

CHAPTER I INTRODUCTION

1.1. Background

Advances in digital technology have transformed the way people identify, search for, and choose services, including healthcare services. This shift is marked by the increasing use of digital media as the primary source of health information, with people now more actively seeking information on symptoms, treatments, and healthcare recommendations through online platforms before making decisions (Hernowo, 2023). In this context, digital media serves not only as a source of information but also as an early educational platform that shapes public perspectives and awareness regarding health conditions.

In the field of dental care, digital media plays a strategic role as a health education tool because it can disseminate information quickly and reach a wide audience through various digital platforms (Pramesti & Sakya, 2022). Educational content on dental health that discusses the early symptoms of dental and oral problems, the risks if left untreated, and the role of dental professionals in managing these issues is a crucial component of digital marketing for dental services (Farsi, 2021). However, without well-organized, consistent, and communicative content planning, the delivery of these educational messages is generally disorganized, difficult for the target audience to understand, and unable to function effectively as a digital marketing tool for dental services. The limited use of digital marketing media based on educational content remains a common phenomenon among independent dental practices in East Jakarta. This is evident from preliminary observations of the social media accounts of independent dental practices in East Jakarta, which reveal a lack of educational content that is systematically organized, consistent, and effective in communicating dental health issues to the public. Unlike chain clinics or large hospitals that have organized health promotion and education systems, independent practices generally have not yet maximized the use of digital media as a tool for both education and service marketing. This situation results in the dissemination of dental health information to the public being disorganized, inconsistent, and unable to reach a broader audience through digital media (Farsi, 2021).

Based on an interview with Dentist Friska Siagian (2025), the majority of patients who visit are existing patients coming in for follow-up appointments or ongoing treatment. Meanwhile, new patients are generally acquired through referrals from previous patients. However, the number of new patients arriving through this referral process is generally limited and has not shown a significant increase, as evidenced by the number of daily patient visits arriving via referrals and the data in the patient records.

Jumlah Pasien per Bulan berdasarkan Customer Path

Data Jumlah Pasien Jan-Des 2025

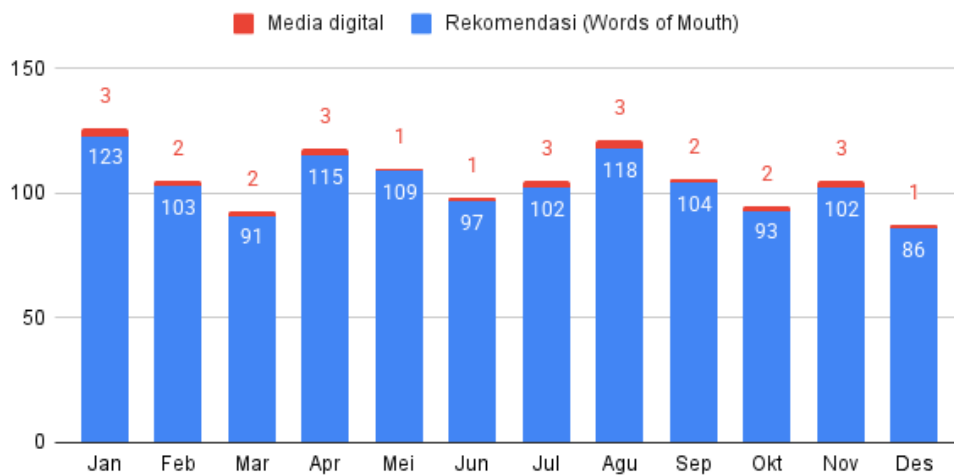


Figure 1.1 Monthly Patient Volume Data by *Customer Path*
(Source: Personal Data)

This situation indicates that the practice still relies heavily on word-of-mouth promotion, without the support of organized and sustained digital marketing efforts based on educational content.

Although there is already educational content on Dentist Friska Siagian's digital media platforms, this content is not consistently updated and does not comprehensively cover aspects of dental health education, including the recognition of early symptoms, signs that require professional treatment, and the importance of consulting a dentist in person. Consequently, the existing educational content has not fully succeeded in fostering the target audience's understanding that such issues should be addressed by qualified professionals, particularly at Dental Care Dentist Friska Siagian.

To understand the limitations of digital educational content's effectiveness in influencing target audiences' decisions, an analysis can be conducted by applying the 5A model (*Aware, Appeal, Ask, Act, Advocate*) proposed by Kotler et al. (2016). This model maps out the target audience's journey in digital marketing, from the initial stage of identifying a service, to becoming interested, gathering more information, and finally taking action and recommending it to others. The 5A model is considered appropriate because it emphasizes the importance of communication and digital content in building relationships between service providers and their target audience, particularly in the healthcare sector, which requires a high level of trust.

When viewed through the 5A Model (*Aware, Appeal, Ask, Act, Advocate*) Kotler et al. (2016) This practice demonstrates its effectiveness in the *Act* and *Advocate* stages, where

existing patients return for follow-up visits and recommend the practice to potential new patients. However, in the *Aware*, *Appeal*, and *Ask* stages, the use of digital educational content has not yet been fully optimized.

This situation is evident in the inconsistent presentation of digital media content, the limited frequency of posts, and educational materials that remain general in nature and do not specifically address early symptoms, long-term risks, or calls to action that encourage the target audience to seek further information or seek direct consultation. Furthermore, no content has yet been found that clearly guides the target audience to ask questions, engage in discussions, or make decisions using available digital tools. This indicates that the role of digital content in fostering awareness, interest, and addressing the target audience's information needs has not yet been fully leveraged.

If the limitations in the use of digital marketing media based on educational content are not addressed, private dental practices risk stagnation in reaching new patients, particularly among the working-age population, who increasingly rely on digital media as a source of information and service referrals. Furthermore, the lack of organized and communicative educational content can lead to a limited public awareness of the importance of preventive dental examinations and care. Research shows that low health literacy is associated with a lack of preventive dental care behaviors, where individuals generally delay visits to the dentist and more often seek treatment only when problems have already arisen (Murakami et al., 2023). Oral health literacy also plays a role in fostering healthy behaviors, so a lack of effective education can hinder public awareness of the importance of maintaining oral health through regular care (Alzeer et al., 2024). As a result, the decision to consult with a professional is often delayed. This situation affects not only the effectiveness of marketing these services but also efforts to build trust and foster long-term relationships between dental care providers and their target audience.

In line with the growing use of social media as a source of health information, digital platforms such as Instagram, YouTube, and TikTok have become effective tools for providing dental health education, as they can reach a wide audience through easy-to-understand visual and video formats. Social media offers opportunities to convey health information in a more interactive and engaging way, thereby increasing audience participation and improving their perception of the messages being communicated (Haikal et al., 2024). In addition, video-based platforms such as YouTube and TikTok are also widely used as sources of health information because they are considered easier to understand than text alone (Rinarto et al., 2022). The

characteristics of this platform make it possible to present visual educational content that is concise, easy to understand, and tailored to the information consumption habits of the target audience in the working-age population. Through social media, educational materials, ranging from early symptom recognition and preventive care guidance to calls for consultation can be delivered in a gradual and engaging manner, thereby expanding the reach of the target audience while strengthening public perception of dental healthcare services. However, to ensure the optimal use of social media, there is a need for educational content design that features clear messaging, visual consistency, and a structured communication strategy especially amidst the competition among dental health services in the Klender area of East Jakarta.

In this design, the target audience is defined using a target persona approach, specifically individuals aged 25-45 who are in their productive years and are employed. The primary personas targeted are working professionals and young parents with active lifestyles, limited time, and a need for healthcare services that are practical, reliable, and professional. This age group generally uses social media as an initial method for gathering health information, ranging from identifying early symptoms and understanding potential risks to determining service options before seeking an in-person consultation (Li et al., 2025). This persona was developed based on the characteristics of patients at Dental Care drg. Friska Siagian, the majority of whom are adults, as well as data on social media users in that age group who actively engage with informative and visual content (APJII, 2024).

The design of digital marketing and educational content is then tailored to these personas, in terms of topics, writing style, and message delivery. The content is designed to address dental health issues relevant to individuals of working age, typically related to daily habits such as high sugar intake as well as psychological factors like work-related stress that can affect oral health (Petersen et al., 2005). In addition, the lack of awareness regarding preventive care means that people generally seek treatment only when symptoms appear; therefore, it is important to encourage regular checkups and consultations with healthcare professionals (Farsi, 2021). The visual and verbal language is designed with a mature, informative, and professional approach to build trust with the target audience. Although social media has a wide reach and allows content to be accessed by audiences beyond the primary target, this design remains oriented toward the intended persona, while opening up the possibility of indirect impacts, such as encouraging parents in that age range to bring their children for dental checkups. Therefore, the wide reach of social media is not a barrier, but

rather strengthens the function of digital marketing media as a tool for education and structured marketing.

Given these circumstances, there is a need to design digital marketing materials based on educational content for Dentist Friska Siagian's dental health services. This design aims to develop visual educational content that not only serves as a vehicle for conveying dental health information but also plays a role in building trust among the target audience and raising awareness of the importance of professional dental care. In this design, there is a relationship between the quality of visual communication, the presentation of educational content, and the target audience's perception of dental health services, where a consistent and soothing visual presentation is expected to positively influence the target audience's perspective and attitude. Therefore, this design is grounded in the proposition that the use of digital marketing media with an educational content approach offers the potential to expand the reach of dental health education while simultaneously strengthening the marketing function of services in the digital realm.

1.2. Problem Identification

Based on the background described above, the problem statement for this design can be formulated as follows:

1. The use of digital marketing channels at Dental Care drg. Friska Siagian has not yet been fully leveraged as a tool for educating the public and marketing dental health services. The digital platforms currently in use serve only a limited role as general information channels, lacking a structured and ongoing plan for educational content and resources. As a result, these digital channels have not been able to play a full role in raising awareness and shaping the target audience's perception of the dental health services offered.
2. The existing dental health educational content has not been presented in a consistent and comprehensive manner. Based on an initial review of Dentist Friska Siagian's digital media, the content posted lacks a consistent posting schedule and does not thoroughly cover key aspects such as recognizing early symptoms, potential complications, and the importance of professional treatment. Consequently, the target audience has not yet gained a complete understanding of dental health issues and the steps for addressing them.
3. The role of digital content in creating the Aware, Appeal, and Ask stages among the target audience has not been fully realized, so it has not yet been able to attract attention,

generate interest, or encourage the target audience to gather information or interact with digital platforms. This situation has led to promotional strategies still being dominated by word of mouth; according to an interview with Dentist Friska Siagian (2025), the majority of patients are existing patients, while the number of new patients coming from referrals remains limited and generally stagnant, so the growth of the target audience and the reach of services have not expanded significantly.

4. There is currently no visual educational content specifically tailored to the characteristics of the working-age demographic. The working-age demographic (25-45 years old) is characterized by an active lifestyle, limited time, and a tendency to rely on social media as a primary source of information. However, existing digital content has not been designed with a visual approach, language, or topics that align with the needs and digital behaviors of this demographic.

1.3. Problem Statement

“How can we design digital marketing materials based on educational content for Dentist Friska Siagian’s dental services?”

1.4. Scope of the Problem

This study is limited to the following aspects:

1. The design focuses on digital marketing materials based on educational content for Dentist Friska Siagian’s dental services, with an emphasis on conveying information about oral health in a visual, informative, and communicative manner.
2. The educational content is limited to preventive and educational topics related to oral health, covering the recognition of early symptoms of dental and oral problems, the importance of routine care, and the importance of consulting with a professional, without delving into technical or in-depth medical procedures.
3. The target audience for this design is limited to individuals aged 25-45 who are in their productive years, primarily working adults and young parents, who lead active lifestyles and require practical and reliable healthcare services.
4. The primary media used in this design were tailored to meet the digital marketing needs of Dentist Friska Siagian’s practice.
5. This design does not address the quantitative measurement of marketing effectiveness, increases in patient numbers, or economic impact analysis; rather, it focuses on the process of conceptual design, content strategy, and the visuals of education-based digital marketing media.

1.5. Purpose of Planning

Based on the problem statement, the design objectives to be achieved are as follows:

1. Educating the public, particularly individuals of working age (25-45 years old) and young parents about the importance of preventive dental care, recognizing the early signs of dental problems, and the importance of consulting with professionals at Dental Care drg. Friska Siagian.
2. To provide clear, organized, and informative information about the risks to oral health if left untreated, and to foster a positive perception of the quality and reliability of the dental care services offered.
3. We provide digital marketing content in the form of engaging visual educational materials tailored to the target audience's preferences, utilizing social media platforms such as Instagram and YouTube, thereby serving as an effective tool for both education and marketing.
4. Expanding the reach to new potential patients beyond word-of-mouth referrals by leveraging digital media as a regular channel for information and promotion, thereby enabling the practice to reach a broader audience and increase opportunities for new patient growth.

1.6. Benefits of Design

The process of designing a digital visual communication strategy for Dental Care drg. Friska Siagian offers the following benefits:

1.6.1 Benefits of Dental Care for Dentist Friska Siagian

1. Maximizing the use of digital media as a tool for education and service marketing.
2. Expanding the practice's reach to new potential patients through the use of digital media, so that it does not rely solely on word-of-mouth promotion and referrals from existing patients.
3. Enhancing the effectiveness of digital marketing to reach new patients more broadly and consistently.

1.6.2 Benefits for the Public

1. Providing consistent and comprehensive education on dental health, early symptoms, potential risks, and the importance of professional care.
2. Encourage the target audience to be more proactive in gathering information, asking questions, or seeking advice through digital channels.

3. Providing content that is relevant and tailored to the lifestyle and digital behavior of the productive age group (25-45 years old).

1.6.3 Benefits for the University

1. Providing case studies and academic references related to the implementation of digital marketing media based on educational content in the dental healthcare sector.
2. Serving as a real-world example of the application of communication theory, visual design, and digital marketing strategies.
3. Contributing to the development of literature and practice in communication design in Indonesia, particularly among students studying visual communication and digital marketing.

1.7. Planning Framework

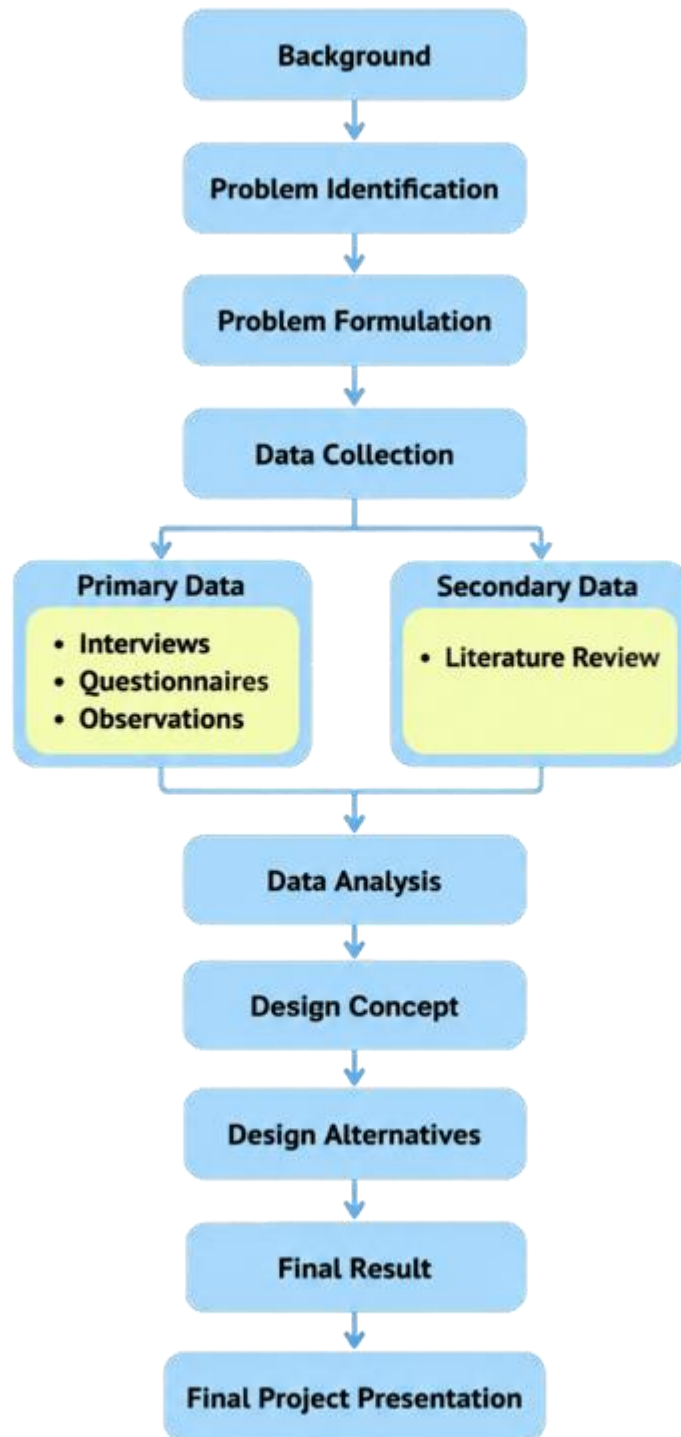


Figure 1.2 Planning Framework
(Source: Personal Documents, 2023)

The framework for designing digital marketing media based on educational content for Dentist Friska Siagian's dental health services was developed through a systematic and structured process, beginning with the formulation of a background that outlines the growing

trend of digital media use as a source of health information, as well as the challenge of underutilized digital media in private practices when it comes to providing education and promoting dental health services. The next stage is problem identification, which details key challenges such as the limited use of digital media, the lack of consistency and structure in educational content, and the insufficient communication in building awareness, interest, and trust among the target audience. Based on these issues, the research objective was formulated: to design a digital marketing strategy based on educational content that can increase awareness while encouraging the target audience to take action, such as scheduling visits or consultations.

To support these objectives, data collection was conducted using both primary and secondary data. Primary data was obtained through observation, interviews with Dentist Friska Siagian, and field documentation, while secondary data was obtained through a literature review of journals, books, and previous research. Subsequently, the collected data was analyzed using a descriptive qualitative approach with the aid of the *Customer Path 5A* framework (*Aware, Appeal, Ask, Act, Advocate*) to understand the target audience's behavior regarding digital media. The findings of this analysis served as the basis for the design process of primary and supporting media, which encompassed the development of visual concepts, the formulation of educational messages, content strategies, and the selection of digital media appropriate for the characteristics of the target audience individuals in the productive age group of 25-45 years.

The final stage of this process is the design outcome, which takes the form of a visual communication strategy and organized, consistent, and practical educational content. These findings are expected to raise public awareness of the importance of oral health, strengthen the position of Dentist Friska Siagian's practice in digital media, and help increase the number of patient visits. All design outcomes were subsequently presented in the form of a final project exhibition as a form of implementation and academic accountability for this design project.