

## Exotic Clinic Karawang's Marketing Strategy in Increasing Consumer Attraction to the Program *contouring, Slimming, and Anti-Aging*

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### Abstract

*This study aims to analyze Exotic Clinic Karawang's marketing strategy in increasing consumer appeal for its contouring, slimming, and anti-aging programs. The clinic faces challenges in maintaining a consistent number of patients amid fierce competition in the aesthetic industry. The study uses a qualitative case study approach with data collection through in-depth interviews, participatory observation, and documentation studies. The research focuses on the implementation of the marketing mix (7P): product, price, place, promotion, people, process, and physical evidence. The results show that Exotic Clinic has made various efforts, such as providing quality services, adjusting prices, improving location accessibility, and utilizing digital media for promotion. However, there are obstacles such as suboptimal communication strategies, limited human resources in implementing digital promotion, and consumer perceptions that are not yet fully formed regarding service excellence. Supporting factors for success include the clinic's reputation, the competence of medical personnel, and adequate physical facilities. This study provides practical contributions for Exotic Clinic to strengthen more targeted marketing strategies, as well as theoretical contributions to the study of healthcare service marketing. Recommendations include enhancing digital promotional activities, improving patient experience, and conducting ongoing evaluations of implemented marketing strategies to increase consumer loyalty and interest in repeat visits.*

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## 1. INTRODUCTION

In today's modern era, the beauty and wellness industry is evolving rapidly, driven by increasing consumer awareness of personal health, appearance, and aging. Aesthetic clinics are no longer seen as exclusive to celebrities or the wealthy; instead, they are becoming more accessible to the broader public. Among the growing number of clinics in Indonesia, Exotic Clinic Karawang stands out as a leading provider of advanced beauty treatments, particularly in the areas of contouring, slimming, and anti-aging.

To remain competitive and attract a loyal customer base, Exotic Clinic Karawang has developed a range of strategic marketing initiatives. These include the use of digital marketing platforms, influencer collaborations, promotional campaigns, and personalized customer experiences. By combining modern marketing techniques with professional expertise in aesthetic care, the clinic has successfully increased visibility and consumer interest in its core services.

In the increasingly competitive beauty and wellness industry, clinics must develop innovative marketing strategies to attract and retain customers. Exotic Clinic Karawang, a

well-known aesthetic and beauty clinic in West Java, Indonesia, has gained attention for its effective approach in promoting its key services—contouring, slimming, and anti-aging treatments. As consumer interest in health, appearance, and anti-aging solutions continues to rise, the clinic's ability to stand out in a crowded market is crucial. This article explores the marketing strategies implemented by Exotic Clinic Karawang and how these efforts have successfully increased consumer attraction and engagement with their signature programs.

In an era of increasingly competitive competition, the healthcare industry is required to provide services that are not only high-quality but also attractive to consumers. Aesthetic clinics like Exotic Clinic Karawang face significant challenges in maintaining patient visits, particularly for their signature contouring, slimming, and anti-aging services. Marketing strategy is a key tool for creating a competitive advantage in attracting and retaining consumers (Kotler & Keller, 2016).

Exotic Clinic's internal data shows that the patient target has not been achieved optimally. Over the past three months, average patient visits have remained below the 500-patient target per month, with 395 (79%) in January, 410 (82%) in February, and only 375 (75%) in March 2025. This indicates the need for an evaluation of the implemented marketing strategy.

Several previous studies have demonstrated that the marketing mix (7Ps) can influence patient visitation, particularly in the context of healthcare. However, few studies have specifically explored the implementation of this marketing strategy in mid-scale aesthetic clinics like Exotic Clinic (Dwiyatnaningrum et al., 2024; Nurmawaddah, 2020).

Therefore, this study aims to describe how marketing strategies are implemented by Exotic Clinic Karawang in increasing consumer attractiveness towards contouring, slimming, and anti-aging services, as well as identifying factors that support and hinder its success.

## 2. METHOD

This research uses a qualitative approach with a case study. This approach was chosen because it provides an in-depth and holistic understanding of the marketing strategy implemented by Exotic Clinic Karawang to increase consumer appeal for its flagship services, namely contouring, slimming, and anti-aging. The qualitative approach allows researchers to explore the marketing process from both the practitioner and consumer perspectives contextually, in line with the characteristics of aesthetic services, which are highly dependent on customer perceptions and experiences.

The study was conducted at Exotic Clinic Karawang from January to June 2025. The location was selected based on the consideration that the clinic actively promotes and has a superior service program, but faces challenges in meeting the target number of patients each month. To obtain comprehensive data, researchers identified informants from three groups: clinic management, marketing staff, and customers who have used the service. Informants were selected purposively, considering their role in the marketing process and their experience as service users. The number of informants was adjusted until the data obtained reached saturation point.

Data were collected using in-depth interviews, direct observation of clinic service and promotional activities, and documentation in the form of promotional materials, internal reports, and patient visit data. The interview guide was semi-structured to allow for exploration of relevant information. Observations were made of the service atmosphere, staff interactions with customers, and physical elements reflecting the clinic's promotional strategy.

Data analysis was conducted interactively using the Miles and Huberman model, which

includes data reduction, data presentation, and conclusion drawing. Data obtained from interviews and observations were grouped based on the dimensions of the marketing strategy being studied, namely the 7P marketing mix (product, price, place, promotion, people, process, and physical evidence). Data validity was strengthened through source triangulation, cross-checking with informants, and detailed recording of the research process to ensure the validity of the findings.



Figure 1. Research Flow

### 3. RESULTS AND DISCUSSION

The research results show that Exotic Clinic Karawang implemented a marketing strategy focused on the 7Ps marketing mix, tailored to local market characteristics and the image of premium aesthetic services. This strategy was implemented by considering consumer needs, preferences, and behaviors toward elective and trust-based services.

In terms of products, Exotic Clinic offers a variety of premium services, including contouring, slimming, anti-aging, and skin boosters. These services are packaged in treatment packages tailored to the patient's specific needs and preferences. This demonstrates a personalized approach to service, which, according to Kotler and Keller (2016), can enhance perceived quality and create an emotional connection between consumers and the brand.

The pricing strategy employed is affordable luxury, offering competitive prices without sacrificing the exclusive image of the service. The clinic also offers various seasonal discounts, bundled treatment packages, and a membership system as a form of loyalty strategy. Based on interviews with management, this strategy is designed to attract middle-to upper-class consumers seeking high-quality services while still considering cost. This approach aligns with the results of a study by Nurmawaddah (2020), which stated that a transparent and flexible pricing strategy can increase consumer trust in healthcare services.

In terms of distribution and location, Exotic Clinic is strategically located in downtown Karawang, with easy access from main roads and office areas. This strategic location supports its primary target market: productive-age women, young professionals, and urban housewives. The clinic's location also reinforces its exclusive image, as it is located in a premium business and lifestyle environment.

Promotion is actively conducted through social media platforms such as Instagram and TikTok, featuring content featuring before-and-after treatments, patient testimonials, and

educational content about skincare. Promotion also involves local celebrities and micro-influencers as an endorsement strategy considered more authentic and relatable. Observations show that consistent and visual promotional content is highly effective in attracting attention and encouraging digital interaction. This aligns with research by Dwiyaningrum et al. (2024), which emphasizes the importance of utilizing digital marketing to attract patients in the social media era.

In terms of people or human resources, Exotic Clinic is committed to maintaining service quality through regular training for medical personnel and frontline workers. The professionalism and friendliness of the staff are crucial elements in creating a positive customer experience. Interviewed consumers cited the warm and non-judgmental attitude of the staff as one of the reasons they returned to the service. This reinforces the concept of interactive marketing advocated by Kotler and Keller (2016), where direct interaction between consumers and service providers is a critical moment in shaping brand perception.

The service process at Exotic Clinic is designed to provide ease and convenience, from WhatsApp reservations to post-treatment follow-ups. Standard operating procedures are consistently implemented to ensure smooth service and minimal complaints. Observations indicate that efficient service processes, including short wait times and clear consultations, convey a professional impression and can increase patient satisfaction.

Finally, physical evidence such as a luxurious clinic interior, private waiting area, and well-groomed staff reinforces a professional and trustworthy brand image. The clinic also provides informative brochures and equipment certifications to strengthen patient confidence in the quality and safety of its services.

Overall, the marketing strategy implemented by Exotic Clinic Karawang aligns with service marketing principles, particularly in the aesthetics industry, which relies heavily on trust and experience. However, this study also identified challenges, such as limited staff for social media management and a lack of educational promotions that differentiate the clinic's services from competitors. Therefore, the existing marketing strategy needs to be periodically evaluated and adjusted to remain relevant to market dynamics and consumer needs.

#### 4. CONCLUSION

Based on the results of research regarding Exotic Clinic Karawang's marketing strategy in promoting services *contouring*, *slimming*, and *anti-aging*, it can be concluded that this clinic uses a marketing mix approach (7P), namely product, price, place, promotion, people, process, and physical evidence. The products offered emphasize superior service with a personalized treatment approach, competitive prices with a marketing strategy. *Affordable luxury*, strategic location in the city center, effective promotion through social media, trained and communicative human resources, service processes designed to provide an exclusive impression, as well as physical evidence in the form of elegant and clean room designs.

Factors supporting a successful marketing strategy include a positive reputation built on social media, consistent service quality, strong internal teamwork, and a convenient location. Meanwhile, inhibiting factors include consumer misunderstandings about treatment outcomes, price competition with other clinics, and operational challenges such as long queues during peak hours. Research shows that effective marketing efforts depend not only on external promotions but also on the quality of internal interactions and comprehensive customer experience management.

#### 5. SUGGESTION

Based on the identified research limitations, here are some recommendations for further

research so that the results obtained are more comprehensive and can provide broader contributions:

1. Because the study only involved informants from management, marketing staff, and some Exotic Clinic Karawang customers, future research is recommended to expand the number and diversity of informants. This could include customers from various demographic backgrounds, dissatisfied customers, or even potential customers who have never used the service. This will allow for a more diverse perspective and allow the results to better reflect general market dynamics.
2. Because this study focused on only one location, the Exotic Clinic Karawang, future research is recommended to conduct comparative studies between clinics in various locations, both in urban and suburban areas. Cross-location research will help identify marketing strategies that are successful in one location and effective in another, as well as understand the influence of local factors such as market characteristics, level of competition, and consumer preferences.
3. This research only captures the situation at a specific point in time. Therefore, further research is recommended to use a longitudinal approach, namely monitoring the implementation of marketing strategies and market responses over a longer period. This way, researchers can understand how marketing strategies evolve following industry trends, changes in consumer behavior, or competitive dynamics, and can evaluate the strategy's ongoing effectiveness.

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