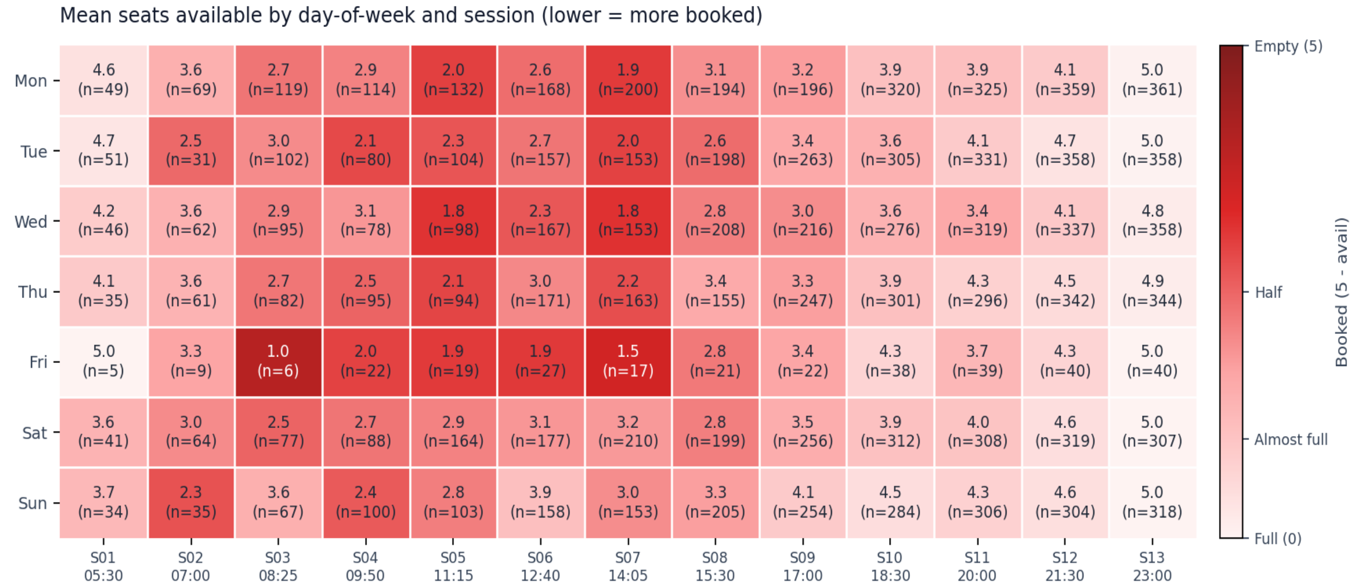
Asyifa Hiperbarik Indonesia — Rempoa

WhatsApp group occupancy analysis, Jan–Jul 2026

Data: 2125 broadcasts across 156 days, period 2026-01-05 to 2026-07-01. Source: WhatsApp group chat export.

The chart that matters

Mean seats available per slot, by day of week. Lower numbers mean more booked. Empty cells indicate the slot was rarely or never offered. Promo slots (20:00, 21:30, 23:00) are the only consistent discount tier, applied 14-15% of the time. Cells with n<5 are marked but still indicative.



What the chart shows

• S07 (14:05) is the single hottest session — 2.29 average seats available across the period, meaning roughly 54% occupancy. S04 (09:50) and S05 (11:15) follow closely.

• Evening slots S10–S13 (18:30–23:00) sit near-empty. S13 (23:00) is functionally dead: 4.93/5 average availability despite a permanent 125K → 115K discount.

• Day-of-week effect: Saturday and Friday are the strongest days for the late-evening promo slots (members book ahead for weekend nights); Tuesday is the softest day overall.

• The 11:00–17:00 block (S05–S08) is where demand consistently outruns supply — admin regularly open overflow slots to absorb it.

Session fill rate ranking (most → least booked)

Session	Time	Obs	Avg avail	Occupancy
S05	11:15	714	2.36	52.9%
S07	14:05	1049	2.37	52.5%
S04	09:50	577	2.60	48.0%
S03	08:25	548	2.85	43.1%
S06	12:40	1025	2.91	41.8%
S08	15:30	1180	2.99	40.3%

S02	07:00	331	3.24	35.3%
S09	17:00	1454	3.44	31.1%
S10	18:30	1836	3.93	21.4%
S11	20:00	1924	3.99	20.2%
S01	05:30	261	4.23	15.5%
S12	21:30	2059	4.41	11.7%
S13	23:00	2086	4.93	1.3%

1. Operator findings — demand & supply

Across 6 months and 13 daily slots, the demand profile is bimodal. Morning and afternoon slots (S02–S08, 07:00–17:00) are the revenue core; evening slots (S10–S13, 18:30–23:00) are a permanent loss-leader disguised as a promo.

Headline numbers

• 2125 broadcasts parsed from 156 unique dates

• 878 slot mentions tagged as PROMO 125K/115K (concentrated on S11–S13)

• S07 (14:05) — hottest session: 2.29 avg seats available (54% booked)

• S13 (23:00) — dead session: 4.93 avg seats available (1% booked), even at 115K discount

• Saturday, Friday, Wednesday are the strongest days; Tuesday is the softest

2. Marketer findings — content & positioning

The WhatsApp group is 85% a live inventory board, not a content channel. Same 13-slot template, posted 14× per day. The only consistent pricing hook is the 125K/115K late-night discount. The brand itself is mid-pivot: the footer now reads "Asyifa Regenerative Institute — Beyond Therapy" but the body still says "Asyifa Hiperbarik Indonesia cabang Rempoa" — a 6-month inconsistency that signals the rebrand never landed.

Pricing ladder

Product	Price
HBOT single session	199K
HBOT late-night promo (20:00 / 21:30 / 23:00)	125K → 115K
Paket 2x	310K (155K/sesi)
Paket 5x	750K (150K/sesi)
Paket 10x	1.4M (140K/sesi)
Paket 20x	2.6M (130K/sesi)
HBOT + RLT 30 min bundle	215K
HBOT + RLT 60 min bundle	250K
Executive Inflammation Screening	8.37M
Terapi Limfatik Wajah	300K
Accupresure	345K
Kop Jalan (cupping)	175K

Member engagement: testimonials skew severe medical (stroke, hypertension, pancreatic cancer). Zero public complaints in 6 months. Members ask about combo protocols, RLT uses, Ramadan fatwa. Owner Iman Fauzan posts founder-voice essays occasionally; admin voice is mechanical "Halo Kakak" broadcasts.

3. Strategist findings — weaknesses & opportunities

Ranked opportunity list

• Peak-hour capacity overflow (11:00–17:00). Impact: high. Confidence: high.

On a third of operating days the standard 11:00–17:00 block sells out and admin opens ad-hoc overflow slots. A new clinic with guaranteed same-day peak-hour booking absorbs the demand Asyifa turns away. Premium positioning on reliability alone — no discount required.

• Evening inventory bleed (S10–S13, 18:30–23:00). Impact: high. Confidence: high.

50–95% of evening promo seats sit empty. Promo dropped 125K → 115K and still didn't fill. Asyifa is discounting a product nobody wants at that hour. Skip the late-night slot entirely, or run a premium 'executive late session' at full 199K with concierge framing.

• Brand identity collision (6 months unresolved). Impact: high. Confidence: high.

Header says 'Asyifa Hiperbarik Indonesia cabang Rempoa'; footer says 'Asyifa Regenerative Institute'. Members and market are confused. A new clinic that ships a finished brand on day one (logo, domain, IG, WA template, signage) is automatically more credible than a half-migrated competitor.

• Content is inventory, not education. Impact: high. Confidence: medium-high.

Of ~3,000 admin posts over 6 months, only ~45 (1.5%) are educational. The group is a stock ticker, not a clinic community. Publish 2–3 high-quality explainers per week: protocol science, safety, expected session counts per condition, anonymized outcome stats. Earned distribution Asyifa can't move fast into.

• Off-peak day demand (Tue, Sun). Impact: medium. Confidence: medium.

Two days of the week are dramatically under-utilized. Price-segment by day. Tue/Sun at 150K, Sat/Fri at 199K. Different buyer, different message — Tue targets retirees and housewives, Sun targets families. Asyifa's flat pricing leaves this on the table.

• No public outcome data (proof gap). Impact: medium. Confidence: medium.

Testimonials are informal WhatsApp forwards — severe cases, no N, no methodology, no consent. Buyers doing diligence have nothing to verify. Publish a quarterly outcomes report.

• Declining momentum May–Jun. Impact: medium. Confidence: low-medium.

If structural (not just Ramadan post-holiday softness), Asyifa is leaking share. Launch in the dip — when the market leader is busy defending, your entry is cheaper. Time marketing push to Aug–Sep 2026 to ride back-to-school and post-liburan wellness spend.

Defensive moves Asyifa will likely make (next 3–6 months)

• Double down on promo: 115K → 99K or BOGO late-night, to clear evening chairs and smother new entrants on price. Counter: don't compete on late-night; let them bleed.

• Finish the rebrand. Logo, IG overhaul, new collateral, one canonical name. They'll close the half-migrated state. Counter: move fast on your brand so you're established before theirs lands.

• Add a 2nd chamber or satellite location to absorb peak overflow. Addresses 34% of days. Counter: differentiate on experience/format, not capacity.

• Hire a content person, push education posts from 1.5% to 10–15%. They have the founder-voice, the data, and the channel. Counter: own the long-form/proof niche they can't move fast into.

Positioning recommendation

"Book once. We track your protocol, schedule around your life, and publish the results."

Outcome-led, low-friction, proof-anchored. The opposite of Asyifa's 14× daily "STOK TERISI" inventory broadcast.

Action plan — first 90 days

Week 1–2 — Pick a single name, write a single tagline, ship the brand end-to-end. Logo, domain, IG, WA template, signage. One voice from day one — don't repeat Asyifa's 6-month rebrand drift.

Week 3–4 — Set up operational basics. Booking system, calendar, intake form, payment. Build the protocol-tracking DB now — the 'we track your protocol' claim is the differentiator. Don't ship it as marketing without the data to back it up.

Month 2 — Launch with 1 morning + 1 afternoon session window, not 5 slots. The data shows S07 (14:05) and S04 (09:50) are the demand peak. Hit those times first. Don't compete on late-night — let Asyifa keep subsidizing empty chairs.

Month 2 — Publish 3 educational pieces per week: protocol science, safety, expected session counts per condition. Get the founder/doctor on video. Earned distribution beats paid.

Month 2 — Set up a quarterly outcomes report pipeline. Even 10 patients, even a single page PDF. The medical-buyer market is starved for proof.

Month 3 — Time the marketing push to Aug–Sep 2026. Post-liburan wellness spend, back-to-school, lead-time for Ramadan cycle. If Asyifa's May–Jun softness is structural, this is the window.

Ongoing — Don't broadcast 14× per day. One morning menu post, one afternoon update with personality. "We have 3 spots left today" beats a stock ticker.

Single-sentence thesis

The market leader is in transition, not growth — rebrand half-done, content thin, evening dead, and a 6-month brand inconsistency. The window to enter as the clean, modern, proof-anchored alternative is open now.

Generated from WhatsApp group export, 2026-01-05 to 2026-07-01. Parser extracted 2125 broadcasts. Heatmap cells show mean seats available; n = number of broadcasts in that day-slot cell. All prices in Indonesian Rupiah (K = thousand).