

No Surat : 011/PM Jupiter/MKT/MD/1/2026  
Kepada Yth : Finance Dept  
Cc : Matthew Yap – Vice President; Bambang S – DMD; Thomas Dewo – MD; Marketing Support; File  
Dari : Yosabeth M. – PE Jupiter; Yohana M. – PM Jupiter; Ferdinand D. – M&S Jupiter  
Perihal : **RTD Siaby Medan**  
Hari/Tanggal : ~~28 Januari 2026~~ **4-FEB-2026**

Dengan Hormat,

Berikut ini kami bermaksud untuk mengadakan kegiatan dibawah ini:

|                |                                              |
|----------------|----------------------------------------------|
| Nama Kegiatan  | : <b>RTD Siaby Medan</b>                     |
| Tempat         | : Café Junction                              |
| Hari, Tanggal  | : Sabtu, 14 Februari 2026                    |
| Jumlah Peserta | : 13 Peserta (terlampir)                     |
| Tema           | : Siaby for Skizofrenia                      |
| Total Biaya    | : <b>Rp4.700.000</b>                         |
|                | Fee Konsumsi : Rp2.600.000 (@Rp200.000/ pax) |
|                | Fee Speaker : Rp2.000.000                    |

Tujuan kegiatan tersebut, adalah:

1. Menjalin hubungan kerjasama yang baik dengan user aktif dan secara kontinual support dalam pengembangan produk Mersifarma khususnya Divisi Jupiter terutama kepada para psikiater area Medan.
2. Agar Produk Siaby serta produk PT Mersifarma lainnya terus dipergunakan
3. Meningkatkan sales all produk Jupiter secara objektif di area Medan dan sekitarnya dengan pengembangan sales sebagai berikut :

| Divisi                | Avg Sales per Bulan | Estimasi Sales Per Bulan | Estimasi Growth |
|-----------------------|---------------------|--------------------------|-----------------|
| Jupiter ( Regional 2) | Rp 24,401,241       | Rp 32,429,600            | 18,85%          |

Berikut adalah rincian biaya Round Table Discussion (RTD) 2025:

| Keterangan Biaya   | Nominal Biaya      | Nomor Rekening Penerima                                                  | PIC       | Tgl Transfer        |
|--------------------|--------------------|--------------------------------------------------------------------------|-----------|---------------------|
| <b>Sponsorship</b> |                    |                                                                          |           |                     |
| Biaya Konsumsi RTD | Rp2.600.000        | Bank Mandiri nomor rekening 1380009922464 atas nama Yohana Mutiara Sakti | Marketing | Selasa, 13 Feb 2026 |
| Fee Speaker        | Rp2.000.000        | Bank BCA nomor rekening 0221726889 atas nama Wijaya Taufik Tiji          | Finance   | Selasa, 13 Feb 2026 |
| <b>Total</b>       | <b>Rp4.600.000</b> |                                                                          |           |                     |

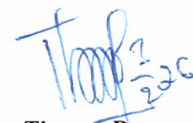
Demikian ajuan disampaikan dengan harapan dapat diberikan persetujuan demi kelancaran kegiatan diatas. Atas perhatiannya kami ucapkan terima kasih.

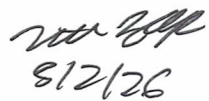
Hormat kami,

Menyetujui,

  
**Yosabeth M.**  
PE Jupiter

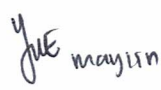
  
**Yohana M.**  
PM Jupiter

  
**Thomas Dewo**  
MD

  
**Matthew Yap**  
Vice President

Proposal ini menggunakan budget 2025 Marketing Activity :

- RTD 5 (MKTJUP-MA428) : Rp4.000.000 ✓
- RTD 6 (MKTJUP-MA429) : Rp4.000.000 ✓

NOTE: Settlement dan md 102/PM JUPITER/MKT/1x/2025 dalam proses Pengiriman,  
kemungkinan sampai di minggu depan  
 



## LAMPIRAN KEGIATAN MARKETING

No. : MA202601-33  
Tgl Ajuan : 27 Jan 2026  
Jenis Kegiatan : RTD/DGS  
Nama Kegiatan : RTD SIABY MEDAN  
Tgl Kegiatan : 14 Feb 2026 s/d 14 Feb 2026  
Estimasi Biaya : Rp 4,600,000  
Target Sales : Rp 32,429,600

Divisi : JUPITER  
Regional : REGIONAL 2  
Area : MEDAN 1  
Rayon : • All Rayon

### TARGET SALES:

| NO | KODE       | NAMA PRODUK        | AVG SALES         | QTY | HNA     | TARGET SALES      | GROWTH |
|----|------------|--------------------|-------------------|-----|---------|-------------------|--------|
| 1  | CLO0101005 | CLORILEX 25        | 400,000           | 3   | 200,000 | 600,000           | 50%    |
| 2  | ALP0701001 | ALPRAZOLAM 0.5     | 250,000           | 4   | 75,000  | 300,000           | 20%    |
| 3  | CEP0101004 | CEPEZET 100        | 118,733           | 3   | 52,000  | 156,000           | 31%    |
| 4  | DUL0901011 | DULOXTA 60         | 5,855,208         | 25  | 275,000 | 6,875,000         | 17%    |
| 5  | MER0101015 | MERLOPAM 0.5       | 1,290,375         | 12  | 135,000 | 1,620,000         | 26%    |
| 6  | HEX0101010 | HEXYMER 2          | 674,688           | 17  | 42,500  | 722,500           | 7%     |
| 7  | ALP0910011 | ALPRAZOLAM 0.5 (E) | 225,233           | 18  | 13,500  | 243,000           | 8%     |
| 8  | ALP0910002 | ALPRAZOLAM 1 (E)   | 171,170           | 11  | 17,100  | 188,100           | 10%    |
| 9  | MER0101016 | MERLOPAM 2         | 5,686,667         | 20  | 400,000 | 8,000,000         | 41%    |
| 10 | PRO0101020 | PROHIPER 10        | 2,979,167         | 15  | 275,000 | 4,125,000         | 38%    |
| 11 | SAN0101021 | SANDEPRIL 50       | 6,750,000         | 24  | 400,000 | 9,600,000         | 42%    |
|    |            |                    | <b>24,401,241</b> |     |         | <b>32,429,600</b> |        |

### MONITORING APOTIK:

| NO | NAMA OUTLET                   | ALAMAT OUTLET                                               |
|----|-------------------------------|-------------------------------------------------------------|
| 1  | RS. SILOAM DHIRGA SURYA MEDAN | JLN.IMAM BONJOL NO.6MEDAN                                   |
| 2  | RS. HERMINA MEDAN             | JL.ASRAMA/AMPERA II MEDAN SEI SIKAMBING C II MEDAN HELVETIA |
| 3  | RS. BUNDA THAMRIN MEDAN       | JLN.SEI BATANG HARI NO.28/30MEDAN                           |

### Proposed by

|    |                                                                                  |
|----|----------------------------------------------------------------------------------|
| PE | -ttd-<br>(Proposed)<br>Ditandatangani secara elektronik :<br>2026-01-27 08:47:13 |
|----|----------------------------------------------------------------------------------|

### Approved by

|    |                                                               |
|----|---------------------------------------------------------------|
| PM | <br>Ditandatangani secara elektronik :<br>2026-01-27 10:26:28 |
| MM | <br>Ditandatangani secara elektronik :<br>2026-01-27 12:55:07 |

### ANALISA KEGIATAN :

Estimasi Biaya : Rp 4,600,000  
Ratio Biaya Terhadap Sales : 18.85%  
Avg Sales 3 Bulan Terakhir : Rp 24,401,241  
Target Sales Setelah Event : Rp 32,429,600  
Growth : 32.90%



Verification

## PESERTA KEGIATAN MARKETING

No. : MA202601-33  
Jenis Kegiatan : RTD/DGS  
Nama Kegiatan : RTD Siaby Medan  
Tgl Kegiatan : 14 Feb 2026 s/d 14 Feb 2026

| NO | ID MD | NAMA USER / CUSTOMER    | SPEC         | CLASS | INSTITUSI                                      | NO. HP      | JML VISIT |
|----|-------|-------------------------|--------------|-------|------------------------------------------------|-------------|-----------|
| 1  |       | AMINAH MARHANI HASIBUAN | PSYCHIATRIST | AC    | RSJD. PROF. DR. MUHAMMAD ILDREM MEDAN          |             | 113       |
| 2  | 16461 | CATHE RINE              | PSYCHIATRIST | AC    | RS. VINA ESTETICA MEDAN                        |             | 115       |
| 3  | 18887 | DAVID ADRIAN GULTOM     | PSYCHIATRIST | BB    | RSJD. PROF. DR. MUHAMMAD ILDREM MEDAN          |             | 239       |
| 4  |       | DIKA ASRIKA ASRUL       | PSYCHIATRIST | BC    | RS. UNIVERSITAS SUMATERA UTARA MEDAN           |             | 8         |
| 5  | 18627 | FRANKY HADINATA SITEPU  | PSYCHIATRIST | AC    | RSJ. BINA KARSA MEDAN                          |             | 138       |
| 6  | 18515 | HANNY SORAYA            | PSYCHIATRIST | AC    | RS. MURNI TEGUH METHODIST SUSANNA WESLEY MEDAN | 85274193287 | 211       |
| 7  | 16416 | NURL L UTAMI            | PSYCHIATRIST | AC    | RSJ. BINA KARSA MEDAN                          |             | 138       |
| 8  | 18529 | SYAIFUDDIN NASUTION     | PSYCHIATRIST | AC    | RS. HERMINA MEDAN                              |             |           |
| 9  | 11828 | WIJAYA TAUFIK TIJI      | PSYCHIATRIST | AB    | RS. SILOAM DHIRGA SURYA MEDAN                  | 08126075584 | 135       |

PESERTA KEGIATAN MARKETING

| NO | ID MD | NAMA USER/CUSTOMER         | SPEC      | CLASS | INSTITUSI                  |
|----|-------|----------------------------|-----------|-------|----------------------------|
| 1  |       | dr.Endah Tri Lestari, SpKJ | PSIKIATRI |       | RS.MARTHA FRISKA           |
| 2  |       | dr.Andrew Handi, SpKJ      | PSIKIATRI |       | RS.IMELDA/KLINIK BINA ATMA |
| 3  |       | dr. Rini Yunika Andalia    | RESIDENT  |       | RSU USU/RS ADAM MALIK      |
| 4  |       | dr. Dewi Gita              | RESIDENT  |       | RSU USU/RS ADAM MALIK      |