PROMOTION MIX OF MOLAR DENTAL CLINIC IN SURABAYA

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ABSTRACT

This research aims to determine the promotion mix in accordance with the code of ethics of dentistry with the case study of Molar Dental Clinic in Surabaya. The variables studied in this research are promotion mix, and AISAS. The problem that Molar Dental Clinic encountered is how to introduced Molar Dental Clinic to general public. With the increasing number of a dentist coming out and further spread also dental clinic, and the question is how Molar Dental Clinic can survive out of the increasing of dental clinic in Surabaya. Formerly Molar Dental Clinic do not much promote, only rely on word of mouth. Source of information in this research is health experts and marketing, and the patients from Molar Dental Clinic and another clinics. Interviews were conducted in November 2017, individually in each speakers place. The analytical technique uses source triangulation. Based on the result of the analysis, it is known that the promotion mix were really needed by the Molar Dental Clinic. In this research the most needed promotion mix is interactive marketing through social media, public relations by prioritizing the relationship from clinic to patients, sales marketing by giving more facilities to the patients, word of mouth marketing by improving the quality service, and the last is the event and experience by creating free dental services and dental education for community.

Keyword: Dental Marketing, Promotion Mix, AISAS, Dental Clinic

INTRODUCTION

Dental and oral health is often a priority for some people. The problem of cavities is still a lot of complaints both by children and adults and can not be left to severe because it will affect the quality of life where they will experience pain, discomfort, acute and chronic infections, eating and sleeping disorders and have a high risk to be hospitalized, leading to high medical costs and reduced activity time. According to the news of East Java, most dentists in East Java are piled up in big cities and even more than 40% of dentists are in Surabaya. With the many competitions between dentists has not necessarily increase public awareness of dental health. Figure 1 shows data from PDGI (Association of Dentists Indonesia) Surabaya branch that general dentists in Surabaya reach 82.79%, while the average specialist is below 5%.
Molar Dental Clinic is a dental clinic that specializes in orthodontics (treatment of irregularities in the teeth, especially of alignment and occlusion) and jaws, including the use of braces) from what was originally an individual dental clinic from Dr. Dental Clinic. drg Ida Bagus Narmada, Sp Ort, is currently being developed into a major dental clinic with his wife and son. Molar Dental Clinic was established in April 2016, with background medical science Molar dental Clinic has a vision to be a superior clinic in dental services in Surabaya and has a vision to provide professional and quality dental and dental services based on science. Promotional assistance will introduce Dolar Clinik Molar to Surabaya community, especially East Surabaya, and help Dental Clinic Molar achieve the vision and mission of the company. Due to the fact that individual clinics do not have promotional media, Dental Clinic Molar only rely on word of mouth.

Table 1. Bench Marking table promotional mix on several dental clinics in Surabaya

<table>
<thead>
<tr>
<th></th>
<th>CLINIC</th>
<th>MOLAR DENTAL CLINIC</th>
<th>IN DENTAL CLINIC</th>
<th>JETZ DENTAL CLINIC</th>
<th>DENTIN CLINIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sales Promotion</td>
<td>No</td>
<td>endorse putri muslimah, bundling price for wedding promo</td>
<td>Endorse Local Artist</td>
<td>Spam promo at instaram</td>
</tr>
<tr>
<td>2</td>
<td>Event and Experience</td>
<td>Conducting dental health education for kindergarten</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>Public relations</td>
<td>No</td>
<td>Have an account to receive criticism and suggestions</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>---</td>
<td>-----------------</td>
<td>----</td>
<td>--------------------------------------------------</td>
<td>----</td>
<td>----</td>
</tr>
<tr>
<td>4</td>
<td>Interactive Online Marketing</td>
<td>No</td>
<td>active through social media on facebook &amp; Instagram</td>
<td>active through social media on facebook &amp; Instagram</td>
<td>active through social media on facebook &amp; Instagram</td>
</tr>
<tr>
<td>5</td>
<td>Word of mouth marketing</td>
<td>The main dentist has 20 years of practice, professional in orthodontics</td>
<td>Customer testimonials are displayed in social media, endorsement</td>
<td>No</td>
<td>Customer testimonials are displayed in social media, endorsement</td>
</tr>
</tbody>
</table>

Source: Author (2017)

Following the results of a benchmarking survey of promotion mix of Molar Dental Clinic and some other Dental Clinic in Surabaya, showed promotion by Dental Clinic Molar in the lowest position of other dental clinic. From the beginning Molar Dental Clinic is just some promotional mix that has been done, namely dental health education and marketing of patient reviews. Of the various factors that affect consumers in buying a product or service, usually consumers always consider the quality, price and product. Before deciding to buy, consumers usually see a product or service through several stages, namely, the introduction of problems, information search, alternative evaluation, buying decisions or not, and post-purchase behavior.

With the rapid development of technological sophistication, indirectly change the way business and marketing do. The world of technology is increasingly providing opportunities to collaborate so as to make marketing practices rely on connected networks. The world of marketing has shifted to a new tap with reference to a "New Wave" marketing insight (Kotler et al., 2010). The power of technology will help the connected marketing.

The basic rule to become a dentist is a code of ethics of dentistry where restrictions and regulations concerning dentistry are listed there, including promotional mix. The following table shows the promotion mix on a dental clinic that has been confirmed to the head of PDGI Surabaya branch: (promotion mix that has been done a clinic in Jakarta, that is OMDC)
Table 2 Promotion mix table allowed from the Indonesian Dental Association (PDGI)

<table>
<thead>
<tr>
<th>No</th>
<th>Promotion Mix That Has Been Done</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sales Promotion</td>
</tr>
<tr>
<td></td>
<td>Promotion of sales made in the form of member card that has its own advantage, by joining a membercard will get certain benefits.</td>
</tr>
<tr>
<td>2</td>
<td>Event &amp; Experiences</td>
</tr>
<tr>
<td></td>
<td>Health care activities, namely programs that create interaction to the surrounding community by conducting free medical examinations and zumba together.</td>
</tr>
<tr>
<td></td>
<td>Dental and oral health counseling programs for kindergarten children, while practicing the correct way to brush your teeth.</td>
</tr>
<tr>
<td>3</td>
<td>Interactive Online Marketing</td>
</tr>
<tr>
<td></td>
<td>Using instagram as the main social media for prospective patients / patients to know more about the clinic.</td>
</tr>
<tr>
<td>4</td>
<td>Word of Mouth Marketing</td>
</tr>
<tr>
<td></td>
<td>Having a special photo spot where the patient has taken care, if photographed there and shared on social media, the patient will get a special discount.</td>
</tr>
</tbody>
</table>

Source: Author (2017)

Table 2 shows a promotional mix that has been done by a clinic and allowed from the Indonesian Dental Association (PDGI – Persatuan Dokter Gigi Indonesia). Chairman of the Indonesian Dental Association Surabaya branch said that, in the code of ethics mentioned that the dentist should not do promotion, but as the development of the times, the dentist also needs promotion. Promotion is meant here is an educational campaign, so that ordinary people know the importance of dental health, and what kind of cases treated by whom. For a dental clinic promotion can categorize promotive services by tucking counseling as prevention of a disease but the problem is how the promotion mix should be done by Molar Dental Clinic with the restriction of ethical code of dentistry.

LITERATURE REVIEW

The marketing mix is one of the tools used to gain market share, and part of the most effective marketing mix in gaining market share is the promotion mix (Mahmud et al., 2014). Promotion is a variety of activities conducted between companies to communicate the benefits of its products and to convince target consumers to buy it (Kotler, 2002). Promotion is all activities aimed at spurring the level of demand for products marketed by communication between producers and consumers.

Promotion Mix

Promotion Mix is an attempt of the marketer in informing and influencing other person or party so that interested to do transaction or exchange of goods product or service that have been marketed. The promotional mix is as follows: "The promotion mix is also often called marketing communication mix which is a special mix between advertising, personal selling, sales promotion, and public relationships that companies use to achieve their advertising and marketing goals (Kotler and Armstrong 2001). The definition of the eight main promotional tools as follow:

- **Advertising**
  All costs sponsors have to make for non-personal presentations and promotions in the form of ideas, goods or services.

- **Personal Selling**
  Personal presentations by company salespeople in order to succeed sales and build customer relationships.

- **Sales Promotion**
Short-term intensive to encourage the purchase or sale of a product or service.

- **Public Relation**
  Building good public relationships to gain support, building a good corporate image, and handling or getting rid of gossip, stories, and events that can be detrimental.

- **Direct Marketing**
  Direct communication with consumers and having a goal to get immediate response. The use of letters, telephone, fax, email, and others to communicate directly with certain consumers or businesses to get a direct response.

- **Event & Experiences**
  Activities and programs sponsored by the company are designed specifically to create consumer-related interactions, such as sports, art, entertainment, and other informal events sponsored by the company.

- **Online and social media marketing**
  Online activities and programs designed to attract consumers or prospects and directly or indirectly raise awareness, enhance the image, or obtain sales of products and services.

- **Word of mouth marketing**
  A form of oral, written, and electronic communication between societies relating to the superiority or experience of buying or using a product or service.

**AISAS (Attention, Interest, Search, Action, Share)**
AISAS is a means of delivering an ideal message to the consumer through a stage consisting of Attention, Interest, Search, Action, and Share. Where a marketer should be aware that the message presented is in AISAS, that is:

- **Attention**
  Giving attention to the customer means a message should be able to generate attention both in the form and the media delivered.

- **Interest**
  Growing curiosity, wanting to observe, wanting to hear and see more carefully, interest that attracts the attention of consumers to the message shown.

- **Search**
  Consumers usually go directly to various search engines, like Google or YouTube to find more information.

- **Action**
  The message has succeeded in pushing the audience to perform certain actions, which in the end and the expected effect especially from each communication activity of a company is the action or decision to buy

- **Share**
  If the information obtained is good enough and attracts interest from consumers, then consumers will share to the people around them about their experience of a product.

To give a simple understanding about this study, the following models of analysis and expected results will be devised in the Figure 1.
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In accordance with the problems and aims of this study, this study use qualitative methods to present promotional mix recommendations in accordance with the code of ethics of dentistry on Molar Dental Clinic. This study is a case study qualitative case where the case of promotion mix at dental clinic has its own uniqueness, that is with the existing restrictions for promotion in the health field. Sampling technique chosen by researcher is purposive sampling technique. Purposive sampling is a technique of sampling the source of data with certain considerations, for example the person is considered most know about what we expect, or maybe he as a ruler so that it will allow researchers to explore the object or social situation under study (Sugiyono, 2015).

The subjects is were experts or experts, patients from other clinics, Dental Clinic Molar patients who had been to other clinics and Dental Clinic Molar patients. Here are some of the criteria set out in the selection of research subjects:

<table>
<thead>
<tr>
<th>Subject</th>
<th>Criteria</th>
<th>Informant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experts</td>
<td>• Expert in oral health&lt;br&gt;• Marketing Expert&lt;br&gt;• Understanding the ins and outs of the Healthcare industry</td>
<td>• Dr. Agung Kriismariono, drg., M.Kes., Sp.Perio(K) (Head of the Indonesian Dental Association Surabaya branch)&lt;br&gt;• Widodo Jatim P., dr., MS., M.PH.Dr.PH. (WJP Consultation Network)&lt;br&gt;• drg. Farida Ariati, M.Kes (Fakultas Kesehatan Masyarakat Universitas Airlangga Lecturer)&lt;br&gt;• Chistofel Angelo, ST. (JCK Enterprise)</td>
</tr>
<tr>
<td>Users of Dental Clinic Services</td>
<td>• Have had treatment at a dental clinic (&gt; 2 times)</td>
<td>• dr. Tassyia Firdausi, S.Ked&lt;br&gt;• Drestanti Kartika, ST&lt;br&gt;• Anas Kautsar, ST</td>
</tr>
</tbody>
</table>

The research was conducted at Surabaya Dental Clinic Molar, located at JI Rungkut Asri Timur XIII / 53, Surabaya-East Java. Primary data from the speakers were obtained through interviews, while secondary data directly related to Molar Dental Clinic will be collected by semi-structured
interview (semistructure interview). Basically, this research uses data validity through validity of credibility data by triangulation (source triangulation, method triangulation, and time triangulation). This study uses several types of data collection techniques required to complete the desired data. Miles and Huberman (Sugiono 2015) explained that the analytical method consists of data collection, data reduction, data display, and conclusions.

FINDINGS

Sales Promotion
Sales promotion is the short term intensive arrangement for the consumers to sample the product and repeat purchase. Such as samples, coupons, lottery, price package, and free giveaways related to the products. Not all of those sales promotions can be applied in dental clinic promotion. The signification of code of ethics of dentistry which does not allow striking down fellow dentists’ values indirectly imposes the dentists to restrict their sales promotion’s coverage. On this dental clinic case study, some promotion instruments are not allowed according to the code of ethics of dentistry, such as doctors/dentists are not allowed to offer wide-scale discount or promotions, because it will disgrace the dignity of fellow dentists, but promotions for self scope are allowed. By using member card, patients will get more care with check up reminders. Based on the AISAS concept, member cards can be the “Attention” to attract patients. The code of ethics of dentistry does not regulate member card promotion. The member card will be utilised as medical record substitution, because it will be recorded online and the data will be synced with the member card’s serial number.

Event & Experience

Acara The event and experience are promotive which activities are concerned on health promotion such as counseling about dental health and awareness, and preventive which activities prevent the occurrence of disease or health problems. An example of dental health events is social service or counseling based on the first sentence on Indonesian Dentists’ Vow, “I, will dedicate my life for the sake of humanity.”

Based on the AISAS concept, counseling or delivering information about dental health will create awareness to the readers, and inflict attractions and needs of dental health care / check-up. The event that can be arranged by Molar Dental Clinic is a dental care counseling and check up event is both a promotive and preventive action. It is promotive because it promotes dental health and it is preventive because it prevents dental problems by
giving dental check up for free to the people. People in this subject are those who are prone to dental problems, which are kids (the pre-school to elementary school ages). That is when they start to learn self care and their immune system going down.

This is the concept of event and experience gained:

**Event and Experiences**

Dental health education and examination is done as a form of event promotion & experience.

Events and experiences can be used as a promotional tool to introduce to the public the importance of maintaining dental health and introducing people to the facts of dental hygiene, by counseling on oral hygiene, and they do not violate the code of ethics of dental hygiene, in the code of ethics article 9 “Dentists in Indonesia in order to improve the health status of the community, must act as motivators, educators and health service providers (promotive, preventive, curative and rehabilitative).”

**Figure 4. Dental Counseling Illustration**

**Public Relations**

Hubungan Public relations are activities from involved organizations, by encouraging goodwill between companies and the various people. For a dental clinic, the most necessary PR is the one working as customer relations, which is interconnected with the customer to maintain good relations with customers and raise loyalty and customers’ trust to the products and the company. Communication built in a clinic is a relationship between the doctor and the patient during the check up / medication / treatment process to help solving the patient’s health problems, with the main purpose of delivering information or explanation necessary to build correspondence between doctor and patient. A good communication is highly needed so the patient can explain the complaints clearly and honestly, because the benefits of communication are (1) increasing patient’s satisfaction in receiving medical service from the doctor or clinic, (2) increasing the patient’s trust to the doctor, which is the foundation of good doctor-patient relationship, (3) increasing the success rate in diagnosing therapy and medical actions, and (4) increasing the patient’s self esteem and fortitude in terminal phase to overcome the disease.

The connection with AISAS is that maintaining good communication with the patients will result in good relationship, so the patients will keep the clinic in their minds, make purchasing (Action), and spread the service’s information (Share). The connection between Indonesian code of ethics of dentistry is on subsection 10 “Indonesian dentists must respect the patients’ rights to decide on their treatments and secrets.”, subsection 11 “Indonesian dentists must protect the patients from harm.”, and subsection 12 “Indonesian Dentists must prioritize the patients’ behalf.”
Interactive Marketing

According to Kotler and Keller (2016), interactive broadcasting is an online activity and program designed to engage customers or prospects and directly or indirectly raising awareness, improving the image, or creating sales of products or services. In this era of big data the internet transformed into an organism between networks into an extension of what ever before in the internet world. The Internet becomes a liaison between these promotional networks through the highly desirable interactive marketing where all the people today are competing to use the most advanced technology. With such a rapid technological sophistication it all changed the way to do marketing. Where the world of technology increasingly provides interaction, participation, and opportunities to collaborate so that brings us to practice marketing with a connect lock. Hermawan Kartajaya revealed that in this New Wave era there are 4 aspects that are interconnected, namely 4C, but now it has become 5C namely Change, Customer, Company, Competitor, and Connect. Increased connect said how the clinic can now connect with patients and even prospective patients. Therefore, the use of good social media can make a business more quickly recognized by the community. Human to human is a new concept of marketing where the digital world will become human, the transformation of the digital world and human transformation itself. A new concept brought by many new companies where human to humanity brings back the human communication side, in all its imperfections, empathy and simplicity. From the analysis interactive marketing included in AISAS, because the intended share is where people will share their experiences to others through online media. Periodic developments in the era of e-lifestyle (digital lifestyle). The emergence of the Internet makes it easy for someone to easily find all types of information. In this concept, Desire is made one with Interest. While the trust can be obtained by someone after a search (search) first obtained from others who have shared (share) experience.
Word of Mouth (WOM)

Word of mouth will occur when the consumers are satisfied with the service / product or disappointed with the service / product (Suryani, 2013). Word of mouth becomes an interesting marketing phenomenon to discuss. Anyone anywhere and anytime can spread messages. Besides, WOM does not require expensive operational cost because this type of marketing utilizes available human resources by communication. Based on the AISAS concept, WOM marketing has important role for the patients because it supports gaining Attention, Interest, Search, Action, and Share about the dental clinic. Based on the data analysis it is concluded that WOM marketing can be applied as dental clinic promotion. Indonesian Code of Ethics of Dentistry subsection 20 says, “Indonesian dentists must maintain and escalate their dignity.” It can be realized by increasing clinic’s services quality, especially in satisfying services and sufficient facilities which can invoke WOM marketing from the patients. In the Molar Dental Clinic case study, WOM is the only method that can attract patients, and this research can result in good WOM if the services and facilities provided by the clinic can satisfy the patients. This research’s discovery corresponds with research done by Herdynamta & Radianto (2016) which declares that WOM marketing is a beneficial promotion mix for company because unintendedly helps promoting the products from a consumer to the others.

CONCLUSION

Based on the analysis and discussion, Molar Dental Clinic must provide social media accounts (Instagram and Facebook) as interactive marketing media with appealing contents and visuals to
attracts and motivate people to come visiting. According to ethical code subsection 14 and 9, that a doctor must keep, protect, and conceal medical records and increase public health, must act as an motivator, educator, and health service provider (promotive, preventive, curative, rehabilitative). Make direct communication with people by social activities periodically based on ethical code subsection 10, 11, and 12, which say respecting and protecting patient and prioritizing the patients’ behalf. Providing member cards for patients who are treated in Molar Dental Clinic which has more value and medical record substitution, and periodically control the service quality to gain people’s trust.

REFERENCE