



Strategic marketing plan in achieving marketing values and objectives at Mitha Pre-Marriage Healthcare and Aesthetic Clinic

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ABSTRACT

Klinik Mitha is a business entity in the form of a Limited Liability Company (PT) in the field of health services in accordance with the definition referred to in 1 Permenkes No 028/2011 and the estimate required for the stages until it becomes a PT is 1 month until the notarial deed. Marketing plan is a planning process in the field of marketing in order to achieve the marketing targets that have been set. In marketing planning is closely related to marketing strategies that concern the values and goals of the company. In this chapter, Mitha Clinic will focus on Marketing Goals and Objectives, STP Strategy that will be carried out, B2C Marketing Mix, Sales activities, Sales Budget Projections and Revenue Stream projections. The purpose of this research is for a Clinic known to the DKI Jakarta Community for reputable premarital and aesthetic health services, Customer Satisfaction by Optimizing Premarital and Aesthetic Health Services and in the long term can build new branch clinics again. The results of this study indicate that the marketing plan strategy in achieving value and marketing goals is influenced by several factors such as the purpose of establishing the business, marketing planning which includes price, location, promotion, sales, and planning in finance.

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1. INTRODUCTION

The demands of lifestyle in big cities such as DKI Jakarta make people both men and women take care of aesthetic clinics to support their appearance (Rahmadinna, 2019). Moreover, when the wedding day is the day that everyone who wants to get married dreams of, they want this special day to be an unforgettable moment for a lifetime, so that preparation after preparation is done as well as possible from preparing healthy skin, ideal weight and checking sexual and reproductive health (Firdhauzi, 2022).

In addition, there are other lifestyle demands related to premarital health examination services (Munawaroh, 2019). At present, usually related to the health services needed by prospective brides in the hospital there are 2 (two) services, namely aesthetic services and premarital services. For example, these services are available at Hermina Hospital or Mitra Hospital. However, there is no aesthetic clinic that offers these 2 services in 1 package like in a hospital. This health check is also supported by the Government with the Minister of Health Regulation Number 97 of 2014 concerning Health Services for the Pre-Pregnancy Period, Pregnancy, Childbirth and the Postpartum Period, Implementation of Contraceptive Services and

Sexual Health Services, and Governor Regulation of the Special Capital Region of Jakarta Province Number 185 of 2017 concerning Counseling and Health Checks for Prospective Brides. Mitha Clinic is a development of Mustika Aesthetic Clinic which is located at Jl. Raya Bekasi Km. 17 No. 8, Kel. Jatinegara, Kec. Cakung East Jakarta. Mustika Aesthetic Clinic was established in 2018, an organization engaged in this aesthetic clinic was established with the aim of providing knowledge and services about men's and women's health, especially skin health (Andriyani, 2020).

Wedding day is a day that everyone who wants to get married dreams of, they want this special day to be an unforgettable moment for a lifetime so that preparation after preparation is done as well as possible from preparing healthy skin, ideal weight and checking sexual and reproductive health (Rohim, 2020). Thus, Klinik Mitha provides health services and consultations, general practitioners who are integrated with skin and genital specialists (Dermatology), obstetricians (Obstetrics and Gynecology) and Nutrition specialists. The service program can be accessed online or offline, making it easier for prospective customers to consult. The average age of marriage for the first time in DKI Jakarta is 24 to 25 years old (Data Susenas DKI Jakarta Province). However, conditions in big cities have a tendency to marry at a more mature age (Putra et al., 2023)

A number of previous studies provide insight into marketing strategies in various industries, including the health sector. Research by Xie et al. (2022) highlights the importance of value-based marketing in achieving long-term success. On the other hand, market analysis and the use of social media in healthcare marketing have been the focus of research by (Peñaloza et al., 2023). In the context of health clinics, research by Riswandi (2019) provides an overview of how service quality and reputation can influence consumer decisions. These findings are relevant to help Mitha Clinic understand how these aspects can be integrated into their marketing strategy. The concept of value-based marketing, as proposed by Kotler (2021), emphasizes the importance of bringing added value to consumers. Klinik Mitha can integrate this principle in their marketing strategy by focusing on quality service and customer satisfaction (Windi & Mursid, 2021).

Klinik Mitha has the opportunity to integrate principles that promote quality service and customer satisfaction into their marketing strategy. By making quality service the cornerstone of their marketing strategy (Saragih et al., 2020), Klinik Mitha can ensure that every aspect of the services they offer, whether in the context of premarital or aesthetic health, meets high standards. In addition, prioritizing customer satisfaction can strengthen long-term relationships with patients and create positive effects in the form of word-of-mouth recommendations (Latifah et al., 2021). The integration of these principles in the marketing strategy can help Mitha Clinic build a good reputation among the people of DKI Jakarta and increase their competitiveness in the increasingly competitive healthcare market.

By focusing on these principles, Klinik Mitha has the opportunity to build a good reputation among the people of DKI Jakarta and increase their competitiveness in an increasingly competitive healthcare market. The integration of premarital and aesthetic health services in one package is a unique added value and can be a special attraction for potential customers (Kasmiati et al., 2023). By prioritizing quality service and customer satisfaction, Mitha Clinic can strengthen long-term relationships and get positive recommendations from patients. In an era of increasing lifestyle demands, this strategy is a smart step in meeting market needs (Fitri & Basri, 2021). By making quality service and customer satisfaction the main focus, Mitha Clinic has the opportunity to strengthen long-term relationships with its patients.

The research at Mitha Clinic seeks to address significant gaps identified in the existing literature pertaining to the provision of integrated aesthetic and premarital health services. Previous studies have often highlighted the distinct separation of services offered by hospitals and clinics, with a particular emphasis on either aesthetic or premarital health services. Mitha Clinic recognizes this gap and endeavors to bridge it by offering a comprehensive package that integrates both services. Moreover, the study aims to contribute insights into marketing strategies tailored to the unique context of aesthetic clinics providing premarital health services, a dimension that has been relatively understudied in the existing literature.

A key focus of the research is the exploration of value-based marketing principles within the healthcare sector, building upon the groundwork laid by (Xie et al., 2022). The study aims to

delve deeper into the application of these principles specifically in the aesthetic clinic setting, offering premarital health services. Additionally, the research addresses the need for a nuanced understanding of how customer satisfaction and the building of a positive reputation can be strategically integrated into the marketing approach of aesthetic clinics like Mitha Clinic. While previous studies, such as the work by (Riswandi, 2019), have acknowledged the influence of service quality and reputation on consumer decisions, there remains a research gap in comprehensively exploring the effective integration of these aspects into marketing strategies.

Furthermore, the study investigates the unique value proposition offered by Mitha Clinic—the integration of premarital and aesthetic health services into a single package. This innovative approach has not been extensively explored in previous research and is anticipated to serve as a distinctive attraction for customers, fostering long-term relationships. By addressing these research gaps, the study contributes valuable insights to the field of healthcare marketing, offering a nuanced understanding of the challenges and opportunities faced by aesthetic clinics providing integrated premarital health services.

2. RESEARCH METHOD

The research adopts a mixed-methods approach, combining qualitative and quantitative techniques to comprehensively investigate the marketing strategies, goals, and projections of Mitha Clinic. This design allows for a holistic exploration of the clinic's marketing dynamics. The qualitative aspect involves in-depth interviews and focus group discussions with key stakeholders, including clinic management, marketing personnel, and potential customers. These discussions aim to gather insights into the clinic's internal analyses, competitive strategies, and perception among the target audience. Additionally, qualitative methods will help explore the rationale behind the chosen marketing goals and strategies. The quantitative component focuses on numerical data to assess and measure various aspects of the clinic's marketing plan. Surveys will be distributed among the target audience to gauge awareness, preferences, and expectations related to premarital and aesthetic health services. Additionally, quantitative analysis will be applied to evaluate the financial projections and sales data provided by Mitha Clinic. The research will employ purposive sampling to select participants for interviews and focus group discussions. This ensures the inclusion of individuals with relevant insights into the clinic's marketing strategies. For surveys, a random sampling method will be utilized to obtain a representative sample of the target audience. Interviews and focus group discussions will be conducted in-person and digitally, with participants' consent. Surveys will be distributed through online platforms, and responses will be collected anonymously to encourage candid feedback. Financial and sales data will be obtained through collaboration with Mitha Clinic, ensuring transparency and accuracy. Qualitative data will undergo thematic analysis to identify recurring patterns and themes. Quantitative data will be analyzed using statistical techniques, including descriptive statistics for survey results and financial analysis tools to scrutinize revenue projections. The convergence of qualitative and quantitative findings will provide a comprehensive understanding of Mitha Clinic's marketing dynamics.

3. RESULTS AND DISCUSSIONS

Results

Companies must be able to increase competitiveness among similar companies. The effort is not easy because the company must have the right competitive strategy in its efforts to achieve competitive advantage. The ever-changing situation of the times can make opportunities for business improvement or even become a threat to the company. In facing competitors and current challenges, companies need to have a strategy to win the competition. One of the efforts to find out the right strategy for the company is by internal analysis, namely Strength (Strength) and Weakness (Weakness).

Marketing goals and objectives

Tabel 1. Marketing objectives

Short-term Goals (0-2 years)	Medium Term Goal (3-4 years)	Long-term Goals (5 years and above)

A clinic recognized by the people of DKI Jakarta for its reputable premarital and aesthetic health services.	Customer Satisfaction by and	Optimizing Premarital Aesthetic Health Services	New Branch Clinic
1. <i>Brand Awareness</i>	1. Education and Information	2. Collaboration with Experts	1. Relationship marketing with referral clinics and hospitals and other institutions
2. 20.000 Followers	3. Clean and Modern Clinic	4. Patient Testimonials	2. New branch promotion
3. Quality Content Optimization	5. Relationship marketing with referral hospitals or other health facilities		
4. Loyalty and Referral Program			
5. Relationships with local communities			

The table above contains the "Marketing Objectives" of a clinic focusing on premarital and aesthetic health services, with planning in three different timeframe levels. In the short term (0-2 years), the clinic aims to increase brand awareness, reach 20,000 followers on social media, optimize content quality, implement a loyalty program, and build relationships with the local community. In the medium term (3-4 years), the clinic will focus on educating and informing the community, collaborating with experts, ensuring the clinic has modern and clean facilities, collecting patient testimonials, and building marketing relationships with referral hospitals and other health facilities. In the long term (5 years and above), the clinic plans to open new branches, continue to strengthen marketing relationships with relevant parties, and promote new branch clinics as part of its long-term business growth strategy.

Tabel 2. Marketing objectives

Short Term (0-2 years)	
Short-term Objectives	Short-term Goal
<i>Brand Awareness</i>	SEO
20.000 <i>followers</i>	Website and Social Media Optimization
Quality Content Optimization	Endorsment dengan "Health Anthusiast Influencer"
Loyalty and Reference Program	Referral and discount programs
Relationships with local communities and relevant institutions	Counseling and Education on the importance of premarital health
Medium Term (3-4 years)	
Medium-term Goals	Medium-Term Goals
Education and Information	Talkshows and Webinars
Collaboration with Experts	Keeping health information up to date with experts
Clean and Modern Clinic	Creating photo booths in accordance with trending themes
Patient Testimonials	Optimize clinic services and provide souvenir gimmicks
Relationship marketing with referral hospitals or other health facilities	Collaborate with hospitals, related institutions and health platforms
Long Term (5 years and above)	
Long-term Objective	Long Term Goal
Relationship marketing with referral clinics and hospitals and other institutions	Expand the target by cooperating with other supporting health facilities such as Independent Doctor Practices, Midwife Practices, Primary Clinics and Pharmacies.
Promotion of new branches	Socialize new branches and "Soft Opening" promos in the DKI Jakarta area.

Table 2 details the Clinic's marketing goals in three different stages: short-term (0-2 years), medium-term (3-4 years), and long-term (5 years and above). In the short term, the focus is on creating brand awareness through SEO, website and social media optimization, and efforts to reach 20,000 followers with online advertising and organic marketing. In the medium term, the goal is education and information through talk shows and webinars, collaboration with experts, and creating a clean and modern clinic. In the long term, the clinic seeks to expand cooperation with supporting health facilities and promote their new branch in DKI Jakarta. This is a brief overview of the clinic's marketing goals over different time periods.

STP Marketing Strategy

Table 3. Segmenting

Segmenting			
-	Demographics	Ages 25-35 Male and Female About to get married	Age 25-50 Years Women
-	Geographics	Jakarta and Bekasi	Jakarta and Bekasi
-	Psychographics	Care about health	Caring about health and appearance

Table 3 illustrates the market segmentation (STP) for premarital health check-ups and aesthetic services. In the demographic segment, the clinic is targeting individuals aged 25-35 years old who are about to get married for premarital health checks and women aged 25-50 years old for aesthetic services. In terms of geography, the target market is the Jakarta and Bekasi areas. In terms of psychographic segments, the clinic attracts individuals who are health-conscious and seek practical and simple solutions for premarital health check-ups, and those who also care about their appearance and health when seeking aesthetic services. This helped the clinic in designing more targeted marketing strategies for each service.

Table 9. Initial target of 10km radius sub-district health center

Region	Sub-district Health Center	
Jakarta Timur	Cakung	Kramat Jati
	Cipayung	Makasar
	Ciracas	Matraman
	Duren Sawit	Pasar Rebo
Jakarta Pusat	Jatinegara	Pulogadung
	Cempaka Putih	Kemayoran
	Senen	Menteng
Jakarta Utara	Johar Baru	
	Koja	Tanjung Priok
Jakarta Selatan	Kelapa Gading	
	Tebet	Setiabudi
Bekasi	Pancoran	
	Bekasi Barat	

Table 9 describes the initial target to establish sub-district health centers within a 10-kilometer radius in various regions, especially in East Jakarta, Central Jakarta, North Jakarta, South Jakarta, and Bekasi. In East Jakarta, Puskesmas are expected to be established in a number of sub-districts such as Cakung, Cipayung, and Duren Sawit. In Central Jakarta, several sub-districts including Cempaka Putih and Senen are also targeted. While in North Jakarta, Koja and Kelapa Gading are targeted. South Jakarta includes sub-districts such as Tebet and Pancoran, while West Bekasi is also included in the target to expand health services in the region. With this targeting, it is hoped that access to health services will become easier in the region.

Sales

Table 12. Promo sales activity

Month	Theme
February	Valentine Day
March	International Woman's Day
May	Mitha Clinic Anniversary
August	Independence Day Promo
September	World Sexual Health Day
December	Year End Promo
Form of Promotion	
Provide 10-15% discount for those who bring friends	
Provide discounts for patients who take program packages	
Provide restaurant vouchers (to hold a bachelor party) for patients who take the full program	

Table 12 lists the various themes and forms of promotions implemented by Mitha Clinic throughout the year. They utilize various moments such as Valentine's Day, International Women's Day, Independence Day, World Sexual Health Day, and Year-End Promos to provide various incentives to their patients. These promotions include discounts of 10-15% for patients who bring friends, giving discounts to patients who take up certain program packages, and giving vouchers for restaurants as part of their complete program.

Table 14. Sales budget at Mitha Clinic

<i>Sales Budget</i>					
Description	Year -1	Year -2	Year -3	Year -4	Year -5
Digital Ads	120.000.000	108.000.000	97.200.000	87.480.000	78.732.000
Signage	15.000.000				
Banners & Signage	2.520.000	2.520.000	2.520.000	2.520.000	2.520.000
Brochure	4.200.000	4.200.000	4.200.000	4.200.000	4.200.000
Billboard Cost	65.700.000	65.700.000	65.700.000	65.700.000	65.700.000
Event	20.000.000	17.000.000	14.450.000	13.005.000	11.054.250
Total Gross	227.420.000	197.420.000	184.070.000	172.905.000	162.206.250
Incidental Cost 10%	22.742.000	19.742.000	18.407.000	17.290.500	16.220.625
Net Cost	250.162.000	217.162.000	202.477.000	190.195.500	178.426.875

Table 14 reflects Klinik Mitha's sales budget for the next five years. The sales budget involves various elements including Digital Ads, signage, banners, brochures, billboard costs, and events. In the first year, the gross total budget is about 227,420,000, with incidental costs of about 10% of the total budget. Thus, the net cost of the first year was about 250,162,000. Over the next five years, there was a decrease in budget in some aspects, but there remained significant expenditure on running various marketing campaigns. This reflects Klinik Mitha's commitment to allocate sufficient resources to expand their marketing reach and achieve their desired sales targets.

Revenue Stream Projection

Table 16. Projected Revenue per year of Mitha Clinic

YEAR	PACKAGE PRICE/PERSON	Year 1 (2 patients/hr)	Year 2 (3 patients/hr)	Year 3 (5 patients/hr)	Year 4 (7 patients/hr)	Year 5 (10 patients/hr)
Health and Aesthetic Package		During 30 days	During 30 days	During 30 days	During 30 days	During 30 days
Number of patients		720	1.080	1.800	2.520	3.600
BASIC (50%)	2.000.000	720.000.00	1.080.000.0	1.800.000.0	2.520.000.0	3.600.000.0
INTERMEDIATE (40%)	4.500.000	1.296.000.0	1.944.000.0	3.240.000.0	4.536.000.0	6.480.000.0
ULTIMATE (10%)	8.500.000	612.000.00	918.000.000	1.530.000.0	2.142.000.0	3.060.000.0
Non-package Health and Aesthetics		For 30 days	For 30 days	For 30 days	For 30 days	For 30 days
BB Management	7.400.000	5.328.000.0	7.992.000.0	10.656.000.0	13.320.000.0	15.984.000.0
Non-package Aesthetics	2.000.000	1.440.000.0	2.880.000.0	4.320.000.0	5.760.000.0	7.200.000.0
Non-package Health and Aesthetics		For 22 days	For 22 days	For 22 days	For 22 days	For 22 days
Sp. Obgyn Services	250.000	132.000.00	264.000.000	396.000.000	528.000.000	660.000.000
Sp. Andrology Service	250.000	-	-	132.000.000	264.000.000	330.000.000
Total Patients		2688	4656	7512	10368	19260
Total Revenue		9.528.000.0	15.078.000.0	22.074.000.0	29.070.000.0	37.314.000.0

Table 16 shows Klinik Mitha's projected revenue per year over a five-year span. In the first five years, the clinic projects an increase in the number of patients receiving health and aesthetic packages, with the number of patients reaching 3,600 in year 5. Revenue from various types of

packages, such as Basic, Intermediate, and Ultimate, is also projected to grow along with the increase in patients. In addition, the clinic also anticipates revenue from non-package services such as Weight Management, Non-Package Esthetics, Sp. Obgyn Services, and Sp. Andrology Services. By year 5, the clinic's total revenue is expected to reach 37,314,000,000, indicating significant growth potential over these five years.

Discussion

STP Marketing Strategy

a. Segmenting

Market segmentation is carried out with the aim of knowing which markets are potential to be used as target markets so as to increase the number of visits. Based on the Mitha Clinic Lean Canvas Model found in Chapter. IV table 4.9 and segmenting is identified based on geographic, demographic and psychographic. Segmenting in Premarital and aesthetic health checks is slightly different from age and marital status, segmenting in Premarital Examination is at the age of 25-35 years which is the age ready to marry in urban areas such as Jakarta and Bekasi, besides that the marital status to be married and the gender of men and women is also a segmenting target of the Mitha Clinic. As for Esthetics segmenting age 24-50 years where the age is the average age of patients for aesthetic visits at several clinics in Jakarta and there is no specific marital status, but for gender segmenting in aesthetics is more emphasized for women.

b. Targeting

The market segment chosen by Mitha Clinic is the upper middle segment with an income of more than Rp 6,000,000. In addition, students, office workers are the main targets of the premarital health examination program and housewives and career women are the main targets of aesthetic services at Mitha Clinic. The target market is not only in the East Jakarta area, but will spread in the Jakarta and Bekasi areas as areas that have the potential to meet consumer needs in premarital health examination services.

c. Positioning

Positioning is a way that companies design product images to get a good position in the hearts of consumers. Mitha Clinic in doing positioning uses several variables, among others. Brand Attributes, Positioning carried out by the Mitha clinic to be recognized in the wider community by utilizing technological sophistication as a promotional medium, such as through social media (Facebook, Instagram, Twitter, Youtube), the Mitha clinic website, brochures, banners that will be installed when participating in health education seminars. Mitha Clinic also uses a brand ambassador which is one of the promotions in creating a brand image to the wider community. Value, is the price and quality of the Mitha clinic's advantages, namely a varied price package compared to its competitors. Mitha Clinic offers a premarital program package which means that patients get premarital health checks and aesthetic treatments at the same time in one clinic which will greatly facilitate patients in terms of time and energy. In addition, the contents of the program can also be tailored to the needs and budget of each patient.

Marketing Mix

One of the marketing strategies of the Mitha Clinic is the concept of Business to Consumer (B2C) strategy. So, Mitha Clinic uses 7P (Product, Price, Place, Promotion, People, Process, Physical Evidence) (Ariany & Lutfi, 2021).

a. Products offered to the market

The product offered by Mitha Clinic is a complete premarital health check service starting from the patient being declared healthy, according to government requirements in registering marriage. What distinguishes the Mitha Clinic from similar products is that we have a complete service with supporting services. Patients can also get several aesthetic treatments in one package along with premarital health checks, where some existing clinics only offer health checks or aesthetic treatments. The products that will be offered in the form of packages that can be tailored to the needs and abilities of consumers, Mitha Clinic offers from the Basic package which is classified as economical to the complete Ultimate package. This is intended to increase customer

satisfaction and interest. All of this is in accordance with the porter generic strategy chosen by Mitha Clinic, namely differentiation.

b. Price

The price in question is the amount of money that must be paid by your user or client to get the product you offer. Unlike health services in general that have complete facilities with prices that still do not include additional others, we provide complete facilities at transparent prices.

c. Place

To get more demand, Mitha Clinic will target several sub-district health centers with a radius of 10km from the location of Mitha Clinic and KUA in East Jakarta as an effective and efficient target.

d. Promotions

Mitha Clinic understands the need to promote itself to be able to penetrate market dominance and provide brand awareness to the public. For this reason, Mitha Clinic will carry out promotions to attract consumer interest. Because Mitha Clinic is a newly entered premarital health examination service business, then to be able to provide information to the public, Mitha Clinic will collaborate with KUA, clinics, hospitals and several campuses around it. Here is how the promotion will be done by Mitha Clinic, as follows. Making websites and social media, by using websites and social media, Mitha Clinic can reach the public digitally and be more precise in reaching the target market. All updates regarding services, prices, and articles regarding premarital health examination services will be listed on the website and social media, making it easier for potential customers to find out about the Mitha Clinic. Endorsment or collaboration with "Health Antusist Influencers" will also attract more market interest, especially influencers who have a minimum following of 100 thousand followers. The social media used are Youtube, Instagram, Facebook and Tiktok because according to a survey (<https://www.blog.slice.id/>) of the four social media, on average more than 50% of its users are the target age of the Mitha Clinic and also Indonesia ranks 4th in the world of active Instagram users. In addition, website optimization through google ads is no less important.

People or Human Resources (HR)

To carry out premarital health examination services properly, the Mitha Clinic will recruit competent and certified Human Resources (HR). In addition, every 6 (six) months will also hold trainings to build better Human Resources (HR). Mitha Clinic will also provide optimal service with customer service that can guide or answer chat and work culture at Mitha Clinic, namely "Delightfull Service", so that customer satisfaction is the main thing.

Process

Mitha Clinic interacts through social media channels that have been published previously which directs consumers to the website of the Mitha Clinic. The website contains information about products, service facilities, as well as various news related to annual achievements and news about premarital health checks. By having a website, Mitha Clinic has the advantage of creating a professional impression. Prospective customers will pay more attention and trust a company that already has a website. In addition, the website can also be used as a means of finding new partners to work with.

Physical Evidence

A company or business activity generally requires an identity of the business commonly referred to as Physical Evidence. One component of the marketing mix is an added value for the company when running its business. Physical Evidence can be one of the factors to increase the trust of consumers or customers who use the services or goods of a company. Mitha Clinic has an attractive interior design with a simple and exclusive theme.

Sales

In developing a marketing strategy, according to the short-term goals of the Mitha Clinic mentioned in the previous discussion, apart from conducting a market introduction process and

branding strategy, the targets set by the Mitha Clinic can be measured quantitatively in the form of referral assumptions and patient visits. Mitha Clinic's income cannot be separated by the support of competent resources, the details of income will be explained further in the marketing assumption. Mitha Clinic in marketing requires several Human Resources (HR) who certainly have competence in the field of marketing. Mitha Clinic will recruit 2 full-time marketing personnel who will increase in year three. Mitha Clinic's pre-operational marketing cost planning is calculated in the operational section, while the initial operational costs will be taken from sales. The increase in materials in the operational scope will adjust. And tariff adjustments will be made to consumers.

Projected revenue stream

The Business Model Canvas states that Mitha Clinic will provide integrated services. However, consumers can choose the program menu as needed either with aesthetic treatment or without aesthetic treatment. In addition, there are still many other treatment menus that are always up to date. Prices or rates owned by Mitha Clinic both basic examination programs and package programs will always be transparent.

The basis for making Marketing Assumptions is based on the assumption of the number of consumer visits who choose premarital and aesthetic health checks. The assumption of a minimum visit every day is around 8 consumers and the number of consumers of the premarital examination program is 2 people per day. And the number per month is 60 people who are planning a wedding and want to do a premarital examination. And 720 people per year and continues to increase in the following year. The percentage of packages in demand for Basic 50%, Intermediate 40%, Ultimate 10% and for the weight management program is an additional package that can be selected with a percentage of 10% of the total consumers taking the package. Apart from package revenue, there is also revenue from Weight Management, Skin and Gender Specialist, Obyn Specialist, and Mental Health services in year three. This amount will increase every year along with the increasingly recognized Mitha Clinic in the community. In addition to these assumptions, Mitha Clinic continues to promote aesthetic treatment programs by penetrating the market to communities that are filled with women. In the second year there was an increase in total revenue of 58.25%, in year three an increase of 46.4%, in year four of 31.69% and in year five of 28.36%.

4. CONCLUSION

The research at Mitha Clinic seeks to address significant gaps identified in the existing literature pertaining to the provision of integrated aesthetic and premarital health services. Previous studies have often highlighted the distinct separation of services offered by hospitals and clinics, with a particular emphasis on either aesthetic or premarital health services. Mitha Clinic recognizes this gap and endeavors to bridge it by offering a comprehensive package that integrates both services. Moreover, the study aims to contribute insights into marketing strategies tailored to the unique context of aesthetic clinics providing premarital health services, a dimension that has been relatively understudied in the existing literature.

A key focus of the research is the exploration of value-based marketing principles within the healthcare sector, building upon the groundwork laid by Xie et al. (2022). The study aims to delve deeper into the application of these principles specifically in the aesthetic clinic setting, offering premarital health services. Additionally, the research addresses the need for a nuanced understanding of how customer satisfaction and the building of a positive reputation can be strategically integrated into the marketing approach of aesthetic clinics like Mitha Clinic. While previous studies, such as the work by Riswandi (2019), have acknowledged the influence of service quality and reputation on consumer decisions, there remains a research gap in comprehensively exploring the effective integration of these aspects into marketing strategies. Furthermore, the study investigates the unique value proposition offered by Mitha Clinic—the integration of premarital and aesthetic health services into a single package. This innovative approach has not been extensively explored in previous research and is anticipated to serve as a distinctive attraction for customers, fostering long-term relationships. By addressing these research gaps, the study contributes valuable insights to the field of healthcare marketing, offering a nuanced understanding of the challenges and opportunities faced by aesthetic clinics providing integrated premarital health services.

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