ABSTRACT

OPTIMIZATION OF PROMOTIONAL STRATEGY THROUGH THE FLOWER OF SERVICE MODEL AT DENTAL GALLERY CLINIC

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In the continuously evolving digital era, social-media-based promotional strategies have become a crucial element in enhancing the visibility of service businesses, including dental healthcare services. This study aims to optimize the promotional strategy of Dental Gallery Clinic through the application of the Flower of Service model in the production of promotional videos.

This study employs a descriptive-qualitative approach, utilizing data collection techniques that include interviews, observations, and documentation.

The results reveal that prior to the implementation of promotional videos, the use of social media was still limited and unable to provide a comprehensive depiction of the clinic's services. Following the introduction of promotional videos that highlighted the core service and eight supplementary elements, there was a significant increase in digital engagement and the number of new patients. The promotional video effectively delivered a communicative and educational message, strengthened the clinic's positive image, and encouraged broader audience engagement. These results indicate that the application of the Flower of Service model in visual content strategies can effectively address digital promotion challenges in the healthcare service sector. The study recommends that Dental Gallery Clinic continue to develop educational and promotional content consistently through social media and conduct periodic evaluations to align strategies with audience needs and preferences.

Keywords: Promotional Strategy, The Flower of Service, Promotional Video, Social Media, Dental Clinic.

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