



Implementation strategy and marketing plan clinic slimmingfique slimming center

Calvien Pradiptha Giovannie¹, Rhian Indradewa², Rina Anindita³, Tantri Yanuar Rahmat Syah⁴

^{1,2,3,4} Department Management, Esa Unggul University, Jakarta, Indonesia

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ABSTRACT

Awareness of healthy living is starting to become a lifestyle that can be said to be popular in Indonesia. According to a survey conducted by insurance agents in Indonesia, it was revealed that 73% of Indonesians put health as the most important thing. The existence of high awareness about exercising and consuming healthy food, as well as support from the environment and society, have an impact on creating better health. Today's business competition is getting tougher, and technological advances make it easier to get information and move forward in business. Information technology makes it easier for people to find what they are looking for (Heskiano, 2020). In the health sector, especially for obese people or those who want to maintain an ideal condition, they can easily get this information, which is very helpful for Slimmingfique, where Slimmingfique is the center for Slimming, is a start-up clinic because of the difficulty of overcoming the problem of obesity. Most people who undergo slimming programs fail because there is no support system to help them. Slimmingfique is a slimming center that invites individuals to live a healthy lifestyle that results in an ideal body weight. With the mentoring method, it is hoped that a healthy lifestyle will be maintained and the main mindset will change, so that after the program ends, customers can live a healthy lifestyle without coercion because they are used to it. Ideal body weight is achieved, which protects customers from other complications.

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Corresponding Author:

Calvien Pradiptha Giovannie,
Department Management,
Esa Unggul University,
Jl. Arjuna Utara No.9, Duri Kepa, Kec. Kb. Jeruk, Kota Jakarta Barat, Daerah Khusus Ibukota Jakarta 11510,
Indonesia,
Email: calvienpradiptha@student.esaunggul.ac.id

INTRODUCTION

The prevalence of overnutrition According to the World Health Organization (WHO) in 2016, as many as 340 million children and adolescents aged 5–19 years were overweight or obese in 2016. In Indonesia, the prevalence of overnutrition among children aged 16–18 has continued to increase since 2010 (1.4%), 2013 (7.3%), and 2018 (9.5%). An increase in the prevalence of overnutrition also occurred in the city of Bekasi, from 7.5% in 2013 to 11.28% in 2018. Bekasi City is our first target for the short term. Slimmingfique offers a comprehensive slimming program method with slimming

program innovations and healthy lifestyle education monitored by experts such as doctors, psychiatrists, personal trainers, and personal assistants during slimming programs. We also provide program monitoring applications as well as medicines such as fat blockers if needed.

Previous research has examined in advance the marketing strategy related to clinical services, namely Daruki (2022) entitled Marketing Strategy in the Development of Aesthetic Clinical Services with the results of the marketing mix research on product aspects is to make service products with sophisticated tools but at affordable prices and maximum results. Furthermore, from Handayani (2020) entitled Marketing strategy for Bima Medika Sukarami Bandar Lampung inpatient primary clinic with research results is a strategy in providing health services by prioritizing patient satisfaction, in this way patients who have been treated at the clinic will provide information to the community with services that have been obtained when seeking treatment at the BiMU Medika Inpatient Primary Clinic. because some visitors who have been treated at the BiMU Medika Inpatient Primary Clinic on average get information and know the existence of the clinic from patients who have been treated at this clinic. Furthermore, Walukow (2022) The implementation of experiential marketing strategies at the Miracle Aesthetic Clinic Kemang Jakarta beauty clinic with the results of research that the implementation of *Experiential Marketing* strategies implemented by Miracle Clinic Kemang not only creates *emotional benefits* and positive perceptions of the brand, but also encourages consumer loyalty and trust which leads to personal recommendations.

The research conducted by the researcher has a difference from the previous study, namely the researcher conducted research related to the implementation of the slimmingfique clinic marketing strategy using the 7P mix marketing tools method. (Product, Price, Place, Promotions, People, Process, and Physical Evidence) as a marketing mix strategy. Slimmingfique's marketing mix will focus on the business-to-consumer (B2C) market target.

Theoretically, this research has the potential to make a valuable contribution to understanding in marketing theory by testing the effectiveness of marketing strategies in the context of the slimming clinic industry. The results of this research can produce marketing strategy models that can be adopted by similar businesses, supporting the development of better marketing theories and practices. In addition, this research can also provide a deeper understanding of the demographics and behavior of target customers, valuable information for research and development of better marketing strategies in the future. On the practical side, this research can help Fique Slimming Centers in improving their marketing efficiency and effectiveness, leading to smarter allocation of resources. By understanding customer needs and preferences, clinics can improve their customer service and plan sustainable long-term marketing strategies. The results of this research can contribute to the sustainability of their business, the development of other businesses, and allow them to make better use of the opportunities that exist in the health and beauty industry. Thus, this study has an important impact in the understanding and development of marketing strategies in the context of slimming clinics.

RESEARCH METHOD

As a new company with the advantage of starting a business by providing experts and experience in their field, of course we will not take risks with experienced experts working in the slimming centers from a team of Doctors, Pharmacists, Psychiatrists, Personal trainers, and personal assistants. Slimmingfique's marketing strategy plan analyzes and implements segmenting, targeting, positioning (STP), and a strategic marketing mix. Segmentation, targeting, and positioning are the essence of marketing strategy. Errors in this matter tend to be fatal and can result in failure; getting it right is an important prerequisite for corporate success (Schlegelmilch, 2022). Companies need to know and understand their competitors to develop a sustainable strategy. Creating a business model can help companies understand, predict, and explain how things work by analyzing simplified representations (Safitri, 2018). In its marketing efforts,

Slimmingfique will use the 7P Marketing Mix method (Product, Price, Promotion, Place, People, Process, and physical evidence) and also use social media. Social Media Marketing is an attempt to use social media to persuade consumers of companies, products, and/or services (Santoso, 2022). Social media can also encourage companies to stay innovative and relevant. The wide acceptance of social media is seen in the fact that 93% of users of this platform believe that all companies must ensure their presence on social media (Ramadan, 2020).

Marketing targets are made in accordance with the chosen strategy, namely Cost Focus on Porter's Generic Strategy. Differentiation focus strategy: This strategy concentrates on different target market segments and narrower markets; it also requires something that offers something unique, different, or in a narrower scope (Ali, 2021). differentiation-focused strategy to be competitive and sustainable in the slimming clinic business. In the Slimmingfique marketing plan, products in the form of services and products that are consumer goods focus on on-clinic and marketplace marketing through social media, which are directly aimed at C2C with attention to the end user.

Market segmentation is carried out to know which potential target markets can increase the number of visits. Based on the Lean Canvas Model of the Slimmingfique Clinic, segmentation is identified based on geography, demographics, and psychographics. For Slimmingfique's Geographic Segmentation in the Indonesian Territory, demographics are 20-59 years old, male and female gender, middle and upper social class.

The market segment chosen to be the target market for the products and services offered is the upper middle class; besides that, housewives and career women are the main target markets, which often intersect with skin care and slimming. However, it is possible that men who like the world of body care and need slimming services will become Slimmingfique's target market. According to the World Bank in the report "Aspiring Indonesia: Expanding the Middle Class" (2020), the upper middle class is marked by an average expenditure of above Rp 6 million per month and wants to live a healthy lifestyle. Slimmgfique targets to sell 720 overweight packages in its first year, 360 non-overweight packages in its first year, and 240 supplement sales in its first year. Our positioning is that of a comprehensive slimming program supported by the latest technology. The advantage that Slimmingdique has is that it has monitoring using an application made by Slimmingfique to assist customers in implementing slimming programs to get the desired results. Monitoring on the application will be directly monitored by the Personal trainer or assistant from Slimming Fique

MarketingMix

Considering that Slimmingfique's targeting focuses on upper-middle class women and men for ages 20-59 according to the Lean Model Canvas for the customer segment, it will expand cooperation with fitness centers. For this, we use the 7P Marketing Mix tools. (Product, Price, Place, Promotions, People, Process, and Physical Evidence) as a marketing mix strategy. Slimmingfique's marketing mix will focus on the business-to-consumer (B2C) market target.

Sales

According to short-, medium-, and long-term goals, Slimmingfique has developed several marketing strategies with reference to market recognition and branding. The income earned must be the result of the collaboration of various divisions, including the HR, Marketing, and HR divisions. The nominal value obtained is based on customer visits and referrals from several fitness centers. The income details will be explained in more detail in the marketing assumption. A strong sales force will strengthen companies, especially in the service sector (Santoso, 2022).

Revenue Stream Projections

Prices or rates owned by Slimmingfique remain competitive compared to other clinics that have a similar treatment menu. The basis for making Marketing Assumptions is based on the assumption of the number of visits by patients or consumers who choose slimming services. The assumption of visits every day is in the range of 20-30 consumers and an overweight condition of around 10%-15%. So that it can be calculated the number of slimming patients (2 people per day for overweight). There are 60 customers per month who are overweight, for a total of 720 customers in the first year.

For non-packages, prices are projected to increase by 5% in the 3rd and 5th years and by 10% from the previous year in the 2nd and 4th years. Meanwhile, the Slimming Package prices are projected to increase 2% in the 2nd year and 5% in years 3-5. The increase in both programs has variations as a marketing strategy. The basis for making the non-overweight Marketing Assumption is based on the assumption of the number of patients or consumers who choose slimming services. The assumption of visits every day is in the range of 20-30 consumers, and around 10%-15% are in a non-overweight condition. So that it can be calculated the number of slimming patients per day. And the monthly number is 30 people per month who are overweight. And 360 people in the first year.

In addition to programs for overweight and non-overweight people, Slimmingfique also offers break sales for supplements for customers who don't want to take part in the program but only need supplements such as fat burners, fiber, fat blockers, and appetite reducers. This supplement is only sold at Slimmingfique, produced by the Slimmingfique Clinic, registered with the BPOM (Food and Drug Monitoring Agency). The basis for making Marketing Assumption supplements is targeted to be able to sell as many as 20 pieces in a month, and it is assumed to increase 5%-10% annually. Forecast projection: each supplement can be sold in quantities of as many as 240 pieces in one year. We take a profit of Rp 100,000 on the purchase price of the supplement for year 1. Years 2 to 5, up 10% from the previous year.

RESULTS AND DISCUSSIONS

Based on the marketing strategy made by Slimmingfique, the results of the discussion are as follows:

Short, Medium, and Long-Term Goals

Slimming Fique will carry out three stages of goals, namely short, medium, and long-term goals, as shown in Table 1 below.

Table 1. Marketing goals & objectives

Short Term Goals	Short Term Goals
<ol style="list-style-type: none"> 1. Maximize the branding of the company name through Facebook and Instagram social media ads to get 15,000 followers. 2. Maximize the branding of the Company's name through the website. 3. Educating potential customers related to a healthy lifestyle is accompanied by introducing Slimmingfique online and offline. 4. Customer growth through offline marketing to get a manual database of 10,000 potential customers through counseling in the surrounding community. 	<ol style="list-style-type: none"> 1. Collaborating with endorsements with public figures for making advertisements on Instagram and Facebook, Content Creation on YouTube 2. Increase in website visitor traffic 3. Create seminars on site and online using online meeting platforms such as zoom, google meets, teams, etc. 4. Create and Participate in Health Exhibitions at least 2 times a year.
Medium-Term Goals	Medium-Term Goals
<ol style="list-style-type: none"> 1. Maximizing company name branding through Facebook and Instagram social media ads to get 25,000 followers and increase traffic on social media. 2. Get a customer satisfaction index. 3. Targeting additional customers by collaborating with 	<ol style="list-style-type: none"> 1. Collaborating with endorsements with public figures for making ads on Instagram and Facebook, Content Creation on YouTube 2. Conduct surveys from customer reviews 3. Make visits to companies offering slimming

at least 2 (two) corporations.	program services and products
Long-Term Goals	
1. Building partnerships with franchise systems in various cities in Indonesia.	1. Expanding goals by working with franchise partners
2. Maximizing the Company's name branding through Facebook and Instagram social media ads to get > 25,000 followers and increased traffic on social media.	2. Collaborating with endorsements with public figures for making ads on Instagram and Facebook, Content Creation on YouTube

Based on the objectives that have been conveyed in the table above, Slimmingfique must create marketing targets that can support these goals to be achieved. Slimmingfique goals are obtained based on the objectives of Table 5.1 Short-Term Goals, Medium-Term Goals, and Long-Term Goals.

Segmenting, Targeting, and Positioning

Segmentasi pasar dilakukan dengan tujuan untuk mengetahui target pasar mana yang potensial sehingga dapat meningkatkan jumlah kunjungan. Berdasarkan *Lean Canvas Model* Klinik Slimmingfique, segmenting diidentifikasi berdasarkan geografis, demografis, psikografis. Adapun rincian segmentasi tersebut adalah sebagai berikut:

Table 2. Segmenting

Segmenting		
1	Geographic	Indonesia Region
	Age	20 - 59 years old
	Gender	Male &; Female
2	Demographic	Status
	Work	Employee, Self-Employed, Housewife, Student
	Income	Above 6 Million
	Social Class	Middle to the top
3	Psychographics	Care about health, feel you have problems with weight or want to maintain a healthy and ideal weight.

Segmen pasar yang dipilih untuk dijadikan target pasar atas produk/jasa yang ditawarkan berada pada golongan kelas menengah atas. Selain itu, ibu rumah tangga dan wanita karir menjadi target pasar utama yang sering bersinggungan dengan perawatan kulit dan pelangsingan. Namun, tidak menutup kemungkinan laki-laki yang suka dengan dunia perawatan tubuh yang membutuhkan jasa pelangsingan akan menjadi target pasar Slimmingfique. Menurut Bank Dunia dalam laporan *"Aspiring Indonesia: Expanding the Middle Class"* (2020) masyarakat kelas menengah atas ditandai dengan pengeluaran rata-rata di angka diatas 6 jt perbulan. And the results of targeting Slimming Fique are described as follows:

Table 3. Targeting

Targeting		
1	Geographic	Bekasi City
		Working adult women Age 20 - 55 years upper middle class
		Working adult men aged 20-55 years upper middle class
		Adult women aged 20-59 years upper middle class have the disease.
2	Demographic	Adult men aged 20-59 years upper middle class have the disease
		Adult women aged 20-59 years upper middle class have no disease, not overweight
		Adult men aged 20-59 years upper middle class have no disease, not overweight
		Male/Female adults aged 20-59 years only buy drugs (buy dropout)
3	Psikografis	Want to have a healthy lifestyle &; ideal body weight

The advantage of slimmingfique is that it has monitoring using an application made by Slimmingfique to help customers in the implementation of slimming programs in order to get the

desired results, Monitoring applications will be directly monitored directly by the *Personal Trainer/Assistant team* from Slimmingfique.

Sales

SalesTeam

Doing marketing requires several Human Resources (HR) professionals who, of course, have competence in marketing. Slimming Fique will recruit marketing personnel.

Table 4. Sales Team Slimmingfique

Manager	Analyst Development	Strategic Business	Marketing Officer
<ul style="list-style-type: none"> • Create and coordinate marketing strategies with sales force • Set a budget • Monitor sales • Organize and monitor promotional activities • Responsible for the targets given by the clinic management 	<ul style="list-style-type: none"> • Analyze marketing strategies • Analyze the budget marketing • Analyze customer mapping • Planning cooperation with Prospective Partners and companies. 	<ul style="list-style-type: none"> • Selling and offering services to consumers • Create a promotional program • Explain to consumers what must be improved • Offer a discount program • Promoting workshops on social media (<i>online</i>) and <i>offline</i> 	

SalesBudget

Slimmingfique's pre-operational marketing planning costs are calculated in the operational section, while the initial operational costs will be taken from sales. As for material increases in the operational scope, rates adjustments will be made for consumers.

Table 5. Biaya Marketing

MARKETING COST		Year 1	Year 2	Year 3	Year 4	Year 5
Event		IDR 85,000,000	IDR 130,000,000	IDR 130,000,000	IDR 130,000,000	IDR 150,000,000
Social media		IDR 120,000,000	IDR 120,000,000	IDR 150,600,000	IDR 160,000,000	IDR 160,000,000
Website and maintenance		IDR 50,000,000	IDR 75,000,000	IDR 75,000,000	IDR 100,000,000	IDR 100,000,000
Entertainment		IDR 90,000,000	IDR 160,000,000	IDR 180,000,000	IDR 226,000,000	IDR 260,000,000
Cost Endorsment		IDR 45,000,000	IDR 85,000,000	IDR 125,000,000	IDR 152,500,000	IDR 180,000,000
Other Fees (Souvenir) & Warranty*		IDR 105,000.000	IDR 130,000.000	IDR 130,000,000	IDR 130,000,000	IDR 150,000,000
Total		IDR 495,000,000	IDR 700,000,000	IDR 790,600,000	IDR 898,500,000	IDR 1,000,000.000

Revenue Streams

Table 6. Slimmingfique Revenue Stream Projections

Overweight	Service	Year	Year 1	Year 2	Year 3	Year 4	Year 5
Menu		Year 1					
Non Package Slimming		1,465,000,000	1,696,200,000	1,870,060,500	2,262,773,205	2,494,707,459	
Slimming Package 1		2,771,000,000	3,109,062,000	3,590,966,610	4,336,092,182	5,235,831,309	
Slimming Package 2		1,732,500,000	1,873,698,750	2,026,405,198	2,234,111,731	2,463,108,183	
Slimming Package 3		1,500,000,000	1,622,250,000	1,754,463,375	1,934,295,871	2,132,561,198	
Non Overweight Service		Year					
Menu		Year 1					

Non Package Slimming	248,200,000	286,671,000	316,054,778	382,426,281	442,802,485
Slimming Package 1	262,600,000	294,637,200	340,305,966	410,919,454	491,272,515
Slimming Package 2	225,700,000	244,094,550	263,988,256	304,906,435	362,138,873
Slimming Package 3	270,000,000	292,005,000	315,803,408	348,173,257	383,861,016
Drugs/Supplements	Year	Year 1	Year 2	Year 3	Year 4
Fat Burner	120,000,000	138,600,000	152,806,500	184,895,865	213,554,724
Fiber	84,000,000	89,964,000	99,185,310	114,559,033	132,315,683
Fat Blocker	120,000,000	129,780,000	140,357,070	162,112,415	187,239,840
Reduce Appetite	84,000,000	90,846,000	98,249,949	113,478,691	131,067,888
Total	8.883.000.000	9.867.808.500	10.968.646.920	12.788.744.420	14.670.461.173

The following is the Slimmingfique Clinic's revenue stream from year 1 to year 5. In warranty packages 1 and 2, it is projected to increase by 3% in years 2 and 3, and by 5% from the previous year's price in years 4 and 5. The projected annual income from Slimmingfique non-overweight in warranty packages 1 and 2 is projected to increase by 3% in the 2nd and 3rd years and by 5% from the previous year's price in the 4th and 5th years. offered only Online Workout Consultation and Coaching, and package 3 includes a supplement for 45 days. We are targeting sales revenue projections for drugs and supplements in 1 year. Each supplement can be sold in as many as 240 pieces. We take a profit of 100,000 on the purchase price of the supplement for year 1. Years 2 to 5, up 10% from the previous year.

CONCLUSION

Provide a statement that what is expected, as stated in the "Introduction" chapter can ultimately result in "Results and Discussion" chapter, so there is compatibility. Moreover, the prospect of developing research results and application prospects of further studies into the next (based on results and discussion) can also be added. As a competent clinic in the slimming services field, Slimmingfique must have a marketing strategy that best suits customer needs. The right strategy can advance Slimming Fique's business growth and increase profits yearly. A segmentation strategy should be developed. The target customer must be clear. So that the human resources owned by the company can work efficiently and effectively. Companies must also position themselves correctly to attract customers and minimize competition. SlimmingFique in marketing focuses on B2C.

The limitation of this study is that research is only carried out in one object, which is only carried out at SlimmingFique Clinic using the 7P Mix Marketing Tools Method so that this research is limited to only being used as a reference by research in its field. The next limitation of this study only discusses the 7P Mix Marketing Tools so that other research methods cannot make this research a reference.

Subsequent research may be focused on a deeper understanding of customer profiles, analysis of fitness industry trends, competitor research, digital marketing performance audits, exploration of innovative slimming methods, identification of specific market needs, and location expansion opportunities or strategic partnerships. With this research, Fique Slimming Center can update and improve their marketing strategies and services to stay relevant and competitive in an ever-changing market.

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