

Digital Marketing Analysis in Dental Healthcare: The Role of Digital Marketing in Promoting Dental Health in the Community

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ABSTRACT

Modern marketing must integrate digital technology to enhance efficiency and effectiveness in communicating value to consumers. This research aims to uncover the impact of digital marketing strategies on the number of patients visiting dental clinics. Subsequently, it seeks to evaluate whether the implementation of digital marketing has a positive impact on the success of dental healthcare services. This research employs a survey approach with a descriptive method. Data shows that digital marketing has a significant impact on the number of patients visiting clinics compared to traditional patient acquisition methods. This underscores the importance of investing in digital marketing strategies to enhance the reach of dental healthcare services and attract more patients. Hence, internet marketing or digital marketing is not only a tool for modern marketing communication but also a highly influential tool in increasing patient numbers and expanding the scope of services in the context of dental healthcare.

INTRODUCTION

In the discipline of dental healthcare service marketing, the digital marketing approach holds critical relevance, as demonstrated by various literature and research in the field of marketing (Kotler & Armstrong, 2016). One of the fundamental principles explained in the literature is the concept of "visibility" (Lovelock & Wirtz, 2011). This concept highlights the importance for dental healthcare service units to enhance their presence in the digital realm to reach a wider audience. Through effective digital marketing strategies, dental healthcare service units have the potential to increase their visibility, facilitating prospective patients in finding them through online channels such as social media and websites.

Furthermore, the theory of information access, as outlined by Goldhaber (1997), asserts that easy access to high-quality information can facilitate better decision-making by consumers. In the context of digital marketing, this means that dental healthcare service units can provide comprehensive and easily accessible information to potential patients, including but not limited to types of services, cost structures, and patient testimonials. This, in turn, helps patients make more informed decisions about their choice of dental healthcare services.

The marketing concept, which focuses on optimizing the use of resources, synergizes with the principles of digital marketing, particularly in the context of dental healthcare service units. According to Kotler and Armstrong (2018), modern marketing must integrate digital technology to enhance efficiency and effectiveness in communicating value to consumers. In this regard, dental healthcare units can leverage digital marketing for more precise market segmentation, targeting, and positioning (STP), thus optimizing their resource allocation (Kotler & Keller, 2016).

Digital marketing, through the use of algorithms and data analytics, enables dental healthcare service providers to reach more specific audience segments with more relevant messages, reducing resource and time wastage (Chaffey & Ellis-Chadwick, 2019). This aligns with the concept of "lean marketing," which emphasizes the wise use of resources to achieve maximum results (Womack & Jones, 1996).

Furthermore, digital marketing contributes to the increased visibility of dental healthcare units in the digital world, which is increasingly the primary source of information for consumers seeking healthcare solutions (Lefebvre, 2013). This not only aids in expanding the reach of services but also in providing transparent and accessible information to potential patients, consistent with the societal marketing model that emphasizes consumer engagement and community well-being (Kotler, 2011).

Indonesia currently ranks third in terms of the number of internet users in Asia, with approximately 53% of the total population, equivalent to around 143 million individuals (Statista, 2022). This data indicates that more than half of Indonesia's total population, estimated to be around 269.5 million, has integrated internet technology into their daily lives. While this achievement is commendable, Indonesia still lags behind China and India, which have 829 million and 560 million internet users, respectively (World Bank, 2022). This

increase aligns with the theory of innovation diffusion proposed by Everett M. Rogers (1962), which asserts that the adoption of technology, in this case, the internet, will increase over time as society's understanding of its benefits grows.

Technological advancements have not only impacted the economic sector but have also had a significant impact on the transportation and education industries (Schwab, 2016). In the contemporary era, technology is not merely considered an additional facility but has become an integral part of everyday life, significantly facilitating human activities. Technological progress, particularly in the digital and internet fields, has created new opportunities in the business world, especially in marketing strategies. Condratova (2018) indicates that current marketing trends lean more towards digital approaches compared to conventional methods. The evolution of technology goes hand in hand with advances in knowledge. In this context, the internet, as a key element in technology, plays a crucial role in enriching human life. Indonesia, with its high internet connectivity, certainly experiences the positive impacts of this phenomenon.

Based on statistical data, there was a significant surge in the number of internet users in Indonesia between 2017 and 2018, with an increase of approximately 11 million users, equivalent to 13.3%. This research is consistent with technology development theories that postulate that technology, especially the internet, has the capacity for exponential growth within a certain time frame (Moore, 1965). Projections made by Jayani also affirm that this positive trend is expected to continue, with an average annual growth of about 10.2% from 2018 to 2023.

Rogers' theory of innovation diffusion (1962) can help in understanding this phenomenon. According to his theory, the adoption of an innovation, such as the internet, occurs through various stages, and a 13.3% increase in one year could indicate that Indonesian society at that time was in the stage of mass acceptance.

Referring to Castells' contribution (2001) in "The Internet Galaxy," the rapid growth of internet usage in Indonesia indicates how this technology has become integral to the daily lives of the people. The increasing dependence on the internet has profound implications for various sectors of life and industries in Indonesia. Therefore, this growth is not just a number; it also reflects a paradigm shift in the social and economic life of the country.

The significance of the escalation of internet penetration in the context of everyday life receives validation through the multidimensional consequences articulated in scientific narratives. According to Castells (2001) in "The Internet Galaxy," internet growth has transformative effects on multidisciplinary aspects of life and industries, including in the context of Indonesia, encompassing economic, social, and cultural dimensions. This phenomenon has the potential to create accessibility to innovative opportunities in business, education, communication, among others.

Interpersonal connectivity increases, information accessibility becomes more unlimited, and innovation gains room for accumulation at a more significant pace (Shapiro & Varian, 1999, in "Information Rules"). Through a

theoretical lens, this escalation is not merely an anomaly but a symbiosis with pre-existing concepts about how the revolutionary internet modifies the paradigms of social interaction, work operations, consumption, and participation in the economic ecosystem (Bourdieu, 2001, in "The Forms of Capital").

Furthermore, this indicates the empirical relevance of data in the theoretical context and consistent analysis of its tangible impact on Indonesia's socio-economic strata. Adopting this perspective, this research correlates empirical data on the escalation of internet adoption in Indonesia with macroscopic implications on the social and economic structure, highlighting how the internet has transcendently become a critical agent of social change and economic restructuring in this country, in line with existing theoretical foundations (Benkler, 2006, in "The Wealth of Networks").

Based on a study conducted by DataPortal Digital, Kemp (2019) found that the most dominant activity among internet users in Indonesia is social media interaction, which has engaged around 56% of the total population or approximately 150 million individuals. According to Castells (2007) in "The Power of Identity," social media serves not only as a means of interpersonal communication but has also evolved into a commercial transaction space. This development might be triggered by users' belief that social media is an effective platform for introducing and promoting products or brands on a broader scale (Kietzmann et al., 2011).

This paradigm shift reflects how the digital technology revolution, particularly the internet, has influenced and transformed consumer behavior patterns in Indonesia. The fact that more than half of the country's population is active on social media underscores the dominance of platforms like Facebook, Instagram, and Twitter in daily routines. Boyd and Ellison (2007) in "Social Network Sites: Definition, History, and Scholarship" state that social media has become an inseparable part of the dynamics of contemporary societal communication.

A detailed examination of this paradigm will provide a more detailed perspective on the capabilities of digital marketing strategies in the dental healthcare industry. According to Smith et al. (2017), digital marketing, when applied correctly, has the potential to facilitate increased visibility, growth, and service quality in the dental healthcare industry. This is becoming increasingly important given the evolving times that place digital technology at the central pillar of everyday activities (Johnson, 2018).

Therefore, building on the various aspects mentioned above, it is crucial for researchers to explore the role of digital marketing in promoting dental health in the community.

Research Objectives:

1. This research has a clear objective, which is to uncover the impact of digital marketing strategies on the number of patients visiting dental clinics. This study is based on in-depth theoretical concepts, aiming to understand how digital marketing can be an effective tool in improving dental healthcare services. The results of this thesis research have the

potential to serve as a strong foundation for the development of online marketing systems in the context of dental healthcare. Furthermore, this research will also make a valuable contribution to the academic literature by providing insights into the factors influencing an individual's choice of a dental clinic for treatment. Thus, this research is expected to assist in optimizing dental clinic marketing efforts and enhancing our understanding of patient preferences in the context of dental care.

2. Second, we want to evaluate whether the implementation of digital marketing has a positive impact on the success of dental healthcare services. This can include improving the clinic's reputation, enhancing patient relationships through social media, and the effectiveness of marketing strategies in attracting new patients.
3. This research has highly relevant practical implications for individuals seeking information about dental health through various online platforms, such as social media and e-commerce. The information they find can influence their decisions to visit a specific dental clinic. Additionally, this research recognizes the crucial role of information technology in providing easier access for the public to find relevant information regarding dental healthcare. It illustrates the significant influence of technology in transforming dental healthcare services in this digital era.
4. Beyond its practical impact, this research also holds high academic value. It provides a strong theoretical foundation for future researchers who wish to delve deeper into this topic. The references and findings from this research will be a valuable resource for the development of further research in the same context. It is hoped that this research will pave the way for more in-depth research and the application of knowledge developed in this field, thereby continually enhancing our understanding of the dynamics of dental healthcare services in the digital age."

THEORETICAL REVIEW

Definition of Digital Marketing

Definition of Digital Marketing According to the American Marketing Association (AMA): According to the American Marketing Association, digital marketing is defined as "the activities, practices, and processes that use electronic and digital communication tools to create, communicate, deliver, and exchange offerings that have value for customers, business partners, and society at large."

Definition of Digital Marketing According to Philip Kotler: Philip Kotler, a renowned marketing expert, defines digital marketing as "the use of digital channels (such as the web, email, social media, and search engines) to interact with customers as they go through their purchase journey or when they seek relevant information."

Definition of Digital Marketing According to Dave Chaffey: Dave Chaffey, a digital marketing specialist, defines digital marketing as "the use of digital tools, platforms, and technology to identify, understand, and efficiently and effectively satisfy customer needs."

In summary, digital marketing is a marketing strategy that utilizes digital media or the internet to create, communicate, and deliver messages to customers and potential customers. Its goal is to capture consumers' attention quickly, taking advantage of the widespread adoption of technology and the internet in society. Various digital tools such as websites, email, social media, and search engines are used to interact with customers, understand their needs, and efficiently satisfy those needs. This definition emphasizes the importance of adapting digital technology in marketing strategies to achieve success in the digital era.

From a philosophical standpoint, digital marketing is not just a promotional tool, but also an effort to fulfill moral responsibilities in providing broader access to dental healthcare services. This approach embodies the idea that every individual has the right to access information and quality dental care, and digital marketing plays a crucial role in realizing this right. Thus, digital marketing is not only a business strategy but also an ethical and meaningful way to benefit the community and even those beyond specific geographical boundaries

The concept of digital marketing, supported by Heidrick & Struggles' perspective (2009), explains that digital marketing is a marketing strategy that leverages the advancements in digital technology in the advertising process. In its efforts, digital marketing utilizes various digital information technologies, including electronic media and the internet, as well as platforms such as websites and social media like Instagram and TikTok. This opens opportunities for businesses to reach a wider audience while providing consumers with the freedom to access product information without time constraints. Furthermore, digital marketing also offers easy access for consumers to obtain information about products marketed digitally or electronically. Thus, this concept views digital marketing as an effective tool in creating a significant impact in the modern marketing world.

In the context of marketing dental healthcare services, digital marketing plays a crucial role based on the concepts and theories of experts. One supporting concept that underlies the effectiveness of digital marketing is the concept of visibility. Experts in the field of marketing have recognized that visibility is a key factor in attracting the attention of the market. By leveraging various digital platforms, such as social media and websites, dental healthcare service providers can significantly enhance their visibility. This means that they can be more easily found by potential patients seeking dental healthcare services.

Furthermore, the marketing concept that emphasizes the efficient use of resources also supports digital marketing. With digital marketing, dental healthcare service providers can direct their marketing efforts more precisely, saving valuable time and resources. They can better identify their target audience and deliver appropriate messages to them through relevant digital platforms.

Thus, expert concepts and theories in marketing, such as visibility, access to information, and resource efficiency, support the statement that digital marketing is an effective tool for enhancing the visibility of dental healthcare services, reaching more potential patients, and providing better access to

information for those seeking the right dental care. Digital marketing also helps create greater business opportunities and provides ease of access to information for consumers looking for the right dental healthcare.

Online

In the online context, communication becomes highly feasible, both in one-way forms like reading news and articles on websites and in two-way forms like chatting and exchanging emails. The opinions of information technology experts support this definition. They describe "online" as a state in which devices or entities are connected to a network, enabling the exchange of information and communication between individuals or systems. This concept forms the basis for a significant evolution in how we interact and communicate in modern society. Furthermore, in the business world, we witness the significant impact of this online state. Companies have made digital marketing their primary choice in their efforts to reach a wider audience and generate sales.

SEO (Search Engine Optimization)

SEO (Search Engine Optimization) is a discipline in digital marketing aimed at improving the visibility and ranking of a website in search engine results like Google, Bing, and Yahoo. The primary goal of SEO is to make a website more easily discoverable by potential customers or visitors through organic search results, meaning the website's ranking is not based on paid advertising.

The fundamental principle of SEO is that search engines use complex algorithms to determine how relevant a website is to the keywords searched by users. Therefore, by implementing the right SEO strategies, website owners can enhance their ranking in search results, which, in turn, can increase the number of visitors to the site.

Online Advertising such as FB Ads and Google Ads

Online advertising, as represented by platforms like Facebook Ads and Google Ads, is a highly relevant marketing strategy in the digital era. In practice, companies adopt online advertising as part of their efforts to reach audiences relevant to the products or services they offer.

One of the main advantages of online advertising is its ability to target audiences specifically and efficiently. With the help of advanced data and algorithms, platforms like Facebook Ads allow companies to precisely determine who will see their ads. This is done by considering various factors such as demographics, interests, online behavior, and the geographic location of users. For example, if a company sells women's fashion products, they can target their ads to women aged 18-35 who are interested in fashion and located in specific regions.

Google Ads, on the other hand, focuses on ads that appear in Google search engine results. This allows companies to display their ads to those actively searching for relevant products or services. For instance, if someone searches for "affordable sports shoes," ads from sports shoe companies using Google Ads can

appear in the search results, creating opportunities to attract interested customers.

Online advertising often involves strict performance measurements such as ROI (Return on Investment) and conversion metrics. This enables companies to measure the effectiveness of their ads in greater detail, track how many conversions or actions are generated by the ads, and optimize their strategies based on the data obtained.

Thus, online advertising is an essential tool in modern marketing that provides companies with the ability to reach more precisely targeted audiences and better measure the results of their campaigns, adding value to their efforts to effectively market their products or services in the ever-evolving digital world.

Printed Media Promotion

Promotion through print media, such as brochures and magazines, remains an essential part of marketing strategies even though the digital era has dominated. Print media has its own advantages in reaching specific target markets, and its use is still relevant in business marketing efforts.

One of the main advantages of print media is its physical touch and feel. Printed brochures, magazines, or catalogs can be held, touched, and even saved by the target audience. This creates a more tactile and tangible experience that can influence a positive perception of the brand or product being promoted. Furthermore, print media allows more space to display images, graphics, and detailed information that may be hard to achieve through digital media.

Print media is also capable of reaching target markets that may not always be online or those who require information in physical form. For example, older audiences or those who prefer traditional ways of receiving information are more likely to respond positively to promotions through print media. Additionally, in certain industries such as hospitality, tourism, or real estate, physical brochures or catalogs are still essential means of conveying information to potential customers.

In incorporating print media promotion into marketing strategies, businesses need to understand their audience profiles well. This will help them determine when and how to use print media effectively. Additionally, businesses can leverage digital technology to enhance the impact of print media promotions by directing the audience to websites or other online platforms for further information or continued interaction.

Television and radio advertisements

Television and radio advertisements have been traditional marketing channels that have been widely used for several decades. Despite technological advancements bringing significant changes in how people consume media content, both are still considered effective marketing tools to reach a broader audience. There are several reasons why advertising through these channels is still considered effective, including wide coverage, trust and credibility, visual and audio capabilities, presence during leisure time, and reaching different generations

In modern marketing, many businesses combine television and radio advertising with digital marketing strategies to reach a broader audience and benefit from the strengths of each channel. This is a comprehensive approach that utilizes various marketing platforms to achieve business goals more effectively.

1. Electronic billboards

Electronic billboards are a form of outdoor advertising that incorporates digital technology to create visually impactful advertising messages. These billboards use electronic displays or LED screens to dynamically showcase images, text, and videos. This concept has become an integral part of the modern advertising industry, with various significant implications and benefits.

From a technological perspective, electronic billboards reflect advancements in digital display technology. These billboards use electronic screens capable of quickly changing content. This enables advertisers to adapt their messages rapidly based on advertising campaign needs, weather changes, or current news events. Therefore, from a technology standpoint, it represents an evolution in digital display capabilities.

Psychologically, electronic billboards create a strong visual impact because of their ability to grab the viewer's attention with moving, flashing, or quickly changing messages. This results in a stronger impression and more effective communication of messages compared to static billboards. The psychology of message framing and visual appeal is a crucial aspect that advertisers consider in achieving the desired impact.

Practical benefits of electronic billboards include their ability to change advertising messages quickly without needing to replace physical billboards, which can save costs and time. Electronic billboards also allow advertisers to reach a broader audience with more dynamic and engaging content. Furthermore, they enable better performance measurement as they can track viewer interactions and advertising effectiveness more accurately.

2. Email Marketing and Mobile Marketing

Email Marketing and Mobile Marketing are two essential digital marketing strategies in today's business world. Both involve sending messages to customers or prospects through digital media, but they use different platforms, namely email and mobile devices. Let's discuss both in more detail:

Email Marketing is the practice of sending promotional messages, news, product information, or other important communications to customers or prospects via email. It is one of the most established and effective digital marketing methods. In Email Marketing, companies typically build a list of valid email subscribers who are potentially interested in their products or services. They then send emails periodically to promote products, provide updates, or deliver added value to their customers.

Mobile Marketing, on the other hand, is a marketing strategy that targets mobile device users, such as smartphones and tablets. It includes various tactics, including text messages (SMS), mobile apps, mobile advertising, and mobile-

optimized websites. Mobile Marketing is enhanced by the widespread popularity and presence of mobile devices in today's society.

One of the advantages of Mobile Marketing is its ability to reach customers wherever they are, especially through text messages. With people increasingly relying on their mobile devices, this is an effective channel for communicating and marketing products or services to them. The importance of Mobile Marketing can also be seen in the context of data usage. Mobile Marketing data analytics may include measuring interaction rates with mobile ads, mobile app download rates, and even tracking user locations to determine the effectiveness of location-based marketing campaigns.

Overall, Email Marketing and Mobile Marketing are two vital components of a digital marketing strategy. Both leverage the power of digital platforms to effectively reach and engage with customers, and data analytics plays a key role in measuring and understanding the impact of marketing campaigns conducted through both of these channels.

The use of digital content marketing strategies on social media allows businesses to attract potential consumers from around the world. This creates new opportunities in the business world that would not be achievable without the presence of the internet and new media.

Therefore, the development of new media, closely related to the internet, has had a significant positive impact on the business world through digital marketing and the use of social media as an effective marketing platform. This reflects a significant shift in how companies interact with consumers and sell their products in this digital era.

The advancement of the internet has significantly transformed the business landscape, particularly with the advent of digital marketing. Before the rapid rise of the internet, advertising and product marketing were typically done conventionally, such as through television and print media. However, this approach often proved less effective in reaching a broader audience and diverse potential consumers. In this context, digital marketing experts have identified a shift occurring in business marketing.

According to Brian Solis, a digital marketing expert, this change reflects shifting consumer behaviors that rely more on the internet as their primary source of information. He states that "modern consumers spend more time online than ever before." This underscores the importance of adapting to digital trends in marketing.

Thus, digital marketing and the shift to social media as the primary platform are relevant phenomena in modern business. They provide online business owners with opportunities to reach a global audience and attract potential customers worldwide through the creation and distribution of effective digital content. Effective marketing strategies in online businesses are indeed crucial, especially in the digital era.

Digital Marketing Concept

As mentioned by Hermawan (2012), digital marketing is the marketing of products or services through the internet. This is a highly relevant concept in the

context of online marketing. By using internet platforms, an online business can reach its target consumers more efficiently than traditional marketing methods.

The Power of Social Media

Social media has become one of the most powerful tools in digital marketing. According to the Pew Research Center, approximately 69% of adults in the United States use social media. Therefore, communicating through social media platforms is a highly effective strategy. Marketing experts like Gary Vaynerchuk have also highlighted the importance of social media in interacting with consumers and building a brand.

Utilizing Digital Content

A relevant model in this context is the digital content model. According to the Content Marketing Institute, good content can add value to consumers and influence their purchasing decisions. Sharing information through digital content such as articles, videos, and infographics is an effective way to disseminate knowledge about products or services.

The Importance of Consumer Education

The concept of consumer education is also relevant here. In online marketing, customers often seek information before making a purchase decision. By providing relevant and high-quality information, businesses can "educate" their consumers about their products or services, which, in turn, can increase consumer interest and trust.

Information Relevance

In the world of digital marketing, relevance is key. This concept is emphasized in contemporary marketing theory. Ensuring that the content shared aligns with the needs and interests of the target consumers will enhance the effectiveness of marketing strategies.

METHODOLOGY

Research methods are approaches or techniques used to gather and analyze relevant data for the purpose of creating academic work or research. In the context of educational research, the choice of research methods is crucial as it will influence how data is collected, interpreted, and the accuracy of the findings obtained from the research.

Dr. John W. Creswell, a leading research methodology expert, emphasizes the importance of selecting research methods that are aligned with the research objectives. In this case, the research employs a descriptive method. Descriptive method is a research approach aimed at systematically and comprehensively describing observed phenomena. The analytical descriptive approach used in this research aims to analyze factors relevant to the issue under investigation.

In educational research, the descriptive method is often used to describe the characteristics, trends, or specific phenomena within the educational environment. This frequently involves collecting qualitative or quantitative

data, such as surveys, interviews, or document analysis, to create an accurate representation of the research subject.

The use of the descriptive method in educational research helps researchers gain a deeper understanding of the observed phenomena, explore the relationships between relevant variables, and identify the significance of the research findings. This is essential for producing valid and relevant findings that can be used to enhance understanding and decision-making in the educational context.

In this context, the descriptive method was chosen because it is considered the most suitable for addressing research questions related to the description and analysis of factors relevant to the issue under investigation in educational research. Therefore, this method provides the appropriate approach to achieving the research objectives.

According to Sugiyono (2017), survey research is a method used to collect data from a natural environment, where the researcher performs specific procedures in data collection. Data collection in the survey method can be conducted using various techniques, such as distributing questionnaires, tests, structured interviews, and others. This method helps researchers understand and analyze specific phenomena within the population that is the focus of the research.

Descriptive research, as described by Sugiyono (2017), is one type of research that aims to describe or explain the existence of independent variables or free variables without making comparisons with other variables. In descriptive research, the focus is on observing and understanding the phenomena that exist within a specific population. The main purpose of descriptive research is to provide a clear and in-depth description of the characteristics of the variables under study.

The relevant concepts in both definitions are as follows:

- a. Survey Method: This method involves collecting data from a natural environment, which includes the use of questionnaires, tests, structured interviews, and other techniques. The survey method allows researchers to gather data on a large scale from the population under study.
- b. Data Collection: Survey research is about systematic and structured data collection. In this context, data collection techniques like questionnaires and interviews are used to obtain information from respondents.
- c. Comparative Research: This research design involves selecting two or more groups to be compared. The observed variables can range from simple comparisons of two groups. The primary goal of comparative research is to understand the differences or similarities between two or more variables or groups.
- d. Independent Variables: Independent variables, or free variables, are the focus of descriptive research. Researchers aim to understand the characteristics and properties of these variables.

Data Analysis

Statistical analysis with an independent samples t-test is used to compare the means of two groups that are independent of each other.

Data Processing and Analysis

Data processing for the independent samples t-test is done with the assistance of SPSS.

Data Type and Source

The data used in this research includes both primary and secondary data.

Data Collection Technique

Survey method is the research approach used to collect facts about existing phenomena within a group or area, as well as to gather factual information about social, economic, or political institutions. The author conducted a survey using methods such as interviews, observations, and data analysis with statistical t-test on SPSS software to assess the differences between digital marketing and conventional marketing

RESULTS

This research was conducted in a dental clinic and a hospital in West Java Province, and the data used in this study is secondary data. Secondary data was obtained from clinical staff records and the researcher's observations of each patient who came to the clinic. The goal was to understand whether patients came to the clinic after learning about it through social media or only after seeing the clinic's signboard at the physical location of the clinic.

The inclusion criteria in this study encompassed patients who came to the dental clinic after learning about it through social media such as WhatsApp groups, websites, Instagram, or other social media platforms. On the other hand, patients considered to have come conventionally were those who came after seeing the dental clinic's signboard at its physical location.

Thus, the aim of this research was to identify differences in patient behavior based on the source of information they used, whether through social media or only after seeing the clinic's signboard directly at its location.

This research was conducted in one private clinic that has been using social media as a marketing tool for approximately three years. However, in this study, only data from the last five months was sampled, and the results are as follows:

Tabel 1.

Month	Number of visits via social media	Conventionally
May	189 patients	21 patients
June	135 patients	35 patients
July	213 patients	49 patients

In this research, the number of patients studied was divided into two different groups based on how they learned about the clinic and the consultations they had. The first group consisted of patients who learned about the clinic conventionally, meaning they only found out about it through the clinic's signboard or information visible at the physical location of the clinic. The second group consisted of patients who learned about the clinic through social media, without specifying a particular type of social media, such as Instagram, Facebook, or WhatsApp groups. In both cases, no additional questions were asked to the patients about the specific social media used.

In this research, the author conducted an analysis using an independent samples t-test to compare the results between conventional marketing and digital marketing approaches. The results of the analysis are as follows:

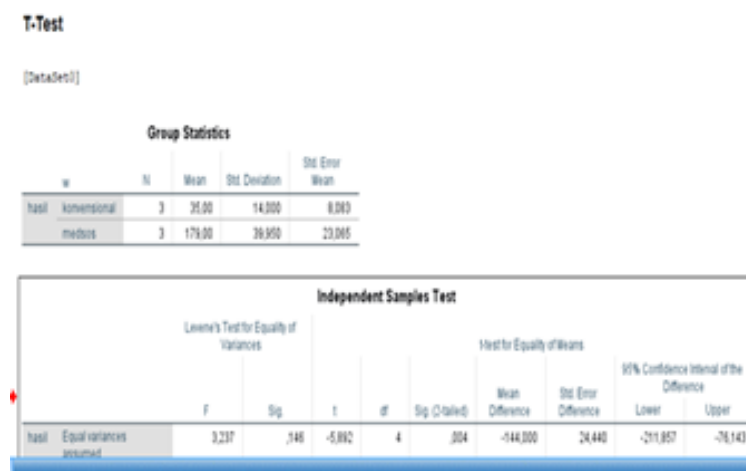


Figure 1. Independent Sample Test

In the results of the conducted test, there is a very significant difference between the two groups of patients, those who came conventionally and those who came through social media. The average number of visits for patients who came conventionally is 35, while the patients who came through social media have an average of 179 visits. Therefore, the average number of patient visits is higher for those who came through social media. The difference is also significant based on the p-value of 0.004 (< 0.05).

Digital marketing is a marketing strategy that is becoming increasingly popular among the public, as it can support various marketing activities. People are gradually shifting from the conventional or traditional marketing model to modern marketing known as digital marketing. With digital marketing, communication and transactions can be conducted in real-time, and from the data analysis conducted, it is found that there is a very significant difference between the number of patients who come through the social media channels prepared by the clinic and the number of patients who come conventionally.

DISCUSSION

Increased Use of Social Media

From the data, it is evident that the use of social media to attract patients has increased over time. The number of patients coming through social media in

May was higher than in June, and then increased again in July. This may indicate that marketing efforts through social media are starting to yield better results.

Data analysis shows that there has been an increase in the use of social media as a marketing channel to attract patients to the clinic. This aligns with the concepts and theories of digital marketing, which suggest that social media can be an effective tool to reach the target audience and build interactions with them. According to Philip Kotler, a prominent marketing expert, digital marketing, including the use of social media, allows companies or clinics to interact more personally with customers, which can enhance customer loyalty and engagement.

The increase in the number of patient visits through social media is an encouraging outcome, but it is important to associate it with specific influencing factors. Firstly, the marketing strategy employed has a significant impact on these results. The relevant concept in digital marketing is that each social media platform has a different audience, and an effective marketing strategy should be tailored to the characteristics of the audience on each platform. The applied marketing theory is that different market segments require different approaches, and the observed increase may be the result of the right strategy in reaching the appropriate audience.

Secondly, the type of content published on social media also plays a crucial role in driving the use of social media as a marketing tool. The relevance of the content to the target audience, creativity in delivering messages, and the ability to interact directly with the audience can influence the success of social media marketing. Marketing experts like Philip Kotler have emphasized the importance of creating value for customers and interacting directly with them, which can be the foundation for the success of using social media in marketing.

However, it should be noted that there are external factors that can affect the use of social media as a marketing tool, such as seasonal trends or specific events that influence public interest. In this context, the relevant marketing theory is that changes in environmental factors can affect marketing strategies. Therefore, the success of using social media as a marketing tool should be seen as a combination of internal factors, such as strategy and content, and external factors that may influence social media usage trends.

Thus, even though the data shows a positive increase in the use of social media to attract patients, it should not be regarded as a definite outcome without further research. Digital marketing is a dynamic field, and clinics should continually monitor and adjust their strategies to make effective use of the potential of social media. With a good understanding of the concepts of digital marketing and relevant theories, as well as a careful analysis of influencing factors, clinics can maximize the success of using social media in their marketing efforts.

Comparison with Conventional Visits

The data shows that the number of patients who come conventionally (without using social media) is significantly lower compared to those who come through social media in every observed month. This significant difference

indicates that digital marketing has become an effective channel for attracting patients to the clinic.

Consistently, this analysis demonstrates that marketing through social media has a positive impact on increasing the number of patient visits to the clinic. Philip Kotler's opinion about the potential of social media as an effective marketing tool is supported by data showing significant differences in the number of patients between conventional and social media-driven visits. This underscores the importance of using social media as a means for direct interaction with prospective patients, promoting services, and providing relevant information.

However, it's important to remember that a successful approach in digital marketing is not always universal. What works for one clinic may not apply in the same way to another. In this context, Michael Porter's concept of selecting the right target segments and developing unique value propositions in marketing is highly relevant. This suggests that marketing strategies should be tailored to the specific characteristics of the clinic or business in question.

Additionally, this analysis emphasizes the importance of precise measurement and data analysis in marketing strategies. Peter Drucker's view on "accurate measurement" is highly relevant in this context. Well-collected and analyzed data can provide the necessary insights for continuous improvement in digital marketing strategies.

Overall, this analysis reinforces the view that digital marketing through social media has significant potential in increasing patient visits to the clinic. However, success in digital marketing also depends on a deep understanding of the audience, appropriate strategy adaptation, and ongoing monitoring and improvement through accurate data and analysis.

Effectiveness of Digital Marketing

Based on the comparison between the number of patients coming through social media and the number of patients coming conventionally, it can be concluded that digital marketing has a positive impact on patient visits. This might be due to broader promotion, easier access to information through social media, and the possibility of special offers or promotions conducted through these platforms.

The effectiveness of digital marketing in increasing the number of patient visits to the clinic is a profound finding and relevant to the principles of modern marketing. In this context, the concept of customer engagement becomes crucial. Modern marketing emphasizes that active interaction between a brand and its customers is at the core of a successful marketing strategy. Through social media, the clinic has the opportunity to communicate directly with prospective patients, answer their questions, and build strong relationships. This aligns with the finding that digital marketing provides opportunities for direct and continuous interaction with the audience, which then contributes to the increase in patient visits.

Digital marketing theories also support these findings. These theories underscore how digital platforms, such as social media, can be used to promote

products or services and build a strong brand. In the context of healthcare, digital marketing opens the door to providing relevant health information, raising awareness of the clinic's services, and offering added value to prospective patients. The observed increase in patient visits aligns with the modern marketing concept that emphasizes creating value for customers.

However, it's essential to remember that the effectiveness of digital marketing doesn't solely depend on the existence of social media or widespread promotion but also on other factors such as precise targeting and relevant content. Therefore, effectiveness should be seen as the result of a well-planned marketing strategy. While digital marketing has the potential to yield positive results, risks such as ineffective communication or privacy issues can also arise. Thus, the use of social media in marketing must be managed wisely and based on relevant marketing principles.

In summary, the effectiveness of digital marketing in increasing patient visits to the clinic can be understood through the lens of modern marketing concepts, digital marketing theories, and the insights of experts like Philip Kotler. However, the success of digital marketing also requires careful management to minimize risks and ensure that marketing strategies create value for customers.

Changing Trends

This data can also serve as the basis for tracking trends over the next few months. By tracking and analyzing the data further, the clinic can identify whether the increase in the use of social media as a marketing channel continues or if there may be fluctuations that need further understanding.

Furthermore, it's important to note that within the framework of competition in the industry, the concept introduced by Michael Porter about the five competitive forces can provide valuable insights. One of these forces is the bargaining power of buyers, which refers to the extent to which buyers have influence over the price and quality of products or services. In the context of marketing through social media, competitors may also take similar actions to attract the attention and engagement of the same buyers. Therefore, it's important to consider whether competitors are also increasing their social media marketing efforts in response to these changes. Moreover, tight competition in this context can significantly impact market dynamics, including changes in consumer trends and preferences.

Furthermore, digital marketing theory is also relevant to this analysis. The concept of digital marketing emphasizes the importance of leveraging digital platforms, including social media, to interact with potential customers and enhance brand visibility. Regardless of the influence of competitors, it's essential for the clinic or business to understand the characteristics of their audience and design relevant digital marketing strategies. Thus, market and competition analysis needs to be aligned with the principles of effective digital marketing.

Additionally, marketing experts have identified that successful social media marketing strategies often involve a deep understanding of online customer behavior. This includes understanding the types of content most favored by the target audience, the right times for sharing content, and how to

interact with online communities. Therefore, when making decisions about social media marketing efforts, it's crucial for the clinic or business to blend their knowledge of competition with detailed insights into online customer behavior.

Overall, this analysis underscores the complexity and dynamics involved in making decisions about social media marketing. Within the framework of industry competition, it's essential to consider the responses of competitors and their impact on market trends. Concepts from Michael Porter, digital marketing theory, and an understanding of online customer behavior all play vital roles in helping businesses design effective marketing strategies in the ever-evolving digital era.

So, while analyzing changing trends is crucial, it should be remembered that these trends can be influenced by various factors, including internal and external factors. In making decisions based on these trends, the clinic should consider the broader context and prepare to adapt their marketing strategies in response to potential changes.

The Very Significant Difference Between Two Observed Patient Groups

The analysis conducted in this study employs an independent two-sample t-test to compare conventional marketing approaches with digital marketing approaches. The research results reveal a highly significant difference between the two observed patient groups, namely those who come conventionally and those who come through social media.

The research findings indicating an increase in the number of patient visits through social media align with the concepts and views of experts like Philip Kotler. Kotler, recognized as one of the leading marketing experts globally, has long advocated the importance of leveraging social media as a tool in marketing strategies. One relevant concept in his perspective is reaching a broader audience through social media platforms.

In marketing theory, social media is acknowledged as an effective communication platform for interacting with potential consumers and influencing their purchase decisions. This is affirmed by the fact that there is an increase in the number of patients who come through social media, indicating that the social media marketing approach has produced a positive impact. This aligns with the assessment that social media provides a wider reach compared to traditional marketing methods, enabling companies or institutions, in this case, the clinic, to reach a larger and more specific audience (Kietzmann et al., 2011).

Furthermore, the concept of sustainability in marketing strategies becomes a key element. Given the positive impact of social media-based marketing strategies, it is essential for the clinic to consider how to sustain or even enhance their efforts in social media as part of their long-term marketing plan. This approach reflects the understanding of modern marketing advocated by Kotler, emphasizing the importance of adapting to consumer trends and the latest technology to ensure marketing success (Kotler & Armstrong, 2016). Therefore, by comprehending and implementing these concepts, the clinic can continually utilize social media as an effective instrument in expanding their business.

This analysis needs to take into consideration several additional factors that influence the research results. One key factor is how digital marketing strategies are implemented. Most of the positive results found in this study may be related to the effectiveness of the digital marketing strategies used by the clinic. Modern marketing theories, such as the concept of market segmentation proposed by Kotler and Keller, indicate that targeting the right market segment with appropriate messaging can enhance marketing effectiveness. Hence, understanding how the clinic conducts segmentation and audience targeting through social media is crucial.

Additionally, the type of social media platforms used can also influence the results. The theories in digital marketing indicate that various platforms have different characteristics, and what is effective on one platform may not apply to another. For example, Instagram may be more effective for a younger target audience, while LinkedIn may be more suitable for a more professional business context. Therefore, the relevance of social media platforms to the clinic's audience also needs to be considered in the analysis.

Furthermore, the theory of the selection concept introduced by Michael Porter in the context of business strategy is highly relevant. In Porter's understanding, an effective strategy involves selecting the right market segments and creating significant added value. This means that, although the research results show a significant difference, it may be due to the clinic's ability to identify and reach market segments that are more responsive to their digital marketing. In this case, Porter's concept emphasizes the importance of selecting the right strategy in creating a competitive advantage.

The results of this research provide valuable initial insights into the effectiveness of digital marketing through social media in increasing patient visits to the clinic. However, a more in-depth analysis is required to provide a comprehensive understanding. One aspect to consider is the marketing strategies used. Concepts from various marketing models, such as the AIDA model (Awareness, Interest, Desire, Action) or the customer journey model, can be used to analyze the extent to which marketing strategies can attract attention, generate interest, stimulate desire, and drive patient visits. Thus, a more in-depth analysis will allow the clinic to assess the success of various stages in their digital marketing process and make necessary improvements.

Additionally, the relevance of social media platforms is also a critical factor in digital marketing strategy. For instance, based on audience concepts and market segmentation, the clinic must have a good understanding of who their target audience is and which social media platforms are most effective in reaching this audience. For example, if the clinic serves elderly patients, the social media platforms used may be different from a clinic that focuses on younger patients. Therefore, a more in-depth analysis should include research related to the demographics and preferences of the target audience, as well as the choice of the right social media platforms.

Moreover, the concept of selection in creating added value should also be considered. In the marketing context, selection refers to the choice of elements that can create added value for customers. In this case, the clinic needs to

consider what they offer through social media that can differentiate them from competitors and provide significant benefits to potential patients. A more in-depth analysis will help identify these aspects and allow the clinic to optimize their strategy.

In further research, additional factors such as patient age, the types of services offered, or the presence of special promotional campaigns during the research period could be important considerations. In conclusion, while the initial results indicate the success of digital marketing in increasing patient visits, a more in-depth and contextual analysis is the next step to fully understand the implications of digital marketing strategies in the broader context of the clinic's business.

CONCLUSIONS AND RECOMMENDATIONS

1. Internet has become an essential and effective marketing communication tool in the current digital era. In today's busy and fast-paced world, the convenience, practicality, and efficiency offered by the internet have made it a valuable means of marketing. Whether through "screen to face" (online) or "face to face" marketing methods, the right marketing communication strategy is the key to achieving effective and efficient promotional goals.
2. The importance of marketing communication strategies cannot be overlooked. Without a sound strategy, companies can incur significant losses in promotional efforts that do not yield desired results. In the context of dental healthcare services, such as in dental clinics, a well-crafted marketing communication strategy is also necessary to reach more patients and introduce dental healthcare services to the public.
3. One highly effective tool in modern marketing is internet marketing, also known as digital marketing. Digital marketing leverages social media and other online platforms to introduce products or services to a wider audience in the digitally connected modern world. In the realm of dental healthcare, this means that dental clinics must be savvy in utilizing the opportunities presented by social media and the internet to promote their services.
4. Data indicates that digital marketing significantly impacts the number of patients visiting a clinic compared to conventional patient visits. This underscores the importance of investing in digital marketing strategies to enhance the coverage of dental healthcare services and attract more patients.
5. Hence, internet marketing or digital marketing is not only a modern marketing communication tool but also an influential means of increasing patient numbers and expanding the scope of dental healthcare services.

Recommendations:

- a. Academic Focus on Teaching: Academics need to incorporate the latest approaches and knowledge in the field of digital marketing into their curriculum. Ensuring that students gain a strong understanding of digital

marketing strategies will prepare them to face an increasingly digitally connected business world.

- b. Institutions Invest in Digital Marketing: Institutions, especially dental clinics and businesses in the healthcare services sector, need to invest in effective digital marketing strategies. This includes using social media, online advertising, and website optimization. They should understand that internet marketing has the potential to enhance service coverage and the number of patients.
- c. Practitioners Invest in Training: Practitioners in the dental healthcare industry should view ongoing training in digital marketing as a critical investment. They need to continually develop their skills and knowledge in this area to remain competitive and maximize the benefits of digital marketing strategies.

FURTHER STUDY

Focusing on the Impact of Digital Marketing: Further research can delve deeper into how digital marketing specifically affects dental healthcare services and similar companies. This includes a more detailed analysis of success metrics in digital marketing within the context of healthcare services.

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