

No Surat : 020/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 : **RTD & PP Prohiper dan Clofritis Palembang**  
Hari/Tanggal : 14 Februari 2026

Dengan Hormat,

Berikut ini kami bermaksud untuk mengadakan kegiatan dibawah ini:

|                |   |                                                                            |
|----------------|---|----------------------------------------------------------------------------|
| Nama Kegiatan  | : | RTD Prohiper Komite Medik RSJD Ernaldi Bahar                               |
| Tempat         | : | Rumah Makan Gardenta Palembang                                             |
| Hari, Tanggal  | : | Selasa, 3 Maret 2026                                                       |
| Jumlah Peserta | : | 10 Peserta (terlampir)                                                     |
| Pembicara      | : | dr. Liza Ariani, Sp.KJ                                                     |
| Tema           | : | <i>Adult ADHD Management: Evidence and Experience with Methylphenidate</i> |
| Total Biaya    | : | <b>Rp4.000.000</b>                                                         |
|                | : | Fee Konsumsi : Rp2.000.000 (@Rp200.000/ pax)                               |
|                | : | Fee Pembicara : Rp2.000.000                                                |

|                |   |                                                                                |
|----------------|---|--------------------------------------------------------------------------------|
| Nama Kegiatan  | : | PP dan Buka Puasa Bersama Grup Dokter Psikiatri Palembang                      |
| Tempat         | : | Amaris Hotel Palembang (tentative)                                             |
| Hari, Tanggal  | : | Rabu, 4 Maret 2026                                                             |
| Jumlah Peserta | : | 10 Peserta (terlampir)                                                         |
| Tema           | : | Strategi Rasional Penanganan Ansietas: Peran Clofritis dalam Praktik Psikiatri |
| Total Biaya    | : | <b>Rp2.000.000</b>                                                             |
|                | : | Fee Konsumsi : Rp2.000.000 (@Rp200.000/ pax)                                   |

|                |   |                                                                                             |
|----------------|---|---------------------------------------------------------------------------------------------|
| Nama Kegiatan  | : | Presentasi Produk Prohiper Palembang                                                        |
| Tempat         | : | Rumah Makan Pagi Sore Palembang (tentative)                                                 |
| Hari, Tanggal  | : | Rabu, 5 Maret 2026                                                                          |
| Jumlah Peserta | : | 10 Peserta (terlampir)                                                                      |
| Tema           | : | Penggunaan Prohiper dalam Praktik Psikiatri: Pendekatan Evidence-Based pada Gangguan Atensi |
| Total Biaya    | : | <b>Rp2.000.000</b>                                                                          |
|                | : | Fee Konsumsi : Rp2.000.000 (@Rp200.000/ pax)                                                |

Tujuan kegiatan tersebut, adalah:

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

| Kegiatan                                                  | Avg Sales per Bulan | Estimasi Sales Per Bulan | Estimasi Growth |
|-----------------------------------------------------------|---------------------|--------------------------|-----------------|
| RTD Prohiper Komite Medik RSJD Ernaldi Bahar              | Rp111,096,860       | Rp122,318,250            | 10.10%          |
| PP dan Buka Puasa Bersama Grup Dokter Psikiatri Palembang | Rp134,033,494       | Rp147,697,970            | 10,19%          |
| Presentasi Produk Prohiper Palembang                      | Rp134,033,494       | Rp147,697,970            | 10,19%          |

Berikut adalah rincian biaya Round Table Discussion (RTD) & Presentasi Product (PP):

| Keterangan Biaya                                                         | Nominal Biaya | Nomor Rekening Penerima                                                  | PIC       | Tgl Transfer           |
|--------------------------------------------------------------------------|---------------|--------------------------------------------------------------------------|-----------|------------------------|
| <b>Sponsorship</b>                                                       |               |                                                                          |           |                        |
| Biaya Konsumsi RTD Prohiper Komite Medik RSJD Ernaldi Bahar              | Rp2.000.000   | Bank Mandiri nomor rekening 1380009922464 atas nama Yohana Mutiara Sakti | Marketing | Rabu, 25 Februari 2026 |
| Biaya Konsumsi PP dan Buka Puasa Bersama Grup Dokter Psikiatri Palembang | Rp2.000.000   |                                                                          |           |                        |

Notes : Budget 2026 Fix baru diterima pada bulan Januari, dan diperlukan waktu untuk review rencana kegiatan, penyesuaian program, dan koordinasi jadwal dengan dokter sebelum memo dapat diajukan



Good Quality Improves Life's Quality

Wisma Tiara Lt. 4, Jl. Raya Pasar Minggu Km. 18 No. 17 Jakarta 12510  
Tel. 7987683 Fax. 7987684, 7987686, 7987628 Email. [mersi.jkt@mersifarma.com](mailto:mersi.jkt@mersifarma.com)

|                                                               |                     |                                                                          |            |                        |
|---------------------------------------------------------------|---------------------|--------------------------------------------------------------------------|------------|------------------------|
| Presentasi Produk Prohiper Palembang                          | Rp2.000.000         |                                                                          |            |                        |
| Fee Speaker dr. Liza Ariani, Sp.KJ                            | Rp2.000.000         | Bank BNI nomor rekening 0198863981 atas nama Liza Ariany                 | Finance    | Selasa, 3 Maret 2026   |
| Uang Saku, uang makan, dan transport dalam kota tim marketing | Rp1.440.000         | Bank Mandiri nomor rekening 1380009922464 atas nama Yohana Mutiara Sakti | Marketing  | Rabu, 25 Februari 2026 |
| Konsumsi training produk @4orang                              | Rp200.000           |                                                                          |            |                        |
| Entertain                                                     | Rp300.000           |                                                                          |            |                        |
| Transportasi Luar Kota tim Marketing                          | Rp2.000.000         | -                                                                        | Purchasing | -                      |
| Hotel tim Marketing                                           | Rp1.050.000         | -                                                                        | Purchasing | -                      |
| <b>Total</b>                                                  | <b>Rp12.990.000</b> |                                                                          |            |                        |

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

Hormat kami,

Mengetahui,

Menyetujui,

**Farah S.**  
PE Jupiter

**Yohana M.**  
PM Jupiter

**Thomas D.**  
MD

**Matthew Yap**  
Vice President

**Proposal RTD & PP Palembang 2026 menggunakan budget 2026 Marketing Activity :**

- RTD PE 4 (MKTJUP26-MA460) : Rp4.000.000 → MKTJUP26-MA461 : Rp. 4.000.000 ✓
- PP PE 4 (MKTJUP26-MA400) : Rp2.000.000 ✓
- PP PE 4 (MKTJUP26-MA401) : Rp2.000.000 ✓
- Gathering Group Doctors (MKTJUP26-MA159) : Rp5.000.000 ✓

Diketahui,  
16/2/26  
  
HR Manager

ALUM BUDGET EVENT MARKETING  
 NAMA EVENT : RTD & PP Palembang 2026  
 TANGGAL UC : Selasa Jumat, 03 - 06 Maret 2026  
 TEMPAT : Palembang  
 EST HUKUM PRESENTA :

OPERASIONAL MARKETING

| NO                | NAMA PESERTA                                                    | JAB        | KOTA ASAL | TGL                                 | BIAYA TRANSPORTASI |            |              |     | HOTEL           |        | UANG MAKAN  |                | UANG SAKU PESERTA |             | TOTAL BIAYA | KET |                |                                                                                                     |             |           |
|-------------------|-----------------------------------------------------------------|------------|-----------|-------------------------------------|--------------------|------------|--------------|-----|-----------------|--------|-------------|----------------|-------------------|-------------|-------------|-----|----------------|-----------------------------------------------------------------------------------------------------|-------------|-----------|
|                   |                                                                 |            |           |                                     | Luar Kota          | Dalam Kota | Rental Mobil | Ket | Biaya per malam | Jumlah | TOTAL BIAYA | Biaya per hari | Jumlah            | TOTAL BIAYA |             |     | Biaya per hari | Jumlah                                                                                              | TOTAL BIAYA |           |
| JUPITER TIME      |                                                                 |            |           |                                     |                    |            |              |     |                 |        |             |                |                   |             |             |     |                |                                                                                                     |             |           |
| 1                 | Fatih Sahabih                                                   | PT JUPITER | HO        | 03 - 06 Maret 2026                  | 2.000.000          | 1.000.000  |              |     | 350.000         | 3      | 1.050.000   | 50.000         | 4                 | 200.000     | 60.000      | 4   | 240.000        | Biaya transportasi dalam kota meliputi PP rumah bandara, dan biaya transportasi selama di Palembang |             |           |
| SUB TOTAL JUPITER |                                                                 |            |           |                                     | 2.000.000          | 1.000.000  |              |     |                 |        | 1.050.000   |                |                   | 200.000     |             |     | 240.000        | 4.290.000                                                                                           |             |           |
| OTHERS            |                                                                 |            |           |                                     |                    |            |              |     |                 |        |             |                |                   |             |             |     |                |                                                                                                     |             |           |
| 1                 | Biaya Konsumsi RTD Prodiptor Komite Medis RSUD Enfidu Bahau     |            |           | 03 Maret 2026                       |                    |            |              |     |                 |        |             |                |                   |             |             |     |                | 2.000.000                                                                                           | MARKETING   |           |
| 2                 | Biaya Konsumsi PP dan biaya Pakaian Peserta Pengantar Palembang |            |           | 04 Maret 2026                       |                    |            |              |     |                 |        |             |                |                   |             |             |     |                |                                                                                                     | 2.000.000   | MARKETING |
| 3                 | Persentase Produk Prodiptor Palembang                           |            |           | 05 Maret 2026                       |                    |            |              |     |                 |        |             |                |                   |             |             |     |                |                                                                                                     | 2.000.000   | MARKETING |
| 4                 | Free Speaker RTD                                                |            |           | 03 Maret 2026                       |                    |            |              |     |                 |        |             |                |                   |             |             |     |                |                                                                                                     | 2.000.000   | MARKETING |
| 5                 | Konsumsi <del>transportasi</del> Prodiptor                      |            |           | 06 <del>March</del> <del>2026</del> |                    |            |              |     |                 |        |             |                |                   |             |             |     |                |                                                                                                     | 300.000     | MARKETING |
| 6                 | Entertainment                                                   |            |           | 03 - 06 Maret 2026                  |                    |            |              |     |                 |        |             |                |                   |             |             |     |                |                                                                                                     | 5.500.000   | MARKETING |
| SUB TOTAL OTHERS  |                                                                 |            |           |                                     |                    |            |              |     |                 |        |             |                |                   |             |             |     |                |                                                                                                     | 5.500.000   |           |
| GRAND TOTAL       |                                                                 |            |           |                                     |                    |            |              |     |                 |        |             |                |                   |             |             |     |                |                                                                                                     | 12.790.000  |           |

| Nama          | Nama HOTEL                   | c. in         | c. out        |
|---------------|------------------------------|---------------|---------------|
| Fatih Sahabih | All Nite & Day Hotel Vercara | 03 Maret 2026 | 06 Maret 2026 |

|            |            |
|------------|------------|
| MARKETING  | 7.240.000  |
| PRINTERING | 3.050.000  |
| FINANCE    | 2.000.000  |
| GGA        |            |
| TOTAL      | 12.290.000 |

|         |            |      |
|---------|------------|------|
| JUPITER | 12.790.000 | 100% |
| GRAND   | 12.790.000 |      |
| TOTAL   | 12.790.000 |      |

| Keterangan & Keperluan |               |         |           |                |
|------------------------|---------------|---------|-----------|----------------|
| Nama Pemungut          | Tanggal       | Daftar  | Tujuan    | Transportasi   |
| Fatih Sahabih          | 03 Maret 2026 | Jakarta | Palembang | Pesawat Garuda |

| Keterangan & Keperluan |               |           |         |                |
|------------------------|---------------|-----------|---------|----------------|
| Nama Pemungut          | Tanggal       | Daftar    | Tujuan  | Transportasi   |
| Fatih Sahabih          | 06 Maret 2026 | Palembang | Jakarta | Pesawat Garuda |

Yohana M  
 PM Jupiter

Indin  
 HR Manager

1/2

| Hari/Tanggal             | Waktu       | Uraian Aktivitas Perjalanan Dinas                                    |                                 |
|--------------------------|-------------|----------------------------------------------------------------------|---------------------------------|
|                          |             | Rencana Aktivitas                                                    | Tujuan                          |
| Selasa, 03<br>Maret 2026 | 06.00-09.00 | Perjalanan dari Jakarta menuju Palembang menggunakan Pesawat         | Palembang                       |
|                          | 09.00-10.00 | Visit dr. Latifah Nurfadliana, SpKJ RSJD Ernaldi Bahar               | Outlet                          |
|                          | 10.00-11.00 | Visit dr. Qoryami, SpKJ RSJD Ernaldi Bahar                           |                                 |
|                          | 11.00-12.30 | Visit dr. Siska Mega, SpKJ RSJD Ernaldi Bahar                        |                                 |
|                          | 12.30-14.30 | Visit dr. dr. RA Mulya liansari, SpKJ (K) RSJD Ernaldi Bahar         |                                 |
|                          | 14.30-16.30 | Visit dr. Liza Aryani, SpKJ RSJD Ernaldi Bahar                       |                                 |
|                          | 16.30-20.00 | RTD Prohiper Komite Medik RSJD Ernaldi Bahar dan buka puasa bersama  | Rumah Makan Gardenta Palembang  |
| Rabu, 04 Maret<br>2026   | 08.00-09.30 | Visit dr. Abdullah Shahab, SpKJ Dr. Mohammad Hoesin Palembang        | Outlet                          |
|                          | 10.00-11.00 | Visit dr. Adhe Herawati, SpKJ RS. Ar Rasyid Palembang                |                                 |
|                          | 11.30-13.00 | Visit dr. Zaini Hasan, SpKJ RS Muhammadiyah Palembang                |                                 |
|                          | 13.30-15.00 | Visit dr. Meidian Sari, SpKJ RSJD Ernaldi Bahar                      |                                 |
|                          | 15.00-16.30 | Visit dr. Leman, SpKJ Apt. Bangau Duku                               |                                 |
|                          | 16.30-20.00 | PP dan Buka Puasa Bersama Grup Dokter Psikiatri Palembang            | Amaris Hotel Palembang          |
| Kamis, 05<br>Maret 2026  | 08.00-09.30 | Visit dr Ekanita, SpKJ Apt. Gelora Sukamaju                          | Outlet                          |
|                          | 10.00-11.30 | Visit dr. Ervana, SpKJ RSJD Ernaldi Bahar                            |                                 |
|                          | 12.30-13.30 | Visit dr. Anovy Rarum, SpKJ RSUP Dr. Mohammad Hoesin Palembang       |                                 |
|                          | 14.00-15.00 | Visit dr. Diyas Sauky, SpKJ RS. Sriwijaya Palembang                  |                                 |
|                          | 15.00-16.30 | Visit dr. Septo Fero, SpKJ RSJD Ernaldi Bahar                        |                                 |
|                          | 16.30-20.00 | PP Prohiper Palembang dan buka bersama                               | Rumah Makan Pagi Sore Palembang |
| Jumat, 06<br>Maret 2026  | 08.00-10.00 | Training Produk Jupiter                                              | Kantor cabang Palembang         |
|                          | 10.00-11.30 | Visit dr. Budhiman Juniwijaya, SpN RSUD Palembang Bari Palembang     | Outlet                          |
|                          | 11.30-12.30 | Visit dr. Winda Kurniaty, SpKJ RSUD Palembang Bari Palembang         |                                 |
|                          | 12.30-13.30 | Visit dr. Budi Setiawan, SpKJ RS. Hermina Opi Jakabaring Palembang   |                                 |
|                          | 13.30-15.00 | Visit dr. Arstya Dewantara, SpN RS. Hermina Opi Jakabaring Palembang |                                 |
|                          | 15.00-17.00 | Visit dr. Ida Maya, SpN RS. Pertamina Plaju Palembang                |                                 |
|                          | 17.00-17.40 | Persiapan & perjalanan ke bandara                                    | Perjalanan ke Bandara Palembang |
|                          | 17.40-19.00 | Perjalanan pulang ke Jakarta                                         | Jakarta                         |



## LAMPIRAN KEGIATAN MARKETING

No. : MA202602-17  
Tgl Ajuan : 05 Feb 2026  
Jenis Kegiatan : RTD/DGS  
Nama Kegiatan : RTD Prohiper Komite Medik RSJD Ernaldi Bahar  
Tgl Kegiatan : 03 Mar 2026 s/d 03 Mar 2026  
Estimasi Biaya : Rp 4,000,000  
Target Sales : Rp 122,318,250

Divisi : JUPITER  
Regional : REGIONAL 2  
Area : PALEMBANG  
Rayon : • All Rayon

### TARGET SALES :

| NO | KODE       | NAMA PRODUK              | AVG SALES          | QTY  | HNA     | TARGET SALES       | GROWTH |
|----|------------|--------------------------|--------------------|------|---------|--------------------|--------|
| 1  | CEP0101004 | CEPEZET 100              | 9,520,333          | 200  | 52,000  | 10,400,000         | 9%     |
| 2  | DIA1110001 | DIAZEPAM 5 (E)           | 278,667            | 19   | 16,200  | 307,800            | 10%    |
| 3  | HAL0110001 | HALOPERIDOL 5 (E)        | 7,669,667          | 500  | 17,100  | 8,550,000          | 11%    |
| 4  | LOD0501001 | LODOMER 2 (E)            | 654,867            | 44   | 16,700  | 734,800            | 12%    |
| 5  | LOR0910002 | LORAZEPAM 0.5 (E)        | 5,460,000          | 167  | 36,000  | 6,012,000          | 10%    |
| 6  | LOR0910001 | LORAZEPAM 2 (E)          | 20,060,833         | 223  | 99,100  | 22,099,300         | 10%    |
| 7  | MAP0910001 | MAPROTILINE (E)          | 3,066,917          | 19   | 179,750 | 3,415,250          | 11%    |
| 8  | MER0101015 | MERLOPAM 0.5             | 3,420,000          | 28   | 135,000 | 3,780,000          | 11%    |
| 9  | CLO0501001 | CLOZAPINE 25 (E)         | 737,822            | 40   | 20,250  | 810,000            | 10%    |
| 10 | MET1110001 | METHYLPHENIDATE 10 (E)   | 2,117,000          | 18   | 127,020 | 2,286,360          | 8%     |
| 11 | RIS0501001 | RISPERIDONE 2 OGB/50 (E) | 16,907,800         | 2220 | 8,350   | 18,537,000         | 10%    |
| 12 | SAN0101021 | SANDEPRIL 50             | 2,000,000          | 6    | 400,000 | 2,400,000          | 20%    |
| 13 | TRI0110001 | TRIFLUOPERAZINE 5 (E)    | 2,007,525          | 105  | 21,100  | 2,215,500          | 10%    |
| 14 | TRI0910001 | TRIHXYPHENIDYL 2 (E)     | 19,129,500         | 2000 | 10,700  | 21,400,000         | 12%    |
| 15 | MER0101016 | MERLOPAM 2               | 10,133,333         | 27   | 400,000 | 10,800,000         | 7%     |
| 16 | SIK0501001 | SIKZONOATE INJ (E)       | 7,932,596          | 28   | 306,080 | 8,570,240          | 8%     |
|    |            |                          | <b>111,096,860</b> |      |         | <b>122,318,250</b> |        |

### MONITORING APOTIK :

| NO | NAMA OUTLET                   | ALAMAT OUTLET                  |
|----|-------------------------------|--------------------------------|
| 1  | RSJD. ERNALDI BAHAR PALEMBANG | JL.TEMBUS TERMINAL RT20/4KEL.A |

### ANALISA KEGIATAN :

Estimasi Biaya : Rp 4,000,000  
Ratio Biaya Terhadap Sales : 3.60%  
Avg Sales 3 Bulan Terakhir : Rp 111,096,860  
Target Sales Setelah Event : Rp 122,318,250  
Growth : 10.10%

### Proposed by

|    |                                                                   |
|----|-------------------------------------------------------------------|
| PE | <p>Ditandatangani secara elektronik :<br/>2026-02-05 08:50:39</p> |
|----|-------------------------------------------------------------------|

### Approved by

|    |                                                                   |
|----|-------------------------------------------------------------------|
| PM | <p>Ditandatangani secara elektronik :<br/>2026-02-05 18:16:39</p> |
| MM | <p>Ditandatangani secara elektronik :<br/>2026-02-09 14:32:40</p> |



## PESERTA KEGIATAN MARKETING

No. : MA202602-17  
 Jenis Kegiatan : RTD/DGS  
 Nama Kegiatan : RTD Prohiper Komite Medik RSJD Ernaldi Bahar  
 Tgl Kegiatan : 03 Mar 2026 s/d 03 Mar 2026

| NO | ID MD | NAMA USER / CUSTOMER                   | SPEC               | CLASS | INSTITUSI                     | NO. HP       | JML VISIT |
|----|-------|----------------------------------------|--------------------|-------|-------------------------------|--------------|-----------|
| 1  |       | BINTANG ARROYANTRI P                   | PSYCHIATRIST       | BC    | RSUD. SITI FATIMAH PALEMBANG  | 08537270724  | 41        |
| 2  |       | ERIKA EFRI YENI (RSJ ERNALDI BAHAR)    | OTHERS (PENGADAAN) | AC    | RSJD. ERNALDI BAHAR PALEMBANG | 0            | 27        |
| 3  | 10181 | LATIFAH                                | PSYCHIATRIST       | AC    | RSJD. ERNALDI BAHAR PALEMBANG | 081273714580 | 60        |
| 4  | 10050 | LIZA ARIANY                            | PSYCHIATRIST       | AA    | RSJD. ERNALDI BAHAR PALEMBANG | 082178715192 | 117       |
| 5  | 18252 | QORYAMI RADJSIH HASTUTI                | PSYCHIATRIST       | AC    | RSJD. ERNALDI BAHAR PALEMBANG | 081217646517 | 97        |
| 6  | 10551 | R.A MULYA LIANSARI                     | PSYCHIATRIST       | AB    | RSJD. ERNALDI BAHAR PALEMBANG | 081367658258 | 31        |
| 7  | 18390 | SEISKA MEGA                            | PSYCHIATRIST       | AC    | RSJD. ERNALDI BAHAR PALEMBANG | 0            | 93        |
| 8  | 16868 | SYARIFAH AINI                          | PSYCHIATRIST       | AC    | RS. SRIWIJAYA PALEMBANG       | 08127830140  | 41        |
| 9  | 18391 | WINDA KURNIATI                         | PSYCHIATRIST       | AA    | RSJD. ERNALDI BAHAR PALEMBANG | 081373321750 | 87        |
| 10 |       | YUNIDA SIMANJUNTAK (RSJ ERNALDI BAHAR) | OTHERS (PENGADAAN) | AC    | RSJD. ERNALDI BAHAR PALEMBANG | 0            | 13        |



## LAMPIRAN KEGIATAN MARKETING

: MA202602-9  
 Ajuan : 04 Feb 2026  
 is Kegiatan : RTD/DGS  
 na Kegiatan : PP dan Buka Bersama Grup Dokter Psikiatri Palembang  
 Kegiatan : 04 Mar 2026 s/d 04 Mar 2026  
 imasi Biaya : Rp 2,000,000  
 get Sales : Rp 147,697,970

Divisi : JUPITER  
 Regional : REGIONAL 2  
 Area : PALEMBANG  
 Rayon : • All Rayon

### ARGET SALES :

| VO | KODE       | NAMA PRODUK            | AVG SALES          | QTY  | HNA     | TARGET SALES       | GROWTH |
|----|------------|------------------------|--------------------|------|---------|--------------------|--------|
| 1  | ALP0701002 | ALPRAZOLAM 1           | 2,340,000          | 20   | 130,000 | 2,600,000          | 11%    |
| 2  | CEP0101004 | CEPEZET 100            | 10,144,333         | 215  | 52,000  | 11,180,000         | 10%    |
| 3  | CLO0101005 | CLORILEX 25            | 1,333,333          | 7    | 200,000 | 1,400,000          | 5%     |
| 4  | CLO0501001 | CLOZAPINE 25 (E)       | 737,822            | 40   | 20,250  | 810,000            | 10%    |
| 5  | ELI0301005 | ELIZAC 20              | 765,000            | 6    | 135,000 | 810,000            | 6%     |
| 6  | DIA1110001 | DIAZEPAM 5 (E)         | 278,667            | 19   | 16,200  | 307,800            | 10%    |
| 7  | HAL0110001 | HALOPERIDOL 5 (E)      | 7,669,667          | 495  | 17,100  | 8,464,500          | 10%    |
| 8  | LOD0101011 | LODOMER 2              | 673,400            | 7    | 109,200 | 764,400            | 14%    |
| 9  | LOD0101012 | LODOMER 5              | 2,637,635          | 16   | 179,025 | 2,864,400          | 9%     |
| 10 | LOD0501001 | LODOMER 2 (E)          | 654,867            | 43   | 16,700  | 718,100            | 10%    |
| 11 | LOR0910002 | LORAZEPAM 0.5 (E)      | 5,460,000          | 167  | 36,000  | 6,012,000          | 10%    |
| 12 | LOR0910001 | LORAZEPAM 2 (E)        | 20,060,833         | 222  | 99,100  | 22,000,200         | 10%    |
| 13 | MAP0910001 | MAPROTILINE (E)        | 3,066,917          | 19   | 179,750 | 3,415,250          | 11%    |
| 14 | MER0101015 | MERLOPAM 0.5           | 5,832,000          | 47   | 135,000 | 6,345,000          | 9%     |
| 15 | SAN0101021 | SANDEPRIL 50           | 7,266,667          | 20   | 400,000 | 8,000,000          | 10%    |
| 16 | ALP0701001 | ALPRAZOLAM 0.5         | 475,000            | 7    | 75,000  | 525,000            | 11%    |
| 17 | CLO0301002 | CLOFRITIS 10           | 1,100,000          | 8    | 150,000 | 1,200,000          | 9%     |
| 18 | FRI0301007 | FRIDEP 50              | 2,426,667          | 10   | 280,000 | 2,800,000          | 15%    |
| 19 | PER0101018 | PERSIDAL 2             | 3,250,000          | 27   | 130,000 | 3,510,000          | 8%     |
| 20 | PRO0101020 | PROHIPER 10            | 6,806,250          | 27   | 275,000 | 7,425,000          | 9%     |
| 21 | STE0101022 | STELOSI 5              | 502,906            | 10   | 57,750  | 577,500            | 15%    |
| 22 | RIS0101027 | RISPERIDONE 2 OGB/50   | 6,412,505          | 60   | 116,591 | 6,995,460          | 9%     |
| 23 | HEX0101010 | HEXYMER 2              | 2,351,667          | 61   | 42,500  | 2,592,500          | 10%    |
| 24 | MET1110001 | METHYLPHENIDATE 10 (E) | 2,117,000          | 18   | 127,020 | 2,286,360          | 8%     |
| 25 | TRI0110001 | TRIFLUOPERAZINE 5 (E)  | 2,007,525          | 105  | 21,100  | 2,215,500          | 10%    |
| 26 | TRI0910001 | TRIHXYPHENIDYL 2 (E)   | 19,129,500         | 1970 | 10,700  | 21,079,000         | 10%    |
| 27 | MER0101016 | MERLOPAM 2             | 18,533,333         | 52   | 400,000 | 20,800,000         | 12%    |
|    |            |                        | <b>134,033,494</b> |      |         | <b>147,697,970</b> |        |

| NO | NAMA OUTLET                            | ALAMAT OUTLET                                                                              |
|----|----------------------------------------|--------------------------------------------------------------------------------------------|
| 1  | RSJD. ERNALDI BAHAR PALEMBANG          | JL.TEMBUS TERMINAL RT20/4KEL.A                                                             |
| 2  | APT. MAGGHA MULIA 15 ILIR              | JL.LINGKARAN 1 DEMPO LUAR 408CPALEMBANG 30124                                              |
| 3  | APT. MAGGHA MULIA 2 20 ILIR D II       | JL.JENDRAL SUDIRMAN NO.2957 SD KELURAHAN 20 ILIR D-111<br>KECAMATAN ILIR TIMUR I PALEMBANG |
| 4  | RSUD. SITI FATIMAH PALEMBANG           | JL.KOL.H.BURLIAN KM.6 KEL.SUKABANGUN,KEC.SUKARAMI                                          |
| 5  | RS. BHAYANGKARA PALEMBANG              | JL.JEND.SUDIRMAN KM4,5PALEMBANG 30126                                                      |
| 6  | RS. SRIWIJAYA PALEMBANG                | JL.JEND SUDIRMAN NO.502 KEL.20 ILIR D-IV KEC.ILIR                                          |
| 7  | RSUP. DR. MOHAMMAD HOESIN<br>PALEMBANG | JL.JEND.SUDIRMAN KM-3,5                                                                    |

JALISA KEGIATAN :

- estimasi Biaya : Rp 2,000,000
- ratio Biaya Terhadap Sales : 1.49%
- avg Sales 3 Bulan Terakhir : Rp 134,033,494
- target Sales Setelah Event : Rp 147,697,970
- growth : 10.19%

PE



Ditandatangani secara elektronik  
2026-02-04 16:42:07

Approved by

PM



Ditandatangani secara elektronik  
2026-02-05 16:57:24

MM



Ditandatangani secara elektronik  
2026-02-09 14:34:11



## PESERTA KEGIATAN MARKETING

No. : MA202602-9  
 Jenis Kegiatan : RTD/DGS  
 Nama Kegiatan : PP dan Buka Bersama Grup Dokter Psikiatri Palembang  
 Tgl Kegiatan : 04 Mar 2026 s/d 04 Mar 2026

| NO | ID MD | NAMA USER / CUSTOMER           | SPEC               | CLASS | INSTITUSI                             | NO. HP       | JML VISIT |
|----|-------|--------------------------------|--------------------|-------|---------------------------------------|--------------|-----------|
| 1  | 9786  | ABDULLAH SHAHAB                | PSYCHIATRIST       | AA    | RSUP. DR. MOHAMMAD HOESIN PALEMBANG   | 0811788324   | 144       |
| 2  | 16745 | ADHE HERAWATY                  | PSYCHIATRIST       | AA    | RSJD. ERNALDI BAHAR PALEMBANG         | 081367600693 | 104       |
| 3  |       | ANGGRA DIETA (RSUP MOH HOESIN) | OTHERS (PENGADAAN) | AC    | RSUP. DR. MOHAMMAD HOESIN PALEMBANG   | 0            | 56        |
| 4  |       | HARUN (RS BHAYANGKARA)         | OTHERS (PENGADAAN) | CC    | RS. BHAYANGKARA PALEMBANG             |              | 21        |
| 5  | 12197 | HM ZAINIE HASSAN AR            | PSYCHIATRIST       | AC    | RS. MUHAMMADIYAH PALEMBANG            | 82116610043  | 86        |
| 6  | 14319 | LEMAN                          | PSYCHIATRIST       | AA    | RS. BHAYANGKARA PALEMBANG             | 08127311389  | 122       |
| 7  | 10553 | MEIDIAN SARI                   | PSYCHIATRIST       | BC    | RSUD. KOTA PRABUMULIH PRABUMULIH      | 08127830140  | 102       |
| 8  | 18755 | RIZKI YANIES                   | PSYCHIATRIST       | BB    | RS. BUNDA MEDIKA JAKABARING BANYUASIN |              | 0         |
| 9  | 18422 | SEPTO PERO ADI NOTO            | PSYCHIATRIST       | CC    | RS. AR. BUNDA PRABUMULIH              | 081359195106 | 1         |
| 10 |       | ULFI (RS PERMATA PALEMBANG)    | OTHERS (PENGADAAN) | CC    | RS. PERMATA PALEMBANG                 | 081119940293 | 14        |



## LAMPIRAN KEGIATAN MARKETING

No. : MA202602-16  
Tgl Ajuan : 05 Feb 2026  
Jenis Kegiatan : RTD/DGS  
Nama Kegiatan : Presentasi Produk Prohiper Palembang  
Tgl Kegiatan : 05 Mar 2026 s/d 05 Mar 2026  
Estimasi Biaya : Rp 2,000,000  
Target Sales : Rp 147,697,970

Divisi : JUPITER  
Regional : REGIONAL 2  
Area : PALEMBANG  
Rayon : • All Rayon

### TARGET SALES :

| NO | KODE       | NAMA PRODUK            | AVG SALES          | QTY  | HNA     | TARGET SALES       | GROWTH |
|----|------------|------------------------|--------------------|------|---------|--------------------|--------|
| 1  | ALP0701001 | ALPRAZOLAM 0.5         | 475,000            | 7    | 75,000  | 525,000            | 11%    |
| 2  | ALP0701002 | ALPRAZOLAM 1           | 2,340,000          | 20   | 130,000 | 2,600,000          | 11%    |
| 3  | CEP0101004 | CEPEZET 100            | 10,144,333         | 215  | 52,000  | 11,180,000         | 10%    |
| 4  | CLO0101005 | CLORILEX 25            | 1,333,333          | 7    | 200,000 | 1,400,000          | 5%     |
| 5  | CLO0501001 | CLOZAPINE 25 (E)       | 737,822            | 40   | 20,250  | 810,000            | 10%    |
| 6  | ELI0301005 | ELIZAC 20              | 765,000            | 6    | 135,000 | 810,000            | 6%     |
| 7  | DIA1110001 | DIAZEPAM 5 (E)         | 278,667            | 19   | 16,200  | 307,800            | 10%    |
| 8  | HAL0110001 | HALOPERIDOL 5 (E)      | 7,669,667          | 495  | 17,100  | 8,464,500          | 10%    |
| 9  | LOD0101011 | LODOMER 2              | 673,400            | 7    | 109,200 | 764,400            | 14%    |
| 10 | LOD0101012 | LODOMER 5              | 2,637,635          | 16   | 179,025 | 2,864,400          | 9%     |
| 11 | LOD0501001 | LODOMER 2 (E)          | 654,867            | 43   | 16,700  | 718,100            | 10%    |
| 12 | LOR0910002 | LORAZEPAM 0.5 (E)      | 5,460,000          | 167  | 36,000  | 6,012,000          | 10%    |
| 13 | LOR0910001 | LORAZEPAM 2 (E)        | 20,060,833         | 222  | 99,100  | 22,000,200         | 10%    |
| 14 | MAP0910001 | MAPROTILINE (E)        | 3,066,917          | 19   | 179,750 | 3,415,250          | 11%    |
| 15 | MER0101015 | MERLOPAM 0.5           | 5,832,000          | 47   | 135,000 | 6,345,000          | 9%     |
| 16 | SAN0101021 | SANDEPRIL 50           | 7,266,667          | 20   | 400,000 | 8,000,000          | 10%    |
| 17 | CLO0301002 | CLOFRITIS 10           | 1,100,000          | 8    | 150,000 | 1,200,000          | 9%     |
| 18 | FRI0301007 | FRIDEP 50              | 2,426,667          | 10   | 280,000 | 2,800,000          | 15%    |
| 19 | PER0101018 | PERSIDAL 2             | 3,250,000          | 27   | 130,000 | 3,510,000          | 8%     |
| 20 | PRO0101020 | PROHIPER 10            | 6,806,250          | 27   | 275,000 | 7,425,000          | 9%     |
| 21 | STE0101022 | STELOSI 5              | 502,906            | 10   | 57,750  | 577,500            | 15%    |
| 22 | RIS0101027 | RISPERIDONE 2 OGB/50   | 6,412,505          | 60   | 116,591 | 6,995,460          | 9%     |
| 23 | HEX0101010 | HEXYMER 2              | 2,351,667          | 61   | 42,500  | 2,592,500          | 10%    |
| 24 | MET1110001 | METHYLPHENIDATE 10 (E) | 2,117,000          | 18   | 127,020 | 2,286,360          | 8%     |
| 25 | TRI0110001 | TRIFLUOPERAZINE 5 (E)  | 2,007,525          | 105  | 21,100  | 2,215,500          | 10%    |
| 26 | TRI0910001 | TRIHXYPHENIDYL 2 (E)   | 19,129,500         | 1970 | 10,700  | 21,079,000         | 10%    |
| 27 | MER0101016 | MERLOPAM 2             | 18,533,333         | 52   | 400,000 | 20,800,000         | 12%    |
|    |            |                        | <b>134,033,494</b> |      |         | <b>147,697,970</b> |        |

MONITORING APOTIK :

| NO | NAMA OUTLET                            | ALAMAT OUTLET                                                                              |
|----|----------------------------------------|--------------------------------------------------------------------------------------------|
| 1  | RSJD. ERNALDI BAHAR PALEMBANG          | JL.TEMBUS TERMINAL RT20/4KEL.A                                                             |
| 2  | APT. MAGGHA MULIA 15 ILIR              | JL.LINGKARAN 1 DEMPO LUAR 408CPALEMBANG 30124                                              |
| 3  | APT. MAGGHA MULIA 2 20 ILIR D II       | JL.JENDRAL SUDIRMAN NO.2957 SD KELURAHAN 20 ILIR D-111<br>KECAMATAN ILIR TIMUR I PALEMBANG |
| 4  | RSUD. SITI FATIMAH PALEMBANG           | JL.KOL.H.BURLIAN KM.6 KEL.SUKABANGUN,KEC.SUKARAMI                                          |
| 5  | RS. SRIWIJAYA PALEMBANG                | JL.JEND SUDIRMAN NO.502 KEL.20 ILIR D-IV KEC.ILIR                                          |
| 6  | RS. BHAYANGKARA PALEMBANG              | JL.JEND.SUDIRMAN KM4,5PALEMBANG 30126                                                      |
| 7  | RSUP. DR. MOHAMMAD HOESIN<br>PALEMBANG | JL.JEND.SUDIRMAN KM-3,5                                                                    |

**ANALISA KEGIATAN :**

Estimasi Biaya : Rp 2,000,000  
 Ratio Biaya Terhadap Sales : 1.49%  
 Avg Sales 3 Bulan Terakhir : Rp 134,033,494  
 Target Sales Setelah Event : Rp 147,697,970  
 Growth : 10.19%

Proposed by

|    |                                                                                    |
|----|------------------------------------------------------------------------------------|
| PE |  |
|    | Ditandatangani secara elektronik :<br>2026-02-05 08:41:17                          |

Approved by

|    |                                                                                     |
|----|-------------------------------------------------------------------------------------|
| PM |  |
|    | Ditandatangani secara elektronik :<br>2026-02-05 16:58:28                           |
| MM |  |
|    | Ditandatangani secara elektronik :<br>2026-02-09 14:33:01                           |





## PESERTA KEGIATAN MARKETING

No. : MA202602-16  
 Jenis Kegiatan : RTD/DGS  
 Nama Kegiatan : Presentasi Produk Prohiper Palembang  
 Tgl Kegiatan : 05 Mar 2026 s/d 05 Mar 2026

| NO | ID MD | NAMA USER / CUSTOMER            | SPEC               | CLASS | INSTITUSI                            | NO. HP       | JML VISIT |
|----|-------|---------------------------------|--------------------|-------|--------------------------------------|--------------|-----------|
| 1  | 18846 | ANOVY RARUM                     | PSYCHIATRIST       | AC    | RSUP. DR. MOHAMMAD HOESIN PALEMBANG  |              | 9         |
| 2  |       | AYU (RS HERMINA OPI JAKABARING) | OTHERS (PENGADAAN) | BC    | RS. HERMINA OPI JAKABARING PALEMBANG | 0            | 21        |
| 3  |       | DEWI (APT. GELOLA)              | OTHERS (PENGADAAN) | BC    | APT. GELOLA SUKAMAJU                 | 0            | 1         |
| 4  | 17415 | DIYAZ SYAUKI IKHSAN             | PSYCHIATRIST       | AC    | RS. SRIWIJAYA PALEMBANG              | 081367600693 | 64        |
| 5  | 16255 | EKANITA MEIVITA SEMBIRING       | PSYCHIATRIST       | BB    | APT. GELOLA SUKAMAJU                 | 085266338500 | 56        |
| 6  |       | ERVANA IKHA YUSNITA             | PSYCHIATRIST       | BC    | RSUD. KOTA PRABUMULIH PRABUMULIH     | 82186432253  | 3         |
| 7  | 12654 | FX BUDI SETIAWAN                | PSYCHIATRIST       | BB    | RS. HERMINA OPI JAKABARING PALEMBANG | 0            | 59        |
| 8  | 10181 | LATIFAH                         | PSYCHIATRIST       | BC    | RSUD. SEKAYU MUSI BANYUASIN          | 081273714580 | 60        |
| 9  |       | MARETA (RS HERMINA PALEMBANG)   | OTHERS (PENGADAAN) | BC    | RS. HERMINA PALEMBANG                | 0            | 7         |
| 10 |       | MIRZA (RS SRIWIJAYA)            | OTHERS (PENGADAAN) | BC    | RS. SRIWIJAYA PALEMBANG              | 0            | 44        |