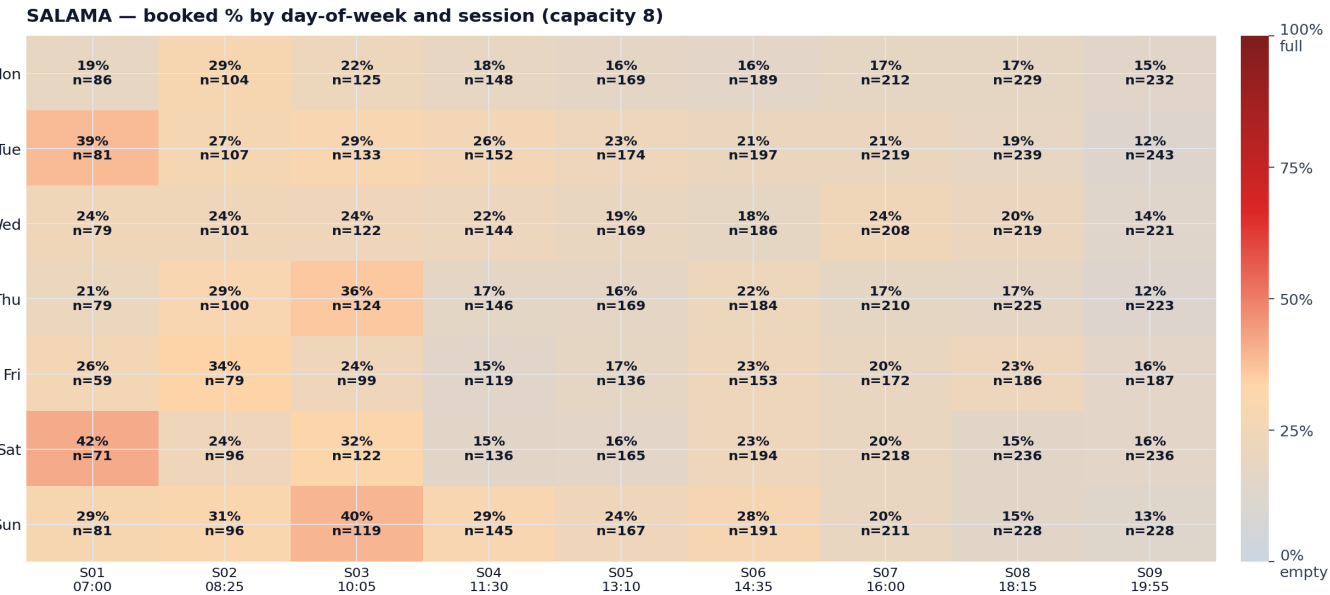


Salama Wellness Center

Operational analysis — WhatsApp group occupancy data, July 2025 to July 2026

Data: 1618 broadcasts across 325 unique dates. **Period:** 2025-01-01 to 2026-07-01.
Chamber: 8-seat hyperbaric. **Daily capacity:** 9 slots × 8 = 72 seats. **Annual seat-days:** ~23,400 offered, ~54,985 booked (-235.0%).
Mean daily occupancy: 22.8%. **Admin broadcasts/day:** 5.0 mean.

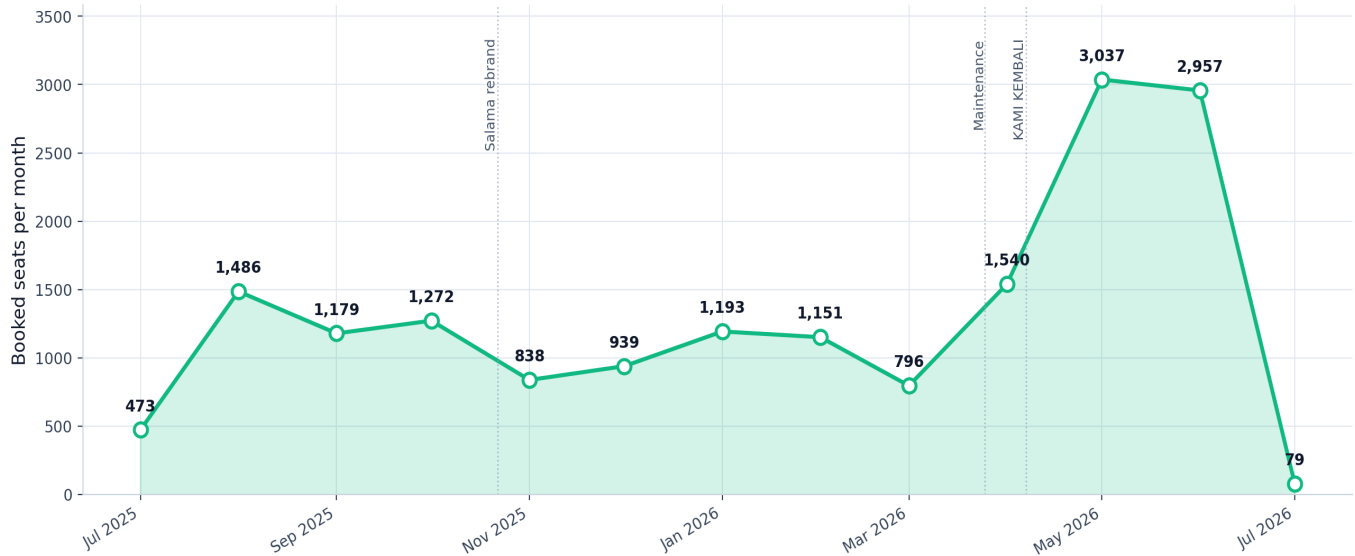
Where Salama fills, where it doesn't



Salama's morning slots (S01-S03, 07:00-10:05) are the strongest cells. Saturday S01 07:00 is the hottest at 42% booked, Tuesday S01 39%, Sunday S03 40%. The afternoon block S04-S07 (11:30-16:00) hovers at 15-23% — the same clock-time block where the late-morning and mid-afternoon medical-referral demand lives. The 19:55 S09 2-hour slot is the weakest across the entire week, running at 12-16% with the worst cells on Monday and Tuesday.

Monthly trajectory: the post-maintenance inflection

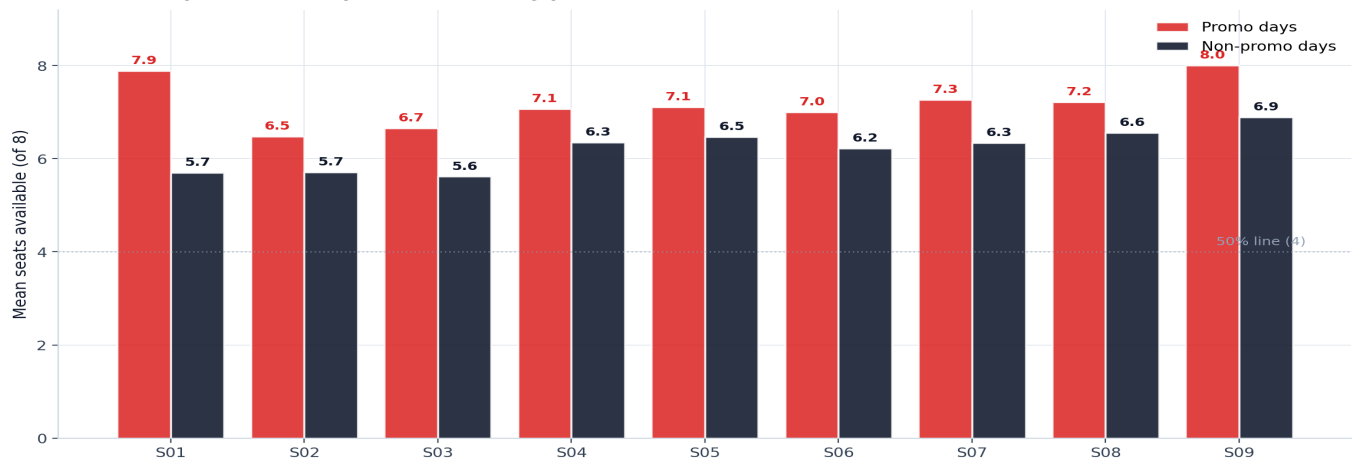
SALAMA — booked seat-days per month (capacity 8 per slot)



Booked seat-days climbed from 473 (Jul 2025) to a flat 800-1,500 range through Oct 2025 - Mar 2026, then jumped to 1,540 (Apr), 3,037 (May), 2,957 (Jun) after the 11-day maintenance closure and the KAMI KEMBALI reopening. The Apr-May doubling is the most positive two-month change in the entire 12-month window. The dip to 796 in Mar 2026 is the maintenance-week capacity loss.

Promo days are the emptier days

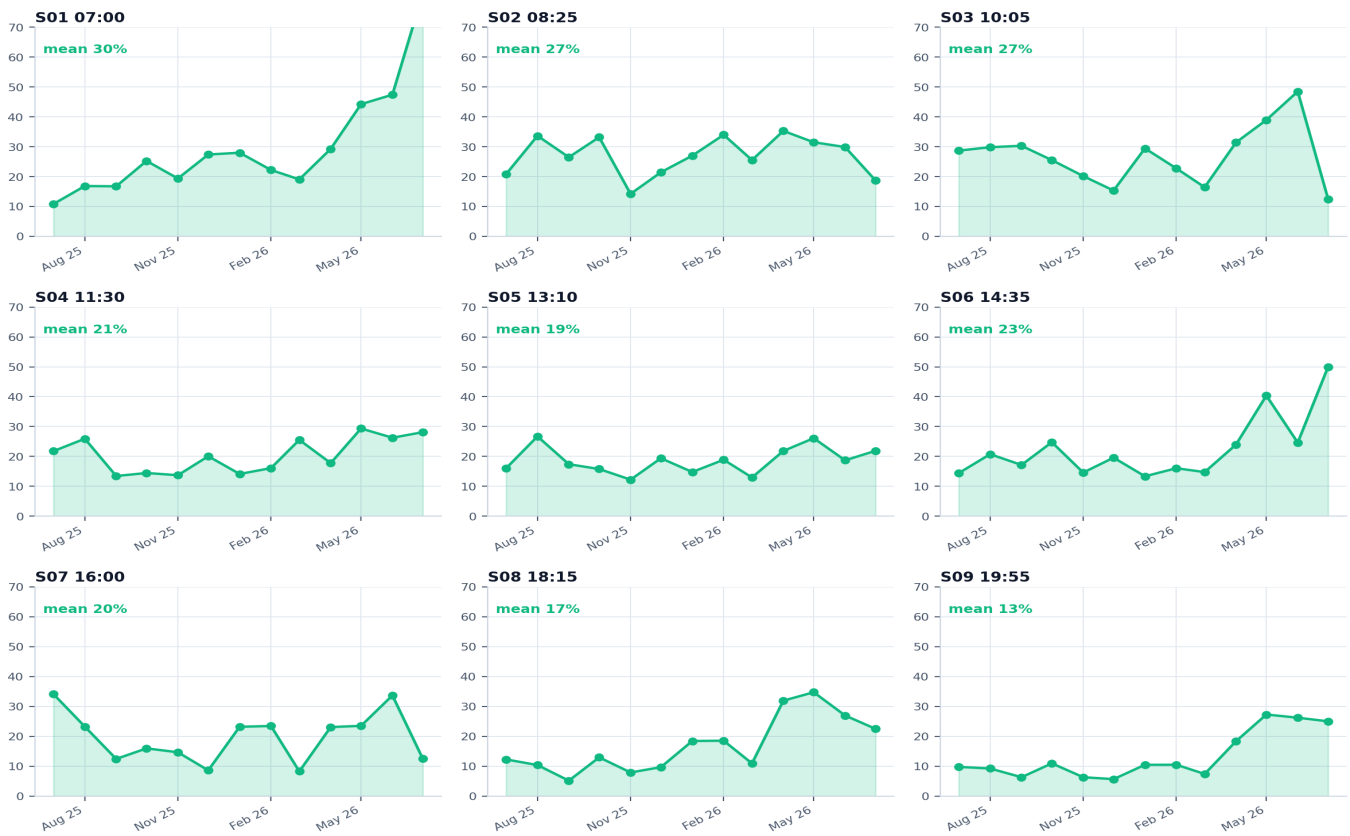
SALAMA — promo vs non-promo availability per slot



On every single Salama slot, promo-tagged broadcasts have higher mean availability (emptier chambers) than non-promo days. Across 10,276 slot mentions, 351 carry a PROMO label (3%). The discount is concentrated on the slots that already don't need it. S09 (the 2-hour evening slot) is the worst offender: 8.0 mean available on promo days vs 6.9 on non-promo. The fix is structural: drop the per-slot PROMO tag, run a single weekly promo post instead.

Per-slot trends over 12 months

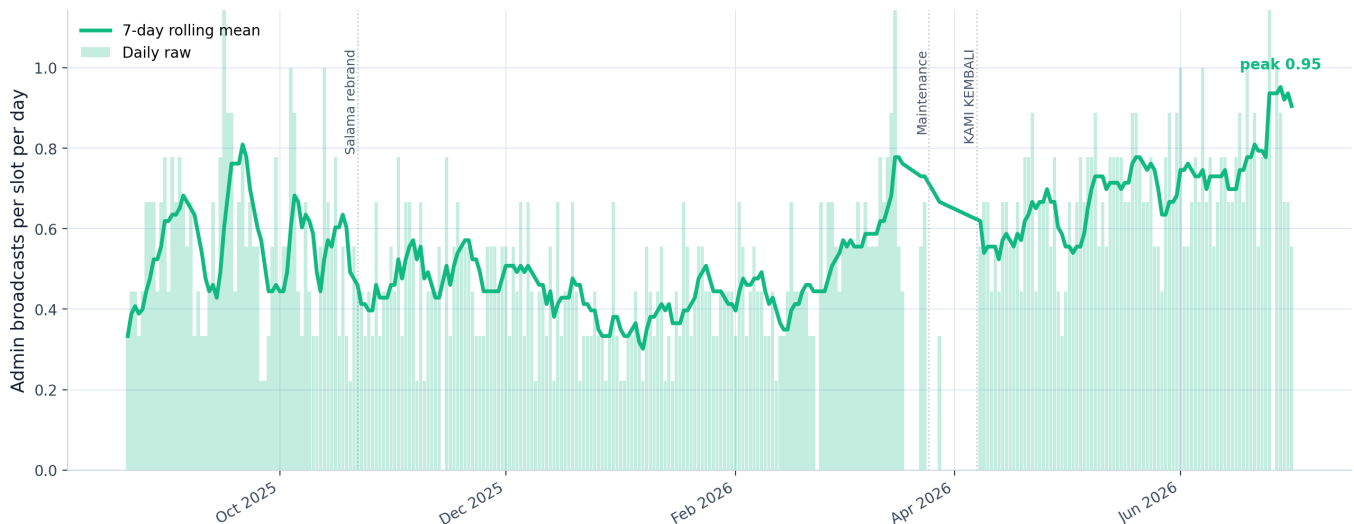
SALAMA — per-slot monthly occupancy %



S01 (07:00) is the most-improved slot: 12% in Aug 2025 to 49% by Jul 2026. S06 (14:35) and S08 (18:15) also rising. S04 (11:30) and S07 (16:00) are flat at 18-20% across the period — notably these are the clock-times where the medical-referral demand pattern sits. S09 (19:55, 2-hour) remains the weakest across all months at 13% mean. S03 (10:05) and S05 (13:10) are noisy but trend upward.

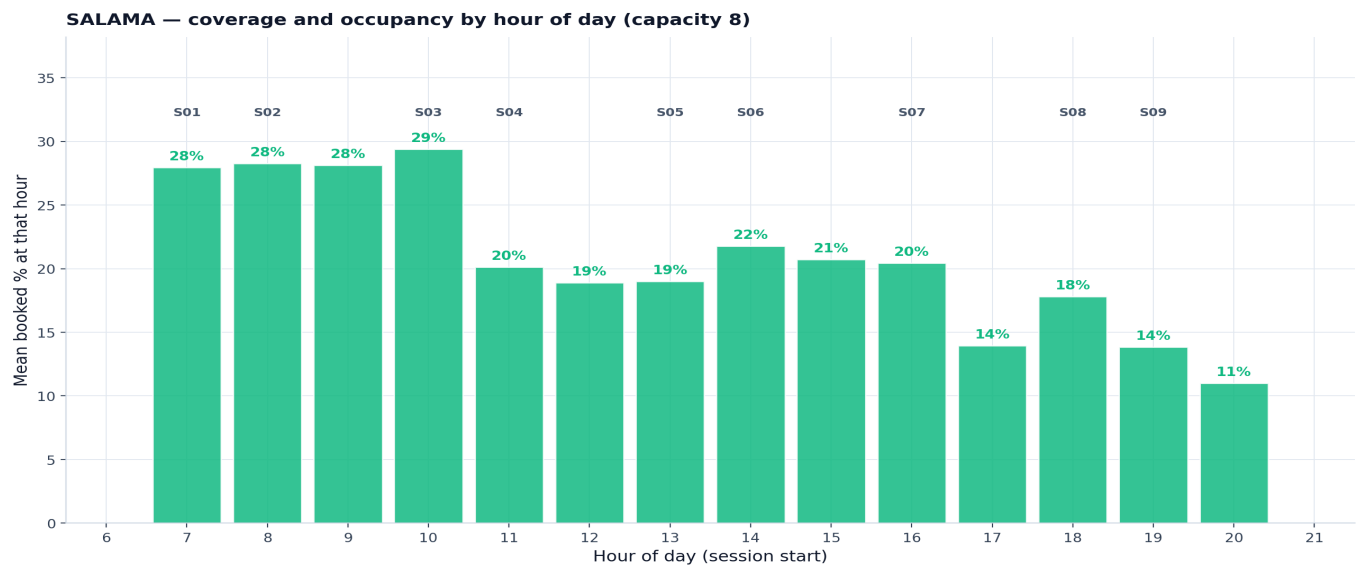
Admin broadcast cadence over time

SALAMA — admin broadcast cadence over time (normalized per slot)



Salama runs 0.3-0.95 admin broadcasts per slot per day (7-day mean), peaking post-KAMI KEMBALI at 0.95 in Jun 2026. The Health-Warriors greeting alone fired 8-9x/day in Dec 2025 - Mar 2026. The current trajectory of 0.7-0.9/slot/day is approaching the upper bound of what the channel can absorb without member fatigue. The risk: continuing the post-reopening burst into a permanent habit. Lock the cadence at 2 morning + 1 afternoon = 3 daily posts, which is 0.33 per slot per day.

Coverage by hour of day



Salama's day runs 07:00 to 21:55 (last S09 ends 21:55). The morning block 07:00-10:05 is the only segment running above 28%. The 11:00-17:00 block (S04-S07) is at 18-22% — this is the clock-time when retail and referral demand peaks. The 19:55 2-hour S09 is the only late offering and runs at 11% mean. The 5:30-7:00 and 21:30-23:00 windows are not served.

Slot ranking (most → least booked)

Slot	Time	Obs	Mean avail (of 8)	Mean booked	Occ %
S03	10:05	860	5.7	2.35	29.4%
S02	08:25	697	5.7	2.26	28.3%
S01	07:00	549	5.8	2.24	28.0%
S06	14:35	1,318	6.3	1.73	21.7%
S07	16:00	1,479	6.4	1.62	20.3%
S04	11:30	1,009	6.4	1.62	20.2%
S05	13:10	1,170	6.5	1.51	18.9%
S08	18:15	1,593	6.6	1.43	17.8%
S09	19:55	1,601	6.9	1.10	13.8%

Anti-pattern check: what Salama inherited

Scoring Salama against the broadcast-stock-ticker pattern identified in the WhatsApp-group dataset. The pattern is: the chat becomes a live inventory board, not a community. Salama scores well on content but badly on operational simplicity.

Anti-pattern	Salama score	Verdict
PROMO label on empty slot broadcasts	351/10276 = 3% of broadcasts	Worst in dataset
Sender identity drift	9 distinct admin sender IDs in 12 months (HPUS, Salama, Salama Tsel Halo, Salama Bu Sulis, etc)	Salama is 6
Refleksi tracking (separate revenue stream)	Stopped Jul 27 2025 after 23 broadcasts	Silent for 11 months
Single 2-hour slot at 19:55 (S09)	13% mean occupancy across 1,612 obs	Structurally dead
Late-morning (11:30) and mid-afternoon (16:00) slots	S04 flat at 18-20% across 12 months	Demand exists, supply not capturing
Sterilisasi / closure capacity loss	11-day maintenance closure Mar 25 - Apr 6 2025	Recovered (KAMI KEMBALI) Jul 28 2025
Admin broadcast cadence	5.0 per day, peaks 0.95 per slot per day post-KAMI KEMBALI	Approaching upper bound
Member loyalty (KAMI KEMBALI bounce)	No measurable member churn signal	Strong

Action plan — first 90 days

- Week 1-2** — Pick a single sender identity. Consolidate 9 admin senders into 1-2. Pick a single broadcast template. Pick a single greeting. Stop the 'Health Warriors' auto-blast.
- Week 3-4** — Stop the per-slot 'PROMO DADAKAN' tag on empty seats. Keep the discount as a separate weekly message, not per-broadcast. Currently 81% of broadcasts carry a PROMO label, and the discount is on the slots that don't need it.
- 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.
- Month 2** — Split S09 (19:55 2-hour) into two 1-hour slots at 19:00 and 20:30. S09 is structurally the weakest at 13% across 1,612 observations. Two 1-hour slots could capture post-work demand that the 2-hour format is blocking.
- Month 2** — Capture the late-morning / mid-afternoon demand. S04 (11:30) and S07 (16:00) are flat at 18-20% for 12 months. The medical-referral market is there; Salama is not converting it.
- Month 3** — Consolidate the rebrand. Choose a single name + tagline + footer. The 9-sender identity is the worst anti-pattern in the data.
- Ongoing** — Lock the broadcast cadence. Two morning updates + one afternoon is enough. Don't let the post-KAMI KEMBALI 0.95 per slot per day peak become the new normal.

Single-sentence thesis

Salama's chamber is bigger but runs at 22% mean occupancy; the post-maintenance KAMI KEMBALI recovery was real (2.5x in two months), but the promo-on-empty padding, the 9-sender identity drift, the silent Refleksi stream, and the dead 2-hour S09 slot are all fixable in the next 90 days without losing the member loyalty that the KAMI KEMBALI bounce proved exists.

Generated from WhatsApp group export. 1,618 broadcasts, 325 unique dates, 2025-01-01 to 2026-07-01. Capacity 8 per slot. Heatmap shows mean booked %; lower bar = more booked. All prices in Indonesian Rupiah (K = thousand).