

No Surat : 019/PM Jupiter/MKT/MD/II/2026  
Kepada Yth : Finance Dept  
Cc : Matthew Yap – Vice President; Bambang S – DMD; Thomas Dewo – MD; Marketing Support; File  
Dari : Farah S. – PE Jupiter; Yohana M. – PM Jupiter  
Perihal : **Buka Puasa Bersama dan RTD Grup Dokter Psikiatri Riau**  
Hari/Tanggal : 05 Februari 2026

Dengan Hormat,

Berikut ini kami bermaksud untuk mengadakan kegiatan dibawah ini:

|                |                                                                                                    |                               |  |
|----------------|----------------------------------------------------------------------------------------------------|-------------------------------|--|
| Nama Kegiatan  | <b>Buka Puasa Bersama dan RTD Grup Dokter Psikiatri Riau</b>                                       |                               |  |
| Tempat         | Premier Hotel Pekanbaru                                                                            |                               |  |
| Hari, Tanggal  | Sabtu, 7 Maret 2026 <b>30</b>                                                                      |                               |  |
| Jumlah Peserta | <b>30 Peserta</b> (terlampir) <b>25 Peserta</b>                                                    |                               |  |
| Tema           | <i>Optimizing Anxiety Treatment: Reviewing the Role of Clobazam in Modern Psychiatric Practice</i> |                               |  |
| Total Biaya    | <b>Rp7.500.000</b> <del>4.600.000,-</del> <b>6.000.000,-</b>                                       |                               |  |
|                | Fee Konsumsi                                                                                       | Rp6.000.000 (@Rp200.000/ pax) |  |
|                | Fee Speaker                                                                                        | Rp1.500.000                   |  |

Tujuan kegiatan tersebut, adalah:

1. Meningkatkan sales produk focus Clofritis 10 serta produk fokus lainnya di area Riau
2. Menjaga hubungan kerjasama yang baik dengan user aktif dan secara kontinual support dalam pengembangan produk Mersifarma khususnya Divisi Jupiter terutama kepada para psikiater area Riau dan menjalin Kerjasama dengan user prospek seperti dr. Zia Ulhaq, SpKJ, dr. Dea Raisa, SpKJ, dan dr. Levina Mutia, SpK.
3. Agar Produk Clofritis serta produk PT Mersifarma lainnya terus dipergunakan
4. Meningkatkan sales all produk Jupiter secara objektif di area Riau dan sekitarnya dengan pengembangan sales sebagai berikut

| Divisi  | Avg Sales per Bulan | Estimasi Sales Per Bulan | Estimasi Growth |
|---------|---------------------|--------------------------|-----------------|
| Jupiter | Rp92,125,563        | Rp103,894,925            | 12,78%          |

Berikut adalah rincian biaya Buka Puasa Bersama dan RTD Grup Dokter Psikiatri Riau 2026:

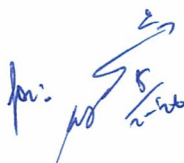
| Keterangan Biaya   | Nominal Biaya                                                   | Nomor Rekening Penerima                                                  | PIC       | Tgl Transfer                               |
|--------------------|-----------------------------------------------------------------|--------------------------------------------------------------------------|-----------|--------------------------------------------|
| <b>Sponsorship</b> |                                                                 |                                                                          |           |                                            |
| Biaya Konsumsi RTD | <del>6.000.000,-</del><br>Rp6.000.000<br><del>4.600.000,-</del> | Bank Mandiri nomor rekening 1380009922464 atas nama Yohana Mutiara Sakti | Marketing | <b>Senin, 6. Maret 2026</b><br><b>amat</b> |
| Fee Speaker        | Rp1.500.000                                                     | Bank BCA nomor rekening 0343986201 atas nama Ihsan Sabri                 | Finance   | <b>Selasa, 6 Maret 2026</b><br><b>amat</b> |
| <b>Total</b>       | <b>Rp7.500.000</b>                                              |                                                                          |           |                                            |

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

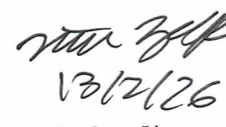
Hormat kami,

Menyetujui,

  
**Farah S.**  
PE Jupiter

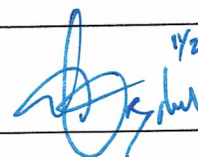
  
**Yohana M.**  
PM Jupiter

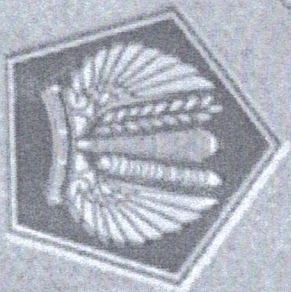
  
**Thomas Dewo**  
MD

  
**Matthew Yap**  
Vice President

Proposal ini menggunakan budget 2025 Marketing Activity :

- GATHERING GROUP DOCTORS 1 (MKTJUP26-MA182) : Rp5.000.000
- GATHERING GROUP DOCTORS 2 (MKTJUP26-MA183) : Rp5.000.000





**KEMENTERIAN KEUANGAN REPUBLIK INDONESIA**  
**DIREKTORAT JENDERAL PAJAK**

NPWP : 73.676.741 9-216.000

IHSAN SABRI

NIK : 1471051711860001

JL PUTRI INDAH PERUMAHAN NUANSA INDAH PRATAMA

BLOK D NO.5 RT.002 RW.001

SIMPANG TIGA, BUKIT RAYA

PEKANBARU RIAU

KPP PRATAMA PEKANBARU TAMPAN

2/2  
5/2  
10/2



## LAMPIRAN KEGIATAN MARKETING

No. : MA202601-45  
Tgl Ajuan : 30 Jan 2026  
Jenis Kegiatan : GATHERING  
Nama Kegiatan : Buka Puasa Bersama Grup Dokter Psikiatri Riau  
Tgl Kegiatan : 15 Mar 2026 s/d 15 Mar 2026  
Estimasi Biaya : Rp 7,500,000  
Target Sales : Rp 103,894,925

Divisi : JUPITER  
Regional : REGIONAL 1  
Area : PEKANBARU + BATAM  
Rayon : • All Rayon

### TARGET SALES :

| NO | KODE       | NAMA PRODUK  | AVG SALES         | QTY | HNA     | TARGET SALES       | GROWTH |
|----|------------|--------------|-------------------|-----|---------|--------------------|--------|
| 1  | LOD0101011 | LODOMER 2    | 2,347,800         | 24  | 109,200 | 2,620,800          | 12%    |
| 2  | LOD0101012 | LODOMER 5    | 1,476,956         | 9   | 179,025 | 1,611,225          | 9%     |
| 3  | LOD0101014 | LODOMER INJ  | 5,605,974         | 45  | 136,620 | 6,147,900          | 10%    |
| 4  | SAN0101021 | SANDEPRIL 50 | 34,370,000        | 100 | 400,000 | 40,000,000         | 16%    |
| 5  | VAL0101024 | VALDIMEX INJ | 2,700,000         | 50  | 60,000  | 3,000,000          | 11%    |
| 6  | CEP0101004 | CEPEZET 100  | 3,754,833         | 80  | 52,000  | 4,160,000          | 11%    |
| 7  | CLO0301002 | CLOFRITIS 10 | 2,025,000         | 15  | 150,000 | 2,250,000          | 11%    |
| 8  | DUL0901001 | DULOXTA 60   | 715,000           | 3   | 275,000 | 825,000            | 15%    |
| 9  | FRI0301007 | FRIDEP 50    | 6,463,333         | 26  | 280,000 | 7,280,000          | 13%    |
| 10 | MER0101016 | MERLOPAM 2   | 32,666,667        | 90  | 400,000 | 36,000,000         | 10%    |
|    |            |              | <b>92,125,563</b> |     |         | <b>103,894,925</b> |        |

### MONITORING APOTIK :

| NO | NAMA OUTLET                       | ALAMAT OUTLET                               |
|----|-----------------------------------|---------------------------------------------|
| 1  | RS. SYAFIRA PEKANBARU             | JL.SUDIRMAN 134 PEKANBARU                   |
| 2  | RSJD. TAMPAN PEKANBARU            | JL. PEKANBARU BANGKINANG KM.17 SIMPANG BARU |
| 3  | RSUD. TELUK KUANTAN TELUK KUANTAN | JL.KESEHATAN NO.1 KOMPLEK PERK PEMDA        |

### Proposed by

|                                                           |  |
|-----------------------------------------------------------|--|
| PE                                                        |  |
| Ditandatangani secara elektronik :<br>2026-01-30 17:06:54 |  |

### Approved by

|                                                           |  |
|-----------------------------------------------------------|--|
| PM                                                        |  |
| Ditandatangani secara elektronik :<br>2026-02-03 11:00:43 |  |
| MM                                                        |  |
| Ditandatangani secara elektronik :<br>2026-02-03 12:34:10 |  |

### ANALISA KEGIATAN :

Estimasi Biaya : Rp 7,500,000  
Ratio Biaya Terhadap Sales : 8.14%  
Avg Sales 3 Bulan Terakhir : Rp 92,125,563  
Target Sales Setelah Event : Rp 103,894,925  
Growth : 12.78%

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## PESERTA KEGIATAN MARKETING

No. : MA202601-45  
 Jenis Kegiatan : GATHERING  
 Nama Kegiatan : Buka Puasa Bersama Grup Dokter Psikiatri Riau  
 Tgl Kegiatan : 15 Mar 2026 s/d 15 Mar 2026

| NO | ID MD | NAMA USER / CUSTOMER      | SPEC         | CLASS | INSTITUSI                                      | NO. HP          | JML VISIT |
|----|-------|---------------------------|--------------|-------|------------------------------------------------|-----------------|-----------|
| 1  | 15631 | ADE SAPUTRA MULYA P       | PSYCHIATRIST | AB    | RS. AWAL BROS A. YANI PEKANBARU                | 85385578888 / 8 | 97        |
| 2  | 13264 | ANDREAS XAVIERO BANGUN    | PSYCHIATRIST | AB    | RSJD. TAMPAN PEKANBARU                         | 81263400736     | 117       |
| 3  |       | ANDRIZA                   | PSYCHIATRIST | AB    | RSJD. TAMPAN PEKANBARU                         | 81310809259     |           |
| 4  | 14945 | ANWARSIM                  | PSYCHIATRIST | AB    | RS. NARAY DUMAI                                | 8127503030      | 4         |
| 5  |       | DEA RAISA                 | PSYCHIATRIST | BA    | RS. AWAL BROS SUDIRMAN PEKANBARU               |                 | 0         |
| 6  | 15593 | DESI WAHYUNI              | PSYCHIATRIST | BA    | RS. IBU & ANAK SANSANI PEKANBARU               | 811754723       | 30        |
| 7  | 15742 | DEWI AFRISANTI            | PSYCHIATRIST | AB    | RSJD. TAMPAN PEKANBARU                         | 82172147513     | 95        |
| 8  |       | DJUSNIDAR                 | PSYCHIATRIST | BB    | RSJD. TAMPAN PEKANBARU                         |                 |           |
| 9  | 17904 | DONA FARILA AGUS          | PSYCHIATRIST | AC    | RSJD. TAMPAN PEKANBARU                         | 81266482100     | 53        |
| 10 | 16265 | DWI WIJAYANTI             | PSYCHIATRIST | BA    | RSUD. TENGGU RAFI                              |                 | 2         |
| 11 | 17729 | EKA PURWANTI ANUD         | PSYCHIATRIST | BA    | RSUD. PURI HUSADA TEMBILAHAN INDRAGIRI HILIR   | 85265777748     | 1         |
| 12 | 12383 | ELLY ANGGRAENI            | PSYCHIATRIST | BA    | RS. SANTA MARIA PEKANBARU                      | 8117572500      | 85        |
| 13 | 18398 | ENDI DASMANTO PANJAITAN   | PSYCHIATRIST | BC    | RS. AWAL BROS DUMAI                            | 81338018503     |           |
| 14 | 18389 | HENI INDRAWATI DALIMUNTHE | PSYCHIATRIST | AB    | PRAKTEK PRIBADI                                |                 |           |
| 15 | 17719 | IHSAN SABRI               | PSYCHIATRIST | AB    | RSUD. TELUK KUANTAN TELUK KUANTAN              | 8117599717      | 79        |
| 16 |       | IMELDA LOREN PASARIBU     | PSYCHIATRIST | BB    | RSUD. ARIFIN ACHMAD PROVINSI RIAU PEKANBARU    |                 |           |
| 17 |       | LEVINA MUTIA              | PSYCHIATRIST | CA    | RSUD. KOTA DUMAI DUMAI                         |                 | 0         |
| 18 | 17276 | M. IHSAN FADILLAH         | PSYCHIATRIST | AB    | RSJD. TAMPAN PEKANBARU                         | 82365763949     | 129       |
| 19 |       | M. ZIA ULHAQ              | PSYCHIATRIST | AB    | RS. EFARINA ETAHAM PANGKALAN KERINCI PELALAWAN |                 |           |
| 20 | 17157 | MUHD YAKUB                | PSYCHIATRIST | AB    | RS. AWAL BROS UJUNG BATU ROKAN HULU            | 82365763949     | 1         |
| 21 |       | NAZLI MAHDINASARI         | PSYCHIATRIST | BC    | RS. ALI SIBROH MALISI JAKARTA SELATAN          | 0               | 0         |
| 22 | 14938 | NINING GILANG SARI        | PSYCHIATRIST | AB    | RSJD. TAMPAN PEKANBARU                         | 85218009191     | 118       |
| 23 | 17176 | RAHMAN MAKRUH             | PSYCHIATRIST | AB    | RSUD. TUALANG SIAK                             | 85282624440     | 43        |
| 24 | 18400 | RICHI FUTRAWAN            | PSYCHIATRIST | AA    | RS. SYAFIRA PEKANBARU                          | 85274224667     | 80        |
| 25 | 15901 | RINA AMTARINA             | PSYCHIATRIST | AB    | RSJD. TAMPAN PEKANBARU                         | 81365465543     | 100       |
| 26 | 18399 | RINALDI FAJRI             | PSYCHIATRIST | BC    | RSUD. SELASIH PELALAWAN                        | 82388808716     | 2         |
| 27 | 17198 | RITA NOVIANI ASTRIATI     | PSYCHIATRIST | BA    | RSUD. BENGKALIS BENGKALIS                      | 81214530095     | 0         |
| 28 | 16717 | ROSLINDA DAMANIK          | PSYCHIATRIST | BA    | RS. PERMATA HATI DURI BENGKALIS                | 81361514112     | 2         |
| 29 | 17416 | WILLY JAYA SUENTO         | PSYCHIATRIST | AB    | RSJD. TAMPAN PEKANBARU                         | 8118163030      | 125       |
| 30 | 17468 | YOSEVA HOTNAULI           | PSYCHIATRIST | AB    | RSJD. TAMPAN PEKANBARU                         | 8117599717      | 117       |