinating complimentary Check Up Routine for Kids with partners Bunga Bangsa School and enhancing public relations through media exposure. Communication techniques included Instagram, TikTok, and Google Ads.

Campaign performance will be assessed by key metrics including new patient bookings, follower and engagement growth, digital ad reach, and voucher Check Up Routine for Kids used.