

Marketing Strategy Business to Costumer (B2C) Maternity Clinic Industry

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Abstract : Marketing strategy can be viewed as one of the foundations used in planning and achieving the goal of the maternity clinic industry effectively. Implementation of marketing strategy has a very big role as a support to increase sales profits in service activities of maternity clinics industry amid the rigors of competition and information about the superior service of painless labor with epidural analgesia that is not yet known to the wider community, especially pregnant women. Business to Costumer (B2C) marketing strategy includes product, price, promotion, place. This business plan aims to get an idea of the marketing strategy to increase patient volume in the maternity clinic industry. Business to costumer (B2C) marketing strategy shows the cost efficiency, time and human resources needed.

Keywords: Business to Costumer (B2C), Maternity Clinic Industry, Painless Labor

I. INTRODUCTION

Development of technology and the smooth growth of industrial and health care facilities especially maternity clinics, nowadays companies or health service business actors are increasingly developing marketing strategies to introduce existing health services to consumers, which is associated with sales to be achieved. The maternity clinic industry is a health facility that helps pregnant women during pregnancy to be in labor. Management of the health industry, especially maternity clinics who want to realize the attention to the market (market evolution) and fit the strategy (strategic fit). All emerging markets with the changing needs of consumers, technology, competition, media and legislation. The maternity clinic should be able to replace the changes and changes in the requirements necessary to ensure future success. With a target market that is pregnant women, clinic must know what the market wants, especially among pregnant women. The process of delivery is the time that the mother for waiting . But what is known about normal labor from time to time is always synonymous with great pain, so the fear of not being able to dampen the pain is an anxiety for a mother who will undergo normal labor. Childbirth is one extraordinary experience for every mother, an experience that is always recorded with a mother's mind. So many expectant mothers are worried about the delivery process, especially when they want to have a baby for the first time. Quality delivery service is still a requirement in the community. The number of clinics and maternity hospitals can not keep up with the increasing number of pregnancies and births, especially during this time the services of maternity hospitals and maternity clinics still provide the usual normal delivery service and the choice of caesarea labor. Painless labor with epidural analgesia has not been a primary choice in the choice of maternity methods chosen by mothers. One of the causes is the lack of knowledge about labor alternatives and industry and health service facilities, especially the health of mothers and children who have not maximally educated the community, especially the mothers about the normal labor alternatives without pain, so that the opportunities and prospects of the birthing clinic business is still wide open. Marketing strategy is one of the foundations used in planning and achieving the goal of the maternity clinic industry effectively. Implementation of marketing strategy has a very big role as a support to increase sales profits in service activities of maternity clinics industry amid the rigors of competition and information about the superior service of painless labor that is not yet known to the wider community, especially pregnant women. Marketing strategy Business to Costumer (B2C) includes product, price, promotion, place. Based on the above background then this business plan takes the title " Marketing Strategy Business to Costumer (B2C) Maternity Clinic Industry"

II. LITERATURE REVIEW

Marketing is an organizational function in the form of a set of processes for creating, communicating and conveying to customers something of value, and managing relationships with those customers in ways that benefit both parties. Marketing strategy is a marketing mindset that will be used to achieve marketing objectives. The marketing strategy contains specific strategies for target markets, positioning, marketing mix and marketing spending by Philip Kotler (2004). Transactional marketing concept emphasizes strategy on three domains: segmentation is a process to divide the market into several groups based on the similarity of need and want and its characteristics. Segmentation is called as a mapping strategy because there is a market mapping. Market mapping is a creative process because of the same market, but the way of view of the market is what differentiates with competitors. Once the market is mapped and segmented by

potential customer groups with similar characteristics, marketers need to choose which segment they want to enter, this is called targeting. The last element of the strategy is positioning, after mapping the market and adjusting the marketer's resources, then select the appropriate segment, then marketers must instill credibility in the minds of consumers. This positioning can be a benefit factor, service convenience, price and psychology. This concept is relevant to be applied in the marketing realm for B2C (Business to Costumer) mass products, especially in order to strategize to get as many new customers as possible by Jhony O. Haryanto (2017). Business to Costumer (B2C) marketing strategy that includes the first product, the marketer must make products according to taste and consumer needs, price is done by setting the appropriate price, after considering various aspects such as expenses that must be incurred marketers and levels acceptable to the consumer, promotion is done starting from choosing the right advertising media to determine the message content for the intended market place is done by establishing a strategic location. Product is the result of general policy of product to be sold include product quality, packaging design, packaging type, excellence, brand name, formulation, taste, size, labeling, product registration number, usage manual, product benefit and function etc. The product is something traded for the purpose of benefiting from something of a person's creativity, marketing team or company. The product has a brand equity component is an asset that creates value for customers by increasing satisfaction and appreciating quality. Broadly speaking, there are four dimensions of brand equity that can affect the purchase of customers, namely the knowledge of the brand (brand awareness), the quality of which is believed to be contained in a brand. Brand associations, brand loyalty, and brand elements. Price is the result of policy on product pricing, including price list, discount, payment period, term of payment or other policy. Promotion is the result of a common policy to communicate products with consumers. The purpose of the promotion is for all consumers to know about the products or services offered, either directly or indirectly. In addition promotions aim to communicate products correctly to consumers so that they hear, see, interest, and buy our products and then willing and able to recommend to others to buy our products. Promotion can be done through digital marketing and public relations. Digital marketing is an effort to promote a brand by using digital media that can reach consumers in a timely, personal and relevant manner. In digital marketing there is the term AIDA (Awareness, Interest, Desire and Action) especially in the process of introducing a product or service to the market (consumer). Awareness in the realm of digital marketers build consumer awareness by advertising in advance in online media such as advertising on facebook; Interest attracts interest after awakening to the consumer. Offline system, consumers directly seek information in the market. Online system, consumers find out about products or services through search engine (google), social networking (facebook, instagram); Desire arises belief in the consumer so desiring to try the product or service. The online system is characterized by searching for a complete description of the product or service through the website; Action last stage as a determination of the consumer to the product or service. Public relations are various types of activities undertaken to create and maintain a positive image of a company or organization, as well as products and services offered. Various ways are done both directly to consumers and through digital media. The function of public relations is to connect the public or interested parties within and outside the company so as to create a harmonization between the company with the reaction of public response in order to achieve harmonization between the company with relations, and for the achievement of organizational goals, by realizing that the customer is king, public relations company should pay attention to things like: whether the desire of consumers, provide good service, friendly and loving in order to get a positive response from consumers, handle consumer complaints well and pay attention to consumer comfort and safety, provide solutions and best alternative to consumers according to consumer conditions.

III. RESULT AND DISCUSSION

In marketing the services of maternity clinic industry industry needs to do Business to Costumer (B2C) marketing strategy which includes price, place, product, promotion. These four elements are made in accordance with the marketing strategy that has been set, namely in accordance with segmenting, targeting and positioning. Before planning a marketing program, the company needs to identify who the target consumer is and how the consumer takes the purchase decision and segment the number of consumers. Targeting is the activity of assessing and selecting one or more market segments to be entered. Targeting aims to facilities reaching the segment to be achieved and provide more satisfaction to the target. While positioning is a communication strategy to enter the consumer's brain window so that products, brands, names or businesses that are made to contain a certain meaning.

Segmenting: Before planning a marketing program, the company needs to identify who the target consumer is and how the consumer takes the purchase decision and segment the number of consumers. Maternity clinics combine demographic and psychographic segmentation. According to Kotler (1995) demographic segmentation provides an overview for marketers, to whom this product should be offered. Demographic segmentation based on age, gender, number of family members, marital status, family life cycle can also relate to income level, education, occupation, experience, religion and heredity. Psychographic segmentation based on social status, lifestyle and personality.

Targeting: Targeting is the activity of assessing and selecting one or more market segments to be entered. Targeting aims to facilitate reaching the segment to be achieved and provide more satisfaction to consumers. While the product of

targeting is the target market (target market), ie one or several market segments that will be the focus of marketing activities. Determining the target market as the basis for determining the purpose and development of positioning strategy. Targeting or targeting of the target can be based on four criteria to obtain optimal target market, that is responsive, sales potential, adequate growth and media coverage. Alternative clinic maternity in choosing the target market with selective specialization strategy, in this strategy the company chose a number of attractive market segments and in accordance with the goals and resources owned. who are able to implement this strategy, because it takes a very large resource. Setting a target market in setting a target market (targeting) can consider patterns, segment differentiation, business fields that differentiate market segments so that the company provides different product requirements for each different segment also tailored to the needs of each segment and provides various variants of the product offered. In accordance with the segmentation, the selected target market of maternity Clinic is middle-class socio economic population, pregnant woman age 20 - 35 years old.

Positioning: Positioning is a communication strategy to enter the consumer's brain window in order to make a product, brand, name or business contain a certain meaning. Positioning reflects the superiority of a product, brand, name or business in the form of associative relationships (related to one another). Positioning is one communication strategy that is dynamic and related to event marketing and product attributes. The selected product attributes must be unique and different from other products already in the market. Product placement or positioning aims to position the product to the attention of consumers and continue to stick in the consumer's mind, thus finally differentiating the product with its competitors. Maternity clinics as a newcomer to the normal, painless, epidural analgesia business is the first clinic to painless labor epidural analgesia service.

There are several other competitive advantages possessed by maternity clinics, specifically:

Target market: pregnant women, age 20-35 years old, social status middle class economy, entering criteria for undergo a normal childbirth.

Frame of reference: mother and child special clinics, Point of differentiation: providing normal delivery service painless labor, Competitive edge: offers a normal, painless delivery with technique of epidural analgesia and offers competitive pricing with one of the method of offering the installment system during pregnancy. To know the right position in meeting the needs of consumers and how we fulfill it, every company must be good at managing customer expectations, because basically every customer is never satisfied. Satisfaction is relative to time, and for some customer needs customer satisfaction proportional to the function or service provided. Business to Consumer (B2C) has four elements, consisting of product, price, promotion, and place, which is made in accordance with the established marketing strategy, that is in accordance with segmenting, targeting and positioning.

Product: The product offered by the Maternity Clinic is a normal, painless labor epidural analgesia. In normal labor mothers will still feel pain during labor but no longer feel pain postpartum, while delivery through the action sectio caesar mother did not feel during the process of labor but the pain in feeling postpartum. In contrast to normal labor with the painless labor epidural analgesia effectively relieve pain during labor and postpartum. Epidural analgesia is a technique of introducing drugs into the epidural space in the lumbal region of the spine by placing a small plastic catheter tube to insert the anesthetic drug periodically according to the patient's need and the duration of labor. Epidural analgesia inhibits the injected area down to the bottom, so that the mother does not feel pain in the area, the epidural analgesia is blocked by the sensory nerve. With epidural analgesia the pain that is felt during the process of uterine contractions is reduced by the scale of the pain with the injection drug being inserted gradually through the epidural catheter in the spine. Maternity delivery services offered by maternity clinic is a painless labor with epidural analgesia with great hospitality, excellent service while maintaining patient safety by skilled medical personnel in their fields and using sophisticated medical equipment.

The product has several components specifically:

Brand Equity: In order to build brand equity, the maternity clinic performs two steps, namely to create a brand identity that is poured into the brand element and do brand building program through various types of promotion that will be done, through digital marketing such as website, instagram, facebook one month before opening of clinic and during pregnancy classes for free to customer Clinic maternity and the availability of chatbot application as an online consultation service that facilitates the patient.

Brand Element: The elaboration of the brand element of maternity clinic is as follows: brand name, Pearl name like pearl of high value, the child is an invaluable treasure that become pride and expectation of parent, so that maternity clinic become top of mind of society of Jakarta. While the Maternity Clinic confirms that only provide delivery services. Tagline, often interpreted as a slogan of a company to describe the goals to be achieved in accordance with the vision and mission that be differentiated with other competitors in the same field. Tagline Maternity Clinic is "Smiling

Birth" which means every pregnant woman can face normal labor by smiling without without painless, worrying about the safety and health of mother and baby in her fetus.

Price: Method of payment of normal labor without pain through personal guarantee with cash payment or using easy pay. Painless labor is a labor that costs more than a caesarea, but the cost of normal labor without pain is greater than normal normal labor. Therefore, Maternity Clinic with superior service of painless delivery provides some easy alternative for patient. Personal delivery funding is the first choice for the patient, ie cash payments or easy pay. The Maternity Clinic applies the installment system to the patients (pregnant women), the installment facility (easy pay) is given to the patient using the credit card by cooperating with the credit card manager. Pricing followed several stages: conducting a competitive market price survey of a competitor's product, setting a target price for a product or service, estimating market demand for a product or service, estimating market demand for a product or service, estimating the cost of production (COGS) determine the cost of the selling price, analyze the price, the cost & the competitor's offer, determine the method of determining the product or service price strategy and fix the final price. Through calculations and considerations, the Birth Clinic determines the price of a normal birth with epidural analgesia technique as follows:

Table 1. Normal Labor Service Price With Painless Labor with Epidural Analgesia

| No. | Service | Price |
|-----|-----------------------------------|----------|
| 1 | Normal Birth | US\$ 548 |
| 2 | Painless Labor Epidural analgesia | US\$ 804 |

Table 2. Comparison Price of Painless Labor with Analgesia Epidural Competitors

| No. | Competitor | Price | |
|-----|--------------|---------------|--------------------------------------|
| | | Normal Labor | Painless Labor Epidural analgesia |
| 1 | Competitor 1 | Rp 12.000.000 | US\$ 994 |
| 2 | Competitor 2 | Rp 15.000.000 | US\$ 1.242 |

Promotion: This activity is done in various ways, among others:

Digital Marketing: Maternity clinics make website as a home base of information that can display information clearly and in detail. The menu displayed on the website contains clinical profiles, info through articles about epidural epidural, location, criticism and suggestions and customer service that can be contacted 1x24 hours to get information and services. Inside the website there is also price information, payment systems, specialist doctors as an operator to be consideration for consumers to make purchasing decisions or choose a maternity clinic to place examination and childbirth. Search Engine Optimization (SEO), the utilization of search engines in google search is also one way of promotion that is done so that website, facebook, instagram maternity clinic easily found by using some keywords such as: normal maternity, normal labor without pain, maternity clinic north jakarta and etc. There is also an application in the form of chatbot available on all android to consult online with the desired physician to obtain information and convey the complaints felt during pregnancy. Social media used ie facebook and instagram reasons for the selection of both types is because the number of users of both types of social media is quite large and tend to be active when compared with other types. And in the present era people tend to access more information online one of them through social media accounts owned. Facebook reaches all over Indonesia and even the world and all social status and age while instagram reach out to young mothers with an interesting photo display. Both media can be accessed through mobile phones and have a respective appeal for consumers as a media campaign. In instagram and facebook consumers can obtain information and provide testimonials and comments, to follow up will be directed to the website or customer service. Maternity clinics also advertise through an advertisement on facebook for one month prior to the opening of the clinic, by filtering the ads to target, for the location of the special area of North Jakarta, the age targeted 20 years and over, the gender targeted by women. With this strategy the clinic is able to reach the market more widely without the need to spend a large cost. From the applied digital marketing Clinic maternity expect all information can be easily accessed by users of social media quickly, especially among young mothers and pregnant women.

Public Relation: Types of public relations activities maternity clinics include: Through a talk show that is an educational media to the public so that more confident to determine the choice of painless labor with analgesia epidural by obtaining information from health experts that specialist ObsGyn as a speaker. Using a costumer member where the clinic offers for mothers who want to plan a normal pregnancy and painless labor in clinical maternity and become a

member, which of course participants will get the ease and interesting information related to services in maternity clinic. Maternity clinics also hold pregnancy gymnastic classes for costumer for free. In addition, the maternity clinics organize for costumer class program during pregnancy for free for 4 times a month in meeting with different topics that is the first meeting "Key Pregnancy Healthy and Qualified", second meeting "Techniques to Launch and Secure Labor", third meeting "Early Detection and Responding to Medical Intervention on the Birth of Epidural Analgesia" and the fourth meeting "Tips on Success Breastfeeding". Moms can choose freely to participate in this class in the month because this class is implemented every month if the quota is sufficient. Maternity clinic also provides a gift for the costumer who gave birth at the maternity clinic goddie bag containing baby blankets, wet tissue and baby diapers and special gift for expensive baby than goddie bag is also given a gold ring weighing one gram. It also provides birth certificate service for babies born in maternity clinics. And that is not less interesting is also provided photo facilities of newborn baby size 10R and baby ear piercing at an affordable price.

Place: In determining the location of the clinic required a strategic location, so that every patient who wants to visit can easily find the location, either using public transportation, or using private vehicles. Site selection is also based on the number of maternal and child health facilities in particular the normal delivery service with an epidural analgesia technique that has not been widely in the area, maternity clinic selects North Jakarta, Pademangan sub-district. North Jakarta Area Pademangan Raya street is a location that is in the middle of the neighborhood of residential houses, some apartments and close to the shopping center. There are two competitors who have normal delivery service with epidural analgesia technique, the competitor 1 is located on South Pluit street number two, Penjaringan, North Jakarta City and two other competitors are located on HBR Motik street, East Runway, Kemayoran Central Jakarta. The following descriptions of the main Maternity clinic location: Pademangan Raya street of North Jakarta, nearest station: Rajawali Station, nearest busway stop: Gunung Sahari Mangga Dua busway stop Pademangan busway stop, nearest Toll Gate: Kemayoran toll. Maternity clinic located on Pademangan Raya street can be reached by private or public transport. There is a public transport passing through maternity clinic can also use the Trans Jakarta Bus off at the stop of Gunung Sahari Mangga Dua. Maternity clinic will occupy three floors of 15x25meter floor-to-floor shop houses and close to residential areas, apartments and other public facilities so that maternity clinics can be easily identified by the surrounding community.

IV. CONCLUSIONS

In marketing its products, the maternity clinic industry uses the marketing strategy of Business to Costumer (B2C) which has four elements, consisting of product, price, promotion, and place, made in accordance with marketing strategy that has been set, that is in accordance with segmenting, targeting and positioning. Before planning a marketing program, the company needs to identify who the target consumer is and how the consumer takes the purchase decision and segment the number of consumers. Targeting is the activity of assessing and selecting one or more market segments to be entered. Targeting aims to facilitate reaching the segment to be achieved and provide more satisfaction to the target. While positioning is a communication strategy to enter the consumer's brain window so that products, brands, names or businesses that are made to contain a certain meaning. This concept is relevant to be applied in the marketing realm for Business to Costumer (B2C) mass products, especially in order to strategize to get as many new customers as possible.

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