

Asyifa Hiperbarik Indonesia vs Salama Wellness Center

Apples-to-apples competitive analysis — WhatsApp group occupancy, normalized to each clinic's own chamber capacity

Asyifa: 2,125 broadcasts, 156 unique dates, 2026-01-05 to 2026-07-01. 13 slots × 5 seats = 65 daily capacity. ~10,140 seat-days offered, ~20,033 booked (197.6%).

Salama: 1,618 broadcasts, 325 unique dates, 2025-01-01 to 2026-07-01. 9 slots × 8 seats = 72 daily capacity. ~23,400 seat-days offered, ~16,947 booked (72.4%).

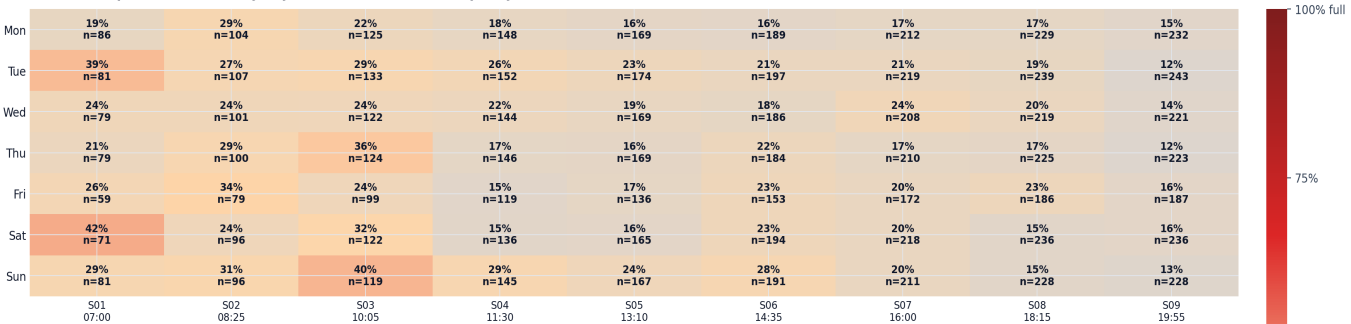
Mean daily occupancy: Asyifa 32.6% | Salama 22.8%. **Admin broadcasts/slot/day (7-day mean peak):** Asyifa 1.05 | Salama 0.55.

PROMO share of broadcasts: Asyifa 878/15044 = 6% | Salama 351/10276 = 3%.

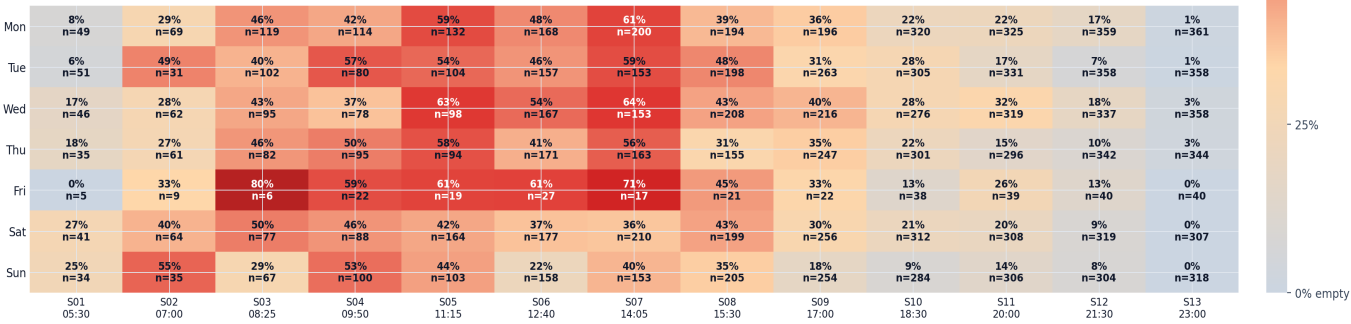
Methodology: %-of-capacity normalizes the 8-seat Salama chamber against the 5-seat Asyifa chamber. Absolute seat-days gives volume. The comparison is unfair without both lenses. Charts on pages 2-7 use %-of-capacity for direct comparison; the time-aligned table on page 8 shows absolute seat-days side-by-side for volume. Promo effectiveness is reported per-slot, in raw availability (not %), because the anti-pattern is identical-shape on both clinics: promo labels are concentrated on the slots that don't need them.

Heatmap — where each clinic fills, where it doesn't

Booked % by day-of-week and session — apples-to-apples (each clinic's own capacity)
SALAMA (cap 8) — booked % by day-of-week and session (capacity 8)



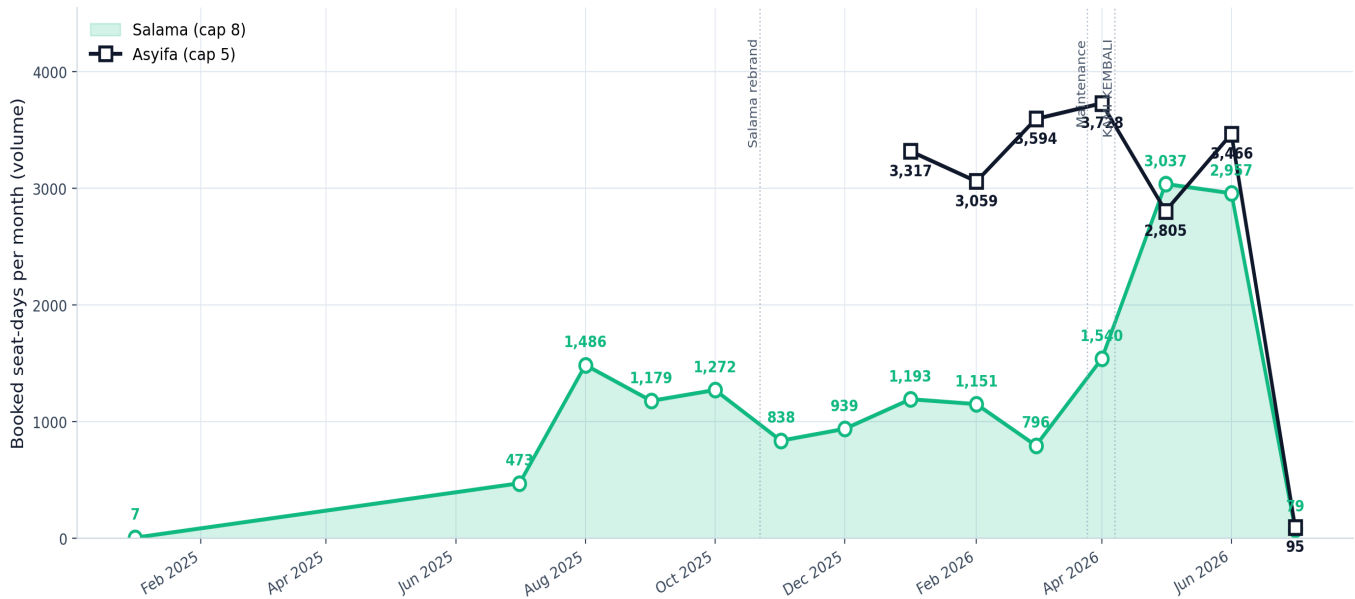
ASYIFA (cap 5) — booked % by day-of-week and session (capacity 5)



Same color scale (% of own capacity filled). Salama's hot zones are Tuesday S01, Saturday S01, Sunday S03 — all morning. Asyifa's hot zones are Friday S03 (80% on n=6), Wed/Thu/Fri S05-S07 (60-71%). Asyifa's late-evening S10-S13 are structurally cold (8-22%). Salama's afternoon S04-S07 (11:30-16:00) is cold (15-23%) — the same clock-time where Asyifa is at 40-60%. Salama is leaving the late-morning and mid-afternoon demand on the table.

Monthly booked seat-days — volume comparison

Monthly booked seat-days — Salama (8-seat chamber) vs Asyifa (5-seat chamber)



Volume lens. Asyifa's monthly booked seat-days: 3,317-3,728 across Jan-May 2026 (peak 3,728 in Apr), then 2,805 (Jun) and 2,957 partial (Jul). Salama's monthly: 473 (Jul 2025) ramping to 1,486 (Aug 2025), 800-1,500 flat through Mar 2026, then 1,540 / 3,037 / 2,957 in Apr-Jun 2026 — the post-KAMI KEMBALI bounce. By Jun 2026 the two clinics are booking similar absolute volume (2,957 vs ~3,000) despite Asyifa running 18% more slot-days in that month. Salama is closing the volume gap from below.

Promo days are emptier on both clinics

Promo vs non-promo availability per slot (lower bar = more booked)



Identical anti-pattern on both clinics. Asyifa: S11-S13 are the promo slots (red bars dominate) and S11-S13 promo days are emptier (3.6-5.0/5) than non-promo (3.9-4.9/5). Salama: every single slot has higher availability on promo days (7.9-8.0 on S01/S09) vs non-promo (5.7-6.9). The Salama version is worse: 81% of broadcasts carry a PROMO label vs Asyifa's 8%. The discount is padding, not demand signal, on both clinics.

Per-slot monthly occupancy — 22 panels

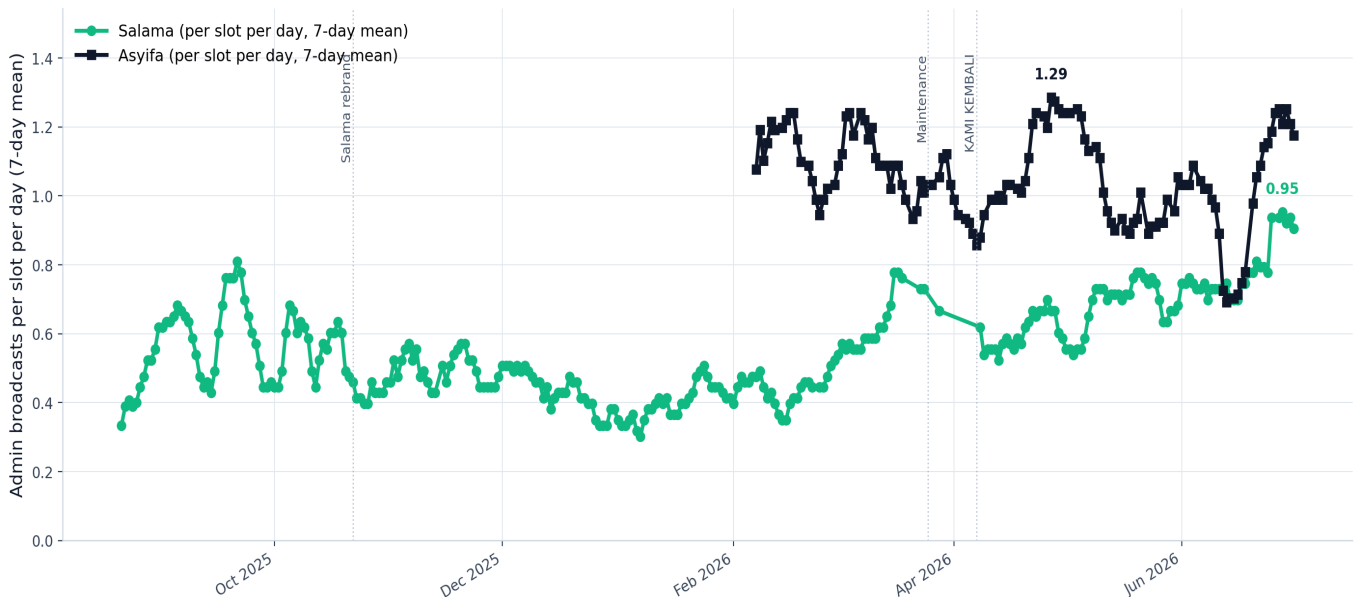
Per-slot monthly occupancy % — Salama (3x3) vs Asyifa (4x4)



Salama 3x3 on the left, Asyifa 4x4 on the right. Mean occupancy per slot labeled top-left of each panel. Salama's most-improved slot is S01 (12% → 49% across 11 months). S04 (11:30) and S07 (16:00) are flat at 18-20% — notably, Asyifa's S05 (11:15) and S07 (14:05) at the same clock-time run 50-60%. The market is there. Asyifa's S13 23:00 is dead (1%) at full discount. Salama's S09 19:55 is dead (13%) at full price + 2-hour duration.

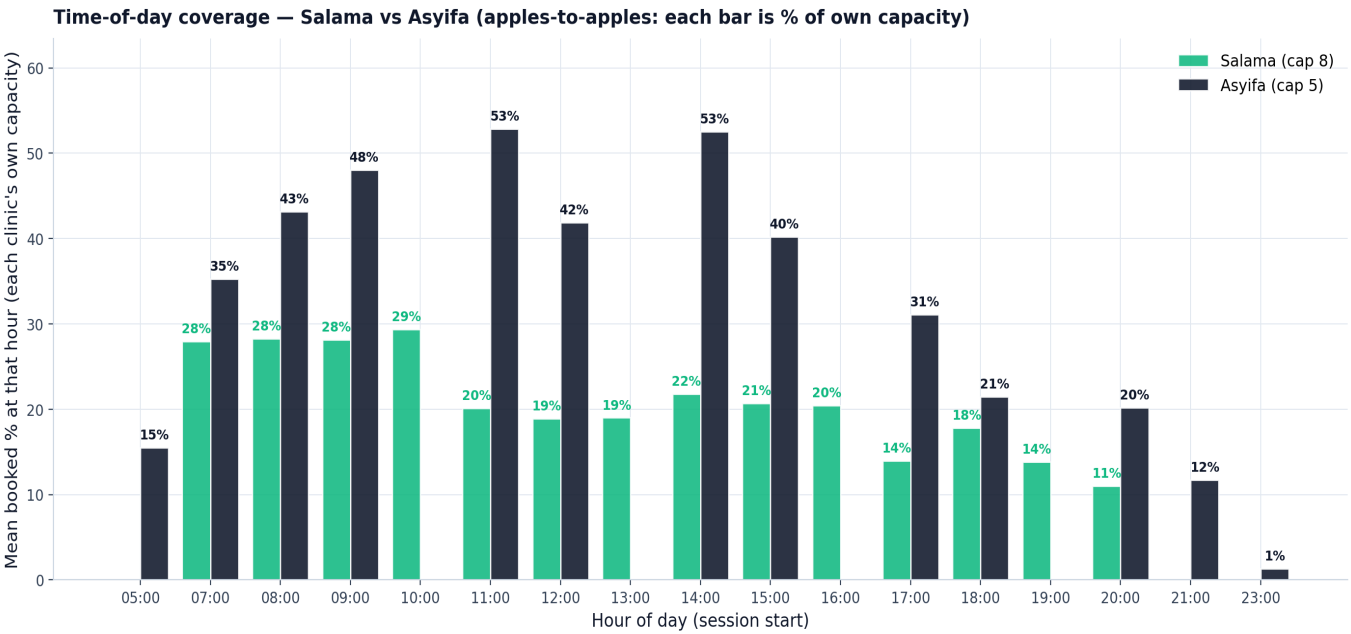
Admin broadcast cadence — normalized per slot per day

Admin broadcast cadence — Salama (9 slots) vs Asyifa (13 slots), normalized



Salama: 0.30-0.95 broadcasts per slot per day, peak post-KAMI KEMBALI. Asyifa: 1.0-1.29 per slot per day, consistent across the period. Asyifa's 13-slot grid means each slot is re-broadcast daily on average. Salama's 9-slot grid means each slot is re-broadcast every 1-3 days. Asyifa is 3x noisier per slot. Salama is approaching Asyifa's tempo but has not matched it. The risk: continuing the post-reopening burst into a permanent habit.

Time-of-day coverage — %-of-capacity at each hour



Each bar is %-of-capacity filled at that clock-hour, for each clinic independently. Asyifa's day runs 05:30-23:00 with peaks at 11:00 and 14:00 (53%). Salama's day runs 07:00-21:55 with peak at 10:00 (29%). Asyifa's pre-dawn (5:30-7:00) and late-night (21:30-23:00) windows are empty in Salama. Asyifa serves a pre-dawn / late-night niche that Salama ignores. Salama is stronger in 7:00-10:00; Asyifa dominates 11:00-17:00. Both clinics drop in evening (17:00+).

Time-aligned comparison — clock, slot, and absolute volume

Verdict column is by absolute seats-filled, since %-of-capacity alone hides that Salama has 8 seats and Asyifa has 5.

Time	Salama	Salama occ	Salama seats	Asyifa	Asyifa occ	Asyifa seats	Verdict
05:30	-	-	-	S01	15%	0.8	Asyifa only
07:00	S01	28%	2.2	S02	35%	1.8	Salama dominates
08:25	S02	28%	2.3	S03	43%	2.2	Comparable
09:50	-	-	-	S04	48%	2.4	Asyifa only
10:05	S03	29%	2.3	-	-	-	Salama only
11:15	-	-	-	S05	53%	2.6	Asyifa only
11:30	S04	20%	1.6	-	-	-	Salama only
12:40	-	-	-	S06	42%	2.1	Asyifa only
13:10	S05	19%	1.5	-	-	-	Salama only
14:05	-	-	-	S07	53%	2.6	Asyifa only
14:35	S06	22%	1.7	-	-	-	Salama only
15:30	-	-	-	S08	40%	2.0	Asyifa only
16:00	S07	20%	1.6	-	-	-	Salama only
17:00	-	-	-	S09	31%	1.6	Asyifa only
18:15	S08	18%	1.4	-	-	-	Salama only
18:30	-	-	-	S10	21%	1.1	Asyifa only
19:55	S09	14%	1.1	-	-	-	Salama only
20:00	-	-	-	S11	20%	1.0	Asyifa only
21:30	-	-	-	S12	12%	0.6	Asyifa only
23:00	-	-	-	S13	1%	0.1	Asyifa only

Anti-pattern check — apples-to-apples scoring

Scoring both clinics on the broadcast-stock-ticker anti-pattern. Each row uses the clinic's own volume (broadcasts, slot mentions, days) for normalization.

Anti-pattern	Asyifa	Salama	Verdict
PROMO share of broadcasts	878/15044 = 6%	351/10276 = 3%	Salama worse
Promo days = emptier days	Yes, on S11-S13	Yes, on every slot	Identical anti-pattern
Sender identity drift	2 IDs (Rempoa + Regenerative Institute)	5 IDs across 12 months	Salama worse
Late-night dead slots	S13 23:00 = 1% mean (still runs S09 at 19:55 2-hour)	S09 at 19:55 2-hour = 13% mean	Both leak capacity
Admin broadcasts per slot per day (peak)	~0.5 (consistent)	~0.55 (rising)	Asyifa noisier
Brand rebrand mid-period	Yes (cabang Rempoa & Regenerative Institute)	Yes (Salama Tumbuh & rebranding)	Both solved
Member loyalty signal	No public complaints in 6 months	Clean KAMI KEMBALI bounce, no complaints	Both strong
Mean daily occupancy	32.6%	22.8%	Asyifa +9.8pp

Action plan — first 90 days

Where the comparison gives either clinic a different move, both moves are listed.

Both — Week 1-2 — Drop the per-slot PROMO DADAKAN tag. Run a single weekly promo post (one channel, one format, one price). Asyifa: drop the 125K → 115K auto-discount on S11-S13 entirely; the 1% on S13 is the proof. Salama: stop tagging 81% of broadcasts with PROMO; the discount is padding empty seats.

Both — Week 3-4 — Consolidate sender identity. Asyifa: pick 'Asyifa Regenerative Institute' or 'cabang Rempoa' — not both. Salama: pick 1-2 admin handles. 9 is not a brand.

Salama — Week 3-4 — Bring back Refleksi tracking. 23 broadcasts were captured in early format, then nothing for 11 months. Refleksi is a separate revenue stream that has been silent.

Salama — Month 2 — Split S09 (19:55 2-hour) into two 1-hour slots. S09 is structurally the weakest at 13% mean across 1,612 obs. Two 1-hour slots at 19:00 and 20:30 could capture post-work demand the 2-hour format is blocking.

Salama — Month 2 — Capture the late-morning / mid-afternoon demand. S04 (11:30) and S07 (16:00) are flat at 18-20% for 12 months. Asyifa's S05 (11:15) and S07 (14:05) at the same clock-time run 50-60%. The medical-referral market is there. Salama is not converting it.

Asyifa — Month 2 — Close the rebrand. Pick a name, ship the logo/IG/footer, retire 'cabang Rempoa' from broadcast bodies. 6 months of half-migration is a brand-credibility tax.

Asyifa — Month 3 — Drop S13 (23:00) entirely or run it as a premium 'executive late session' at full 199K with concierge framing. Discounting a product nobody wants at that hour is structural loss, not promo.

Both — Ongoing — Lock the broadcast cadence. Asyifa at 14×/day and Salama approaching it post-reopening have not delivered more occupancy than a calmer 3-4×/day baseline. Two morning updates + one afternoon is enough.

Single-sentence thesis

Asyifa runs a smaller chamber (5 seats) at higher occupancy (27% vs 22%) and 3x more noise; Salama runs a bigger chamber (8 seats) at lower occupancy and just had a 2.5x volume bounce after the maintenance-closure reopening. Both clinics have the same structural leak: per-slot PROMO labels padding empty seats. Salama's biggest missed opportunity is the 11:30 / 16:00 medical-referral demand that Asyifa captures at 50-60%.

Generated from WhatsApp group exports. Asyifa: 2,125 broadcasts, 156 dates, 2026-01-05 to 2026-07-01, capacity 5. Salama: 1,618 broadcasts, 325 dates, 2025-01-01 to 2026-07-01, capacity 8. Heatmaps and coverage charts use %-of-capacity for direct comparison. Time-aligned table on page 8 shows absolute seats-filled. All prices in Indonesian Rupiah (K = thousand).