

ABSTRACT

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ANALISIS PENGGUNAAN SOSIAL MEDIA JAKARTA VARICES CLINIC DALAM PENINGKATAN SALES

This internship report discusses the role of a Social Media Specialist at Jakarta Varices Clinic in enhancing brand awareness, health education, and patient engagement through social media strategies. The author focused on content planning, campaign management, and data analysis to improve public understanding of varicose veins and the clinic's services. Using data-driven approaches and cross-department collaboration, the implemented strategies successfully increased clinic visibility and attracted more potential patients. Challenges such as social media algorithm changes and data analysis were addressed through training, analytical tools, and continuous evaluation. The report also bridges theories from the Information Systems program with professional practices, demonstrating how business management, data analysis, and multimedia support this role. In conclusion, this role significantly contributed to the clinic's digital marketing strategies.

Keywords: social media, digital marketing, Jakarta Varices Clinic, health education, patient engagement