

FINAL PROJECT

DESIGNING DIGITAL MARKETING MEDIA BASED ON EDUCATIONAL CONTENT FOR THE DENTAL HEALTH SERVICES OF DENTIST FRISKA SIAGIAN

To Fullfil Partial Requirements for Obtaining a Bachelor's Degree (S-1)



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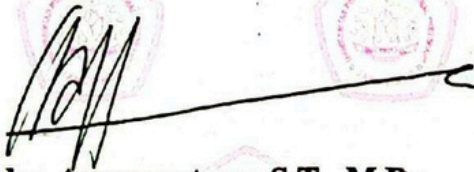
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Hereby declare that this Final Project document does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution, and also does not contain any works or opinions that have ever been written or published by other individuals/institutions, except those that are properly cited in writing within this document and fully listed in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If, in the future, any indication of plagiarism is found in this Final Project, I am willing to accept sanctions in accordance with the prevailing laws and regulations.

This statement is made truthfully without any coercion from any party and is to be used as appropriate.

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ABSTRACT

The development of digital media has transformed the way people seek and understand health information, including dental health. However, the utilization of digital marketing media in independent dental practices remains suboptimal, particularly in delivering structured and communicative educational content. This condition reduces the effectiveness of digital media in building awareness, attracting interest, and encouraging audiences to seek further information about dental health services. Dental Care drg. Friska Siagian, an independent practice located in Klender, East Jakarta, faces a similar issue, where its digital media has not been fully optimized as both an educational and marketing platform. This design project aims to develop a digital marketing media strategy based on educational content that is structured and targeted to enhance communication effectiveness and expand audience reach. The method used is a descriptive qualitative approach through observation, interviews, and literature studies. The analysis is conducted using the Customer Path 5A model (Aware, Appeal, Ask, Act, Advocate) to understand audience behavior within digital media contexts. The results show that a digital media strategy integrating visual educational content, consistent visual identity, and clear, informative communication can improve audience engagement, particularly in the stages of awareness, interest, and information seeking. The implementation includes the development of integrated digital media such as social media content, educational videos, and a website equipped with service information features. Therefore, digital marketing media functions not only as a promotional tool but also as an educational platform that can build understanding, trust, and long-term relationships between the audience and dental health services. This design is expected to serve as a reference for developing educational content-based visual communication strategies in independent healthcare services.

FOREWORD

Praise and gratitude are devoted to Lord Jesus Christ for His love, guidance, blessings, wisdom, and strength that have continuously accompanied the writer throughout every step of life, enabling the completion of this final project report entitled “Designing Digital Marketing Media Based on Educational Content for the Dental Health Services of Dentist Friska Siagian” as one of the requirements to obtain a Bachelor’s Degree in Design successfully and on time.

The writer would also like to express sincere gratitude to the individuals who have provided support, assistance, prayers, and became an important part of the writer’s journey to reach this point. Therefore, the writer would like to dedicate this acknowledgment to those who have contributed meaningfully throughout the process of completing this final project, so that their kindness and support may always be remembered alongside the perseverance and sincerity poured into this work. The writer would like to express gratitude to:

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