

MARKETING COMMUNICATION CAMPAIGN TO EXPAND NEW MARKET REACH AND INCREASE SALES THROUGH SOCIAL MEDIA AND EVENT MANAGEMENT OF USMILE DENTAL STUDIO AS A DATA EXECUTIVE AND STRATEGIST

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ABSTRACT

This report discusses uSmile Dental Studio's marketing communication strategy that uses the *Integrated Marketing Communication* (IMC) approach and AIDA (Attention, Interest, Desire, Action) model to increase market reach and audience engagement. In his role as a *Strategist*, the author designs a communication strategy that integrates online channels such as Instagram, TikTok, Google Ads, as well as offline activities such as educational events at Bunga Bangsa Kindergarten. Meanwhile, as a *Data Executive*, the author is responsible for collecting and analyzing data from surveys and social media to develop relevant strategies and measure campaign effectiveness. The "uSmile Goes to Preschool" event has been proven to turn interest into real action in the form of a visit to the clinic. Support from Google Business Profile and promotion of children's dental check-ups for IDR 50,000 have succeeded in increasing conversions and the number of new patients. The results of this report provide strategic guidance in designing dental clinic marketing communication that is integrated, data-oriented, and able to drive sustainable business growth.

Keywords: IMC, AIDA, Strategist, Data Executive, Event Marketing, Social Media, Google Business, Promotion, Conversion.

ABSTRAK

Laporan ini membahas strategi komunikasi pemasaran uSmile Dental Studio yang menggunakan pendekatan *Integrated Marketing Communication* (IMC) dan model AIDA (Attention, Interest, Desire, Action) untuk meningkatkan jangkauan pasar dan keterlibatan audiens. Dalam perannya sebagai *Strategist*, penulis merancang strategi komunikasi yang mengintegrasikan kanal daring seperti Instagram, TikTok, Google Ads, serta aktivitas luring seperti acara edukasi di TK Bunga Bangsa. Sementara itu, sebagai *Data Executive*, penulis bertanggung jawab untuk mengumpulkan dan menganalisis data dari survei dan media sosial untuk mengembangkan strategi yang relevan dan mengukur efektivitas kampanye. Acara "uSmile Goes to Preschool" terbukti mampu mengubah minat menjadi tindakan nyata berupa kunjungan ke klinik. Dukungan Google Business Profile dan promosi pemeriksaan gigi anak seharga Rp50.000 berhasil meningkatkan konversi dan jumlah pasien baru. Hasil laporan ini memberikan arahan strategis dalam merancang komunikasi pemasaran klinik gigi yang terintegrasi, berorientasi data, dan mampu mendorong pertumbuhan bisnis yang berkelanjutan.

Kata kunci: IMC, AIDA, Ahli Strategi, Eksekutif Data, Pemasaran Acara, Media Sosial, Google Bisnis, Promosi, Konversi.

INTRODUCTION

Dental and oral health is an important part of overall body health. However, many people are not aware of the importance of regular dental care. Based on WHO data, dental health problems such as cavities, gum disease, and bad breath are still common, caused by a lack of knowledge, poor diet, and smoking habits. Regulation of the Minister of Health Number 89 of 2015 explains that good dental and oral health allows individuals to live a productive social and economic life without functional impairment due to disease.

In Central Java, awareness of the importance of dental health is still low. RISKESDAS data in 2018 shows that 25.9% of the population has dental and oral health problems, which are generally chronic and related to daily habits. Therefore, sustainable health promotion is needed to encourage changes in people's

behavior towards the habit of maintaining dental health.

uSmile Dental Studio is present in Semarang as a clinic that offers professional and quality dental services, including orthodontics, dental aesthetic treatments, scaling, and routine checkups. The clinic is committed to not only providing medical services, but also educating the public through an integrated and educational communication approach.

uSmile Dental Studio targets market expansion into the children's segment by involving parents to bring their children early. Currently, the majority of uSmile patients are in the age range of 21–40 years. However, the age group of children has not been touched, even though it has long-term potential as a permanent patient. The results of the survey showed that 42.3% of patients were under 30 years old, but there were no pediatric patients yet. The lack of visits

from the children's segment is the main problem. Therefore, the right marketing and communication strategy is needed to increase awareness and interest in the importance of dental care from an early age.

Communication strategies can be done through offline activities such as child-friendly consultations, educational games, and drawing activities around dental health. This is expected to build a positive experience for children and increase parental trust in uSmile. On the other hand, social media such as Instagram (@usmiledental.id) is also important as a means of digital education and promotion. However, the content published is still not interactive and inconsistent, so it has not been able to establish an effective relationship with the audience.

The main problem faced by uSmile Dental Studio is that the marketing and communication strategy in reaching the children's segment is not optimal. So far, the focus of services and promotions has

only reached the age group of 21-40 years, so the opportunity to expand the market to children and the elderly has not been fully utilized. In addition, low patient visits and lack of interaction on social media show that digital communication has not been effective in attracting attention and building trust.

The SWOT analysis shows that uSmile has strengths in quality service, modern technology, and good reputation, but is weak in terms of promotions that are still limited to Instagram and a lack of variety of marketing strategies. Great opportunities arise through cooperation with educational institutions and social media optimization, while threats come from competitor clinics that are more aggressive in promotion.

Analysis of the external situation through PESTEL shows that uSmile has met legal and environmental standards, as well as kept up with technological and social trends, but must still be ready for economic challenges. Competitors such as

Salvio and Kidsmile are superior in event marketing strategies and promo offers. Meanwhile, Instagram's social media performance data showed significant declines in impressions, interactions, and link clicks, reinforcing evidence of the current weak communication strategy.

The marketing communication program is structured based on three main pillars, namely event management, promotion, and social media campaigns. The main goal is to increase pediatric visits to at least 10 patients per month, and increase total patient visits to 20 per month. The strategy is designed using a SMART approach, which is specific to social media, educational events, and discount promotions. The targets are measurable such as increase in followers, interactions, social media reach, and number of ad clicks. This strategy is realistic and relevant to uSmile's vision as an educational and family-friendly dental clinic.

RESEARCH OBJECTIVES

The purpose of this study is to design, implement, and evaluate the Integrated Marketing Communication (IMC) strategy at uSmile Dental Studio to expand market reach, increase audience interaction and interest, and encourage tangible actions in the form of clinic visits.

THEORETICAL FRAMEWORK

Integrated Marketing Communication (IMC)

MC is a key cornerstone in modern marketing strategies because it emphasizes the importance of message consistency across communication channels. Kenneth and Donald (2022:32) explain that IMC is the integration of all marketing communication tools, channels, and resources in one integrated program to maximize influence on customers and stakeholders. Through IMC, companies can evaluate the effectiveness of each campaign component and tailor the message according to the characteristics of the target audience. Kotler and Keller

(2012) highlight important elements of IMC such as advertising, sales promotion, public relations, event marketing, digital marketing, and content marketing, all of which are integrated into each other for effective brand communication.

AIDA Model

According to Fill and Turnbull (2016), it describes four stages that consumers go through before making a purchase decision, namely Awareness, Interest, Desire, and Action. At the Awareness level, communication aims to attract the attention of the audience; at the Interest stage, the content begins to build curiosity; then in the Desire stage, the message is aimed at building preferences and buying desires; and finally the Action stage, where the audience is encouraged to take a specific action such as a purchase or reservation. AIDA provides a logical structure in designing messages that are able to increase consumer engagement and promotional effectiveness.

Push and Pull Theory

The Push and Pull theory explains two communication approaches in digital marketing. Push strategies emphasize the active distribution of promotional messages through paid advertising, email campaigns, and direct promotions to build early awareness (Chaffey & Chadwick, 2019). Instead, the Pull strategy aims to attract consumers organically through engaging content and SEO. These two approaches complement each other; Push strategies are useful for expanding reach and attracting initial attention, while Pull strategies maintain interest and build consumer loyalty on an ongoing basis. The integration of the two creates a marketing communication system that is comprehensive and responsive to consumer needs at different stages of the customer journey (Chaffey & Chadwick, 2019).

RESEARCH METHODS

The methods used in this study are descriptive, qualitative, and quantitative, with a case study approach. Researchers play a direct role as

- Strategist, who designs communication strategies and campaigns using the IMC approach and the AIDA (Attention, Interest, Desire, Action) model
- Data Executive, who collects and analyzes data from: Survey results, Social media (Instagram, TikTok, Google Business)
- Evaluate offline activities (such as Goes to Preschool). The data collected is analyzed to understand audience behavior and measure the effectiveness of the strategy in driving conversions from interest to action (visits). This method is also used to formulate advanced marketing strategies.

COMPANY INTRODUCTION

Dental Studio is a modern dental clinic located in Kedungmundu, Semarang. The clinic provides a full range of dental care services for all ages, including routine checkups, dental cleanings, aesthetic fillings, tooth extraction, orthodontic treatments, and children's specialty services. With the latest medical technology and a team of well-trained professionals, uSmile emphasizes the comfort, safety, and education of patients in maintaining overall dental health.

uSmile's internal team consists of dentists, nurses, administrative staff, and marketing teams. They work together to maintain the quality of service and expand the reach of patients. Clinic owners play an important role in management, from day-to-day operations, business development, service quality oversight, to branding strategies and external partnerships.

To strengthen relationships with stakeholders and increase public

awareness, uSmile runs a communication program designed with a modern and integrated approach. The goal is to attract new patients aged 25–34 years old in Semarang, build an image as a contemporary and family-friendly clinic, and educate the public about the importance of dental care. All campaigns are monitored through performance metrics, such as the number of new patients, follower growth and engagement, ad reach, number of referrals, and positive patient reviews. Evaluations are conducted periodically using Social Media Analytics (SMA) to ensure the effectiveness of the strategy and determine the next optimal step.

uSmile Dental Studio's communication strategy is based on the theory of Integrated Marketing Communication (IMC) which emphasizes the importance of message consistency across various communication channels. IMC includes advertising, sales promotion, public relations, event marketing, as well

as digital and content marketing. This strategy is supported by the AIDA (Awareness, Interest, Desire, Action) model, which guides consumers from the stage of getting to know to taking action, such as a visit to a clinic. uSmile also implements a Push and Pull Strategy. Push strategies are used through direct advertising and promotion, while pull strategies are carried out with educational and interesting content on social media. Both aim to reach and retain new and existing patients effectively.

uSmile's target market is young professionals and parents aged 25–45 years from the middle to upper class who care about dental health and are active on social media. The clinic positions itself as a provider of modern dental care that is comfortable, aesthetically pleasing, and of high quality. The brand's communication is focused on the slogan "We Make You Smile Better" with the overarching message "I smile, U smile", highlighting healthy and aesthetic dental services for all

ages. Media strategy involves communicating online through Instagram, TikTok, and Google Ads, as well as offline through print, banners, and events.

One of the main tactics is the "uSmile Dental Studio Goes to Preschool" event at Bunga Bangsa Kindergarten, which aims to provide dental education for children and parents, raise awareness, and reach the children's market. With this integrated approach, uSmile hopes to increase patient visits, expand the children's market, and strengthen the clinic's image in the eyes of the public.

uSmile Dental Studio's media plan uses the Owned, Paid, and Social Media Activation strategies. Owned media such as Instagram and WhatsApp are used to build relationships and facilitate patient communication. The social media campaign runs for two months (February–April), with four pillars of content: education, promotion, information, and entertainment. For paid media, uSmile leverages Instagram Ads

and Google Ads to expand the reach of the audience. The ad campaign focuses on promotions such as Ramadan Scaling, Children's Check-Up, and One Price Scaling with a budget of IDR 102,000 each. Google Ads targets users who search for dental services through keywords such as "Semarang dental clinic." TikTok is also activated because 23.1% of respondents are active on this platform. TikTok's content includes toothbrushing education, service promotions, and on-trend entertainment videos, with the aim of attracting and building closeness with young audiences.

In addition, a sales promotion strategy is implemented through the Children's Check-Up Routine program, offering discounts from IDR 100,000 to IDR 50,000. This encourages parents to bring their children for dental care from an early age. This strategy is in line with Pull Communication Theory, which is to attract consumer attention through attractive offers to increase visits and awareness of

the importance of children's dental health.

uSmile Company Introduction

RESULTS AND DISCUSSION

Data Executive

As a Data Executive, the author is responsible for collecting and analyzing data to identify trends, insights, and strategic opportunities that are useful in uSmile Dental Studio's marketing decision-making. This process is carried out through surveys before and after field activities and social media analysis.

The pre-activity survey targeted Semarang residents, especially men and women aged 21-40 years from socioeconomic groups A–B, who care about health and are active on social media. This survey aims to measure the level of awareness of the respondents towards uSmile Dental Studio and their preference for the clinic's services and promotional programs. Of the 32 participants who attended the "uSmile Goes to Preschool" activity, 22 people filled out a post-event survey. The results

were used to evaluate the effectiveness of educational content, physician delivery, interest in clinical services, and the likelihood of follow-up visits.

The next analysis focuses on the behavior of the target audience, namely young and professional parents in Semarang and preschool-age children (3–6 years) who are starting to be reached through educational programs. uSmile is also working to expand the market to the children and elderly segments. Audiences generally care about dental health and appearance, are active on Instagram and TikTok, and are responsive to educational content, testimonials, and promotions. Geographically, although based in Semarang, uSmile's social media reach also covers Jakarta and Bekasi, so the communication strategy is focused on strengthening digital engagement and increasing visits from various age segments.

Through social media analysis, especially Instagram @usmiledental.id, it

was found that the majority of followers are 25–34 years old and 62.7% are women. This is in line with uSmile's strategy which targets young mothers who are more proactive in managing family health. The city of Semarang is the main base of followers (32.4%), followed by Jakarta (24.8%). With the majority of audiences coming from productive ages and big cities, content strategies are geared towards educational, aesthetic, and family promotion approaches that are visually appealing. TikTok is also used to expand the reach of communication and encourage two-way interaction.

Analysis of data from Instagram for the period December 20, 2024 to February 20, 2025 shows significant declines in various metrics: reach dropped by 75.1% (8,600 users), engagement decreased by 46.8% (83 interactions), link clicks decreased by 83.3% (20 clicks), and follower growth by only 26% (down 31.6%). This shows the need to evaluate a content strategy, with an increase in upload

frequency, the use of clear CTAs, and more interactive formats such as Reels and Stories.

Instagram's per-content insights show varying performance. Some Reels managed to reach thousands of users with high engagement, such as one piece of content that reached 10,157 viewers and generated 409 profile visits, 8 new followers, and 2 external link clicks. In contrast, other content shows low engagement and reach. This shows the importance of designing content based on audience preferences, such as inserting education, promotion, and storytelling.

TikTok was activated during the implementation of field activities as an effort to strengthen engagement and reach a wider audience. TikTok data from @usmiledental.id shows a significant increase in views and engagement. One of the content achieved 3,302 views with a total watch duration of more than 5 hours, gained 4 new followers, and recorded a full watch percentage of 14.57%. Other

TikTok content also showed promising performance, such as content with 1,183 views and a full view rate of 15.99%.

Through the Social Media Analytics (SMA) approach, uSmile is able to identify audience interaction trends and the effectiveness of content strategies. Sales increase strategies are carried out with discount promotions and offline events, while engagement is enhanced with interactive content. The success of the strategy is measured through indicators of follower increase, interaction, link clicks, and conversion into patients.

Overall, the results of the analysis show that the integration between digital campaigns (Instagram & TikTok), offline activities, and structured surveys provides a solid foundation for the development of uSmile Dental Studio's marketing strategy going forward. Increasing content effectiveness, maximizing the use of Reels and TikTok, and a deep understanding of audience demographics and behaviors are key to increasing brand visibility, audience

engagement, and conversion into new patients.

Strategist

As a Strategist in uSmile Dental Studio's marketing campaign, the author is tasked with developing communication strategies based on the results of social media research and survey data. This strategy aims to expand market reach, particularly to the pediatric patient segment, as well as increase digital engagement and patient conversion. The main problem identified is the low engagement of the audience on social media, even though the reach is quite wide. For example, the Instagram account @usmiledental.id reached 8,160 accounts, but only generated 23 engagements. In fact, the clinic already has a high Google rating (4.9). This indicates a lack of interaction that could potentially hinder in-person visits to the clinic. To address this, Strategist implements a combination of content optimization, targeted

advertising, and direct engagement initiatives.

The first step was an in-depth research on the uSmile Dental Studio brand, including analysis of competitors such as Salvio Dental Care, Kidsmile Family Dental, and Puri Cempaka Clinic. Salvio stands out with its professional and educational approach, using neutral color palettes and light storytelling. Kidsmile focuses on children and parents, with bright colors, cartoon characters, and fun cheerful visuals. Puri Cempaka appears more functional with medical procedure education and patient testimonials. From these results, it can be concluded that the most effective content is short videos with light humor elements and relatable scenarios that create high engagement. In contrast, static content is less engaging due to lack of interactivity and call-to-action (CTA). These findings are the main reference in designing the next content strategy.

The strategist then designs social media content tactics with careful planning and a structured content calendar. The goal is to ensure that each content reaches the right target audience, is optimal on each platform, and is aligned with the brand's goals. The main platforms are Instagram and TikTok. Instagram content includes promotional photos of services, event video reels, educational carousels, and interactive stories such as polls, myths vs facts, and clinic schedule info. TikTok is focused on videos that reflect reels content on Instagram to reach a wider audience.

Designed content is prioritized for paid promotions according to the campaign objectives. This strategy helps optimize your ad budget and ensure your campaign narrative runs continuously by amplifying the most relevant content. The "Check-Up Routine for Kids" campaign in May 2025 is one of the main implementations. The goal is to expand the target demographic to the 3–6 year old segment of children and build awareness

of the importance of dental care from an early age. The highlight of the event was a free dental check-up at Bunga Bangsa Kindergarten. The strategist is responsible for distributing the examination voucher for IDR 50,000 (from the normal price of IDR 100,000), coordinating with the school and monitoring the effectiveness of the use of the voucher.

Another campaign is "uSmile Goes to Preschool," where Strategist organizes educational presentations with attractive visuals that children can easily understand. The material includes a demonstration of a toothbrush, an explanation of dental health myths, and an educational invitation for parents. This role ensures that the slide transitions run smoothly and supports the delivery of messages by the speakers, making the educational experience more engaging and impactful.

Digital campaigns are also strengthened with Instagram and TikTok ads. Posters for events and promotions of child examinations were used as Instagram

advertising materials with an allocation of IDR 102,000 for 3 days. Meanwhile, the TikTok campaign is focused on daily short video content with a budget of IDR 15,000/day. Content such as children's dental health tips, clinic service information, and "Health Destination in Semarang" was created to build the brand positioning of uSmile as a family-friendly dental clinic in Semarang. This approach significantly increases online reach and user engagement.

To strengthen the strategy from the user's active search side, Strategist also manages Google Ads campaigns. This channel was chosen because of its performance-based nature, targeting prospective patients who are actively looking for dental services in Semarang. The strategist compiled a list of keywords such as "nearest tooth filling," "cheap pediatric dentist," and "Semarang tooth scaling," which were selected based on search volume, relevance, and conversion potential

Overall, the role of the Strategist emphasizes the importance of integrating market research, content planning, and the use of paid media to achieve the main objectives of raising awareness, building meaningful engagement, and converting audiences into patients. This strategy successfully aligns brand communication with the needs of the local market and creates a strong foundation for uSmile Dental Studio's future growth.

Evaluation of Program Implementation

The evaluation of the uSmile Dental Studio program was conducted to measure the effectiveness of three main pillars: social media management, sales promotion, and event management. The main focus of the evaluation is the extent to which the strategy is able to increase public awareness, sales growth, and attract new patients, especially from the children's segment.

Through Instagram and TikTok, uSmile managed to increase the number of

followers (Instagram: 652 to 756, TikTok: 125 followers), and generated a total of 8,751 impressions and 146 profile visits on TikTok. Varied and strategic content is proven to drive audience engagement and new patient conversions.

In sales promotions, the "Check-up Routine for Kids" program with discounts has succeeded in attracting pediatric patients and expanding the market. Meanwhile, the "uSmile Goes to Preschool" event was attended by 32 parents and children, exceeding the initial target. A total of 81.8% of participants stated that they were interested in having their child's teeth checked at uSmile, and 77.3% were interested in having a follow-up promo.

These results show that the integration of social media, education, and direct promotion is effective in increasing brand awareness and driving real action. uSmile Dental Studio has succeeded in strengthening its image as a child and family friendly clinic in Semarang.

The "Check-Up Routine for Kids" sales promotion program successfully attracted 23 out of 32 children participating in the event to redeem service vouchers, with some of them also using additional services such as extraction and dental treatment. This success is supported by strategic cooperation with Bunga Bangsa School in the dissemination of information. This strategy is effective in reaching pediatric patient segments and increasing revenue for other services.

Google Ads also contributes significantly to bringing in new patients. The team compiled 10 strategic keywords per cycle, such as "Semarang pediatric dentist." From March–May, the ads generated hundreds of interactions and led potential patients to uSmile's services. Many patients who came claimed to know about the clinic through Google, signaling the power of this campaign in building public trust through online searches.

The evaluation of the effectiveness of the program refers to the main

objective: increasing sales and attracting new markets. As a result, the marketing strategy succeeded in increasing the average adult patient from 10–15 to 20 per month, and for the first time uSmile reached 23 pediatric patients. Social media has also seen a sharp increase: Instagram followers rose from 652 to 756, reach increased to 28,900 accounts, and engagement to 416.

This program as a whole exceeds the KPI targets set, both in terms of social media, events, and promotions. With a total revenue of IDR 38,308,000 during the program, this integrated strategy has proven to be effective in driving uSmile Dental Studio's business growth.

CONCLUSION

The success of the integrated strategy through social media and offline events in reaching new markets, especially the children and parents segment. With the IMC approach and the AIDA model, this strategy is effective in building awareness

to encourage real action in the form of new patient visits. The author, as a data executive and strategist, designs content, manages social media, and analyzes survey data and digital insights to support data-driven decisions. The "Goes to Preschool" promo program and event have been proven to significantly increase engagement and the number of pediatric patients. This strategy is successful and can be used as a reference for similar campaigns.

SUGGESTION

The advice for uSmile Dental Studio includes optimizing social media management by following regular trends and schedules, as well as giving the creative team the freedom to experiment with different content formats. Target segmentation needs to be expanded to include adolescents and the elderly. For offline events, it is recommended to use digital tools and neater logistics planning. In addition, regular monitoring and evaluation of social media insights and

audience feedback is important so that strategies can be adjusted adaptively. The implementation of this suggestion is expected to be able to expand market reach and increase long-term business growth.

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