



GUIDELINES :

Content Creator Program

Content Pillar

Content Pillar	Goals (Funnel)
Entertainment	Awareness
Education	Consideration
Experience/UGC	Decision
Promotion	Action

Content Type



Entertainment

Konten edukasi yang ngebahas tentang berbagai topik materi per-FKG-an secara informatif.

References

Azzahra - Preklinik

Tata - Koas

Riko - Preklinik

Wirya - Klinik

Riko - Preklinik



Preklinik

Klinik

Buku Cetak/Digital
UMEDS Learning

UMEDS Tryout
UMEDS Course

Code 10%

MINDYSECRET10

Softsell on Caption

Content Type



Education

Konten humor atau 'meme' yang relate sama kehidupan anak FKG. Fokus konten ini adalah awareness (total jumlah views)

References

- [Puput - Klinik](#)
- [Raihan - Klinik](#)
- [Mukti - Klinik](#)
- [Mukti - Klinik](#)
- [Puput - Klinik](#)



Preklinik	Klinik
Buku Cetak/Digital UMEDS Learning	UMEDS Tryout UMEDS Course
Code 10% MINDYSECRET10	

Content Type



Experience/UGC

Konten humor atau 'meme' yang relate sama kehidupan anak FKG. Fokus konten ini adalah awareness (total jumlah views)

References

- Raihan - Klinik
- Puput - Klinik
- Mukti - Klinik
- Mukti - Klinik
- Puput - Klinik



CTA

Prelinik	Klinik
Buku Cetak/Digital UMEDS Learning	UMEDS Tryout UMEDS Course
<p><i>Code 10%</i> MINDYSECRET10</p>	

Content Type



Promotion

Konten yang fokusnya mempromosikan produk UMEDS secara hard-selling.

References

- Raihan - Klinik
- Wirya - Klinik
- Riko - Klinik
- Mukti - Klinik
- Puput - Klinik

Prelinik	Klinik
Buku Cetak/Digital UMEDS Learning	UMEDS Tryout UMEDS Course
Code 10% MINDYSECRET10	

Format

- Content Type** Short Video
- Duration** 15 secs (MIN) & 60 secs (MAX)
- Platform** IG Reels / TikTok
- Hashtag** #umeds #fkglife #fkg #dentistry
- Tag Account** @umeds.id
- Submission** [Dashboard Post & Earn](#)



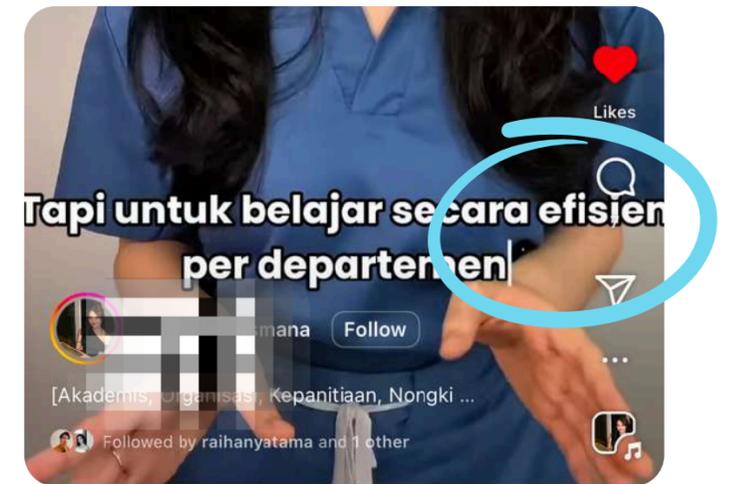
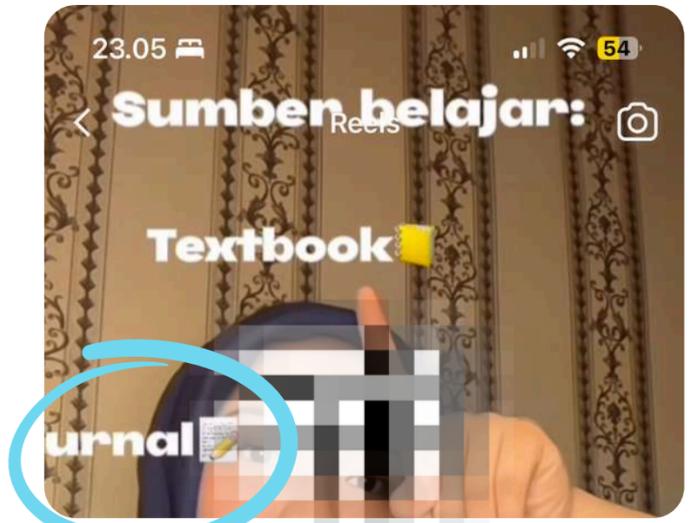
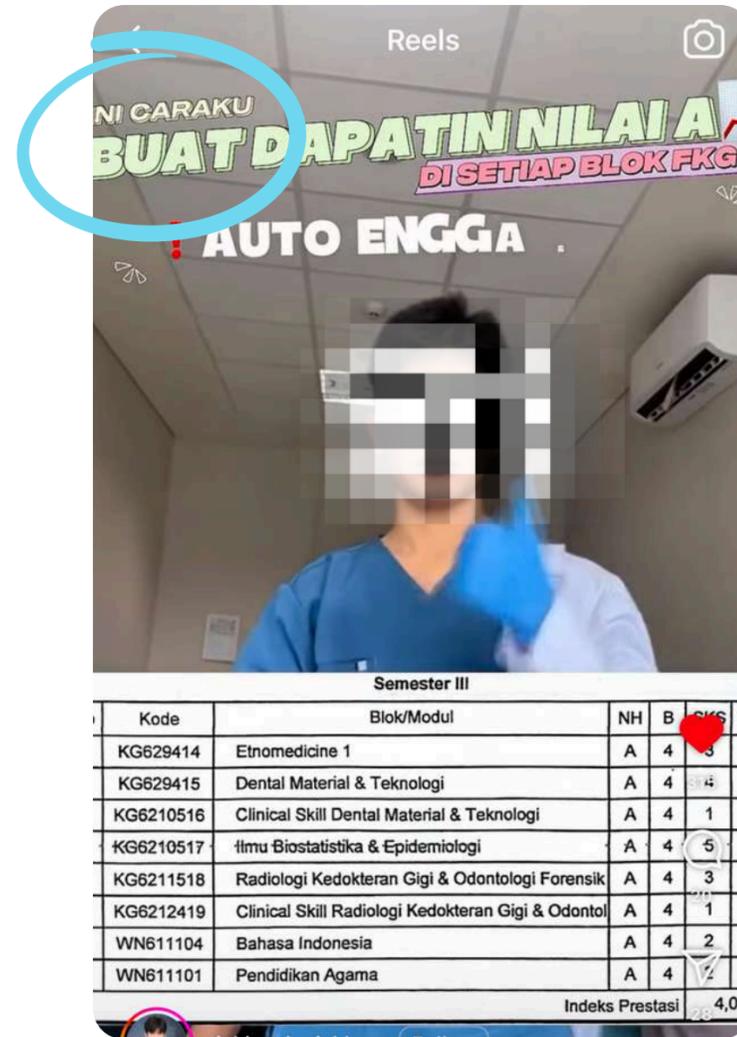
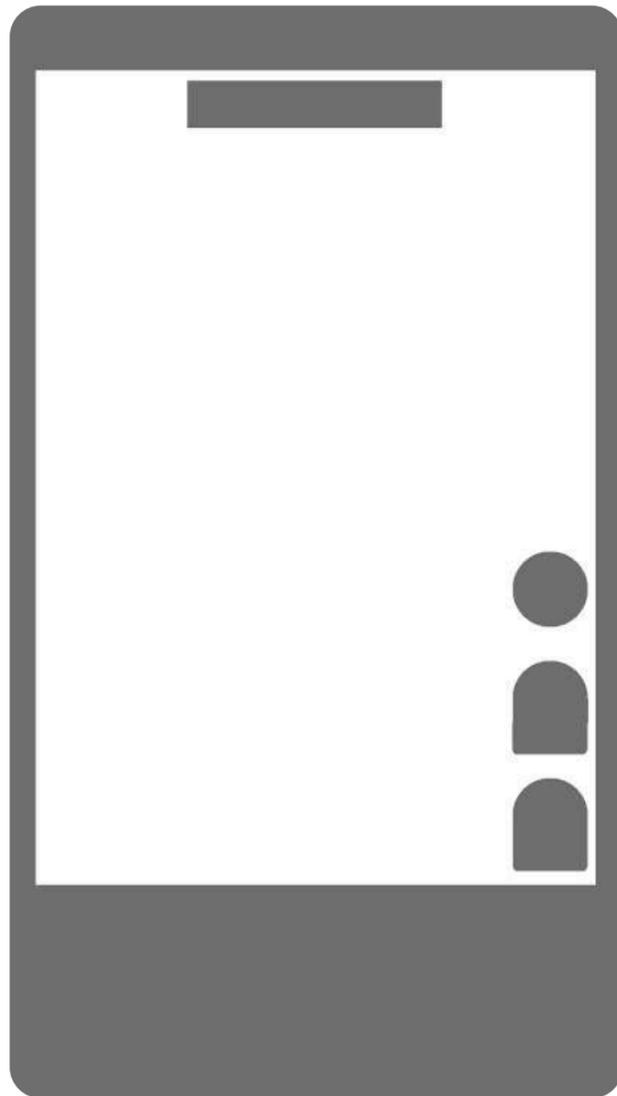
1

Do's

Safe zone

Don'ts

NO ZONE



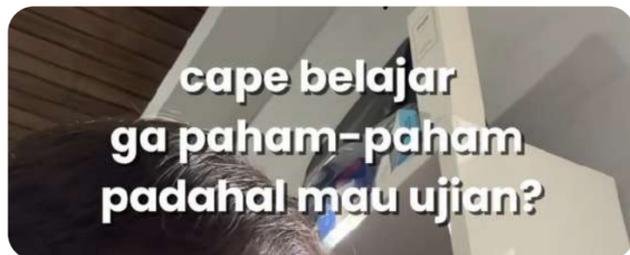
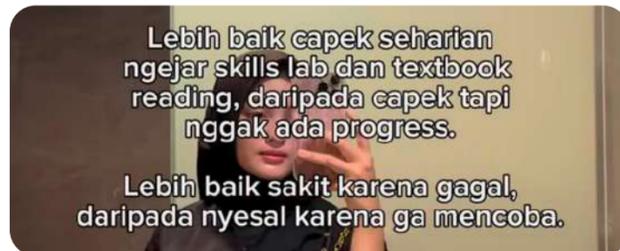
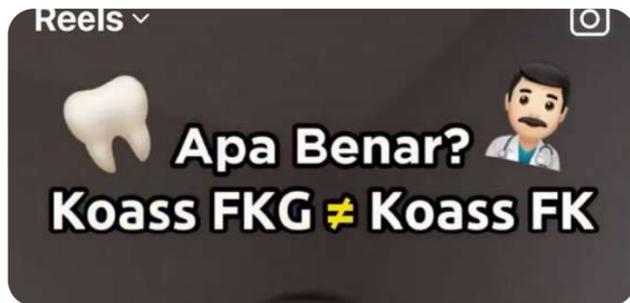
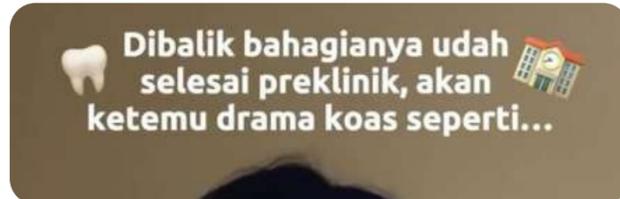
Kode	Blok/Modul	NH	B	SKS	TI	
KG629414	Etnomedicine 1	A	4	3	1	
KG629415	Dental Material & Teknologi	A	4	4	1	
KG6210516	Clinical Skill Dental Material & Teknologi	A	4	1	1	
KG6210517	Ilmu Biostatistika & Epidemiologi	A	4	5	2	
KG6211518	Radiologi Kedokteran Gigi & Odontologi Forensik	A	4	3	1	
KG6212419	Clinical Skill Radiologi Kedokteran Gigi & Odontol	A	4	1	1	
WN611104	Bahasa Indonesia	A	4	2	1	
WN611101	Pendidikan Agama	A	4	2	1	
					Indeks Prestasi	4,00

2

Do's

Font Style

Don'ts



Masuk ke era anak koas fomo dengan teman2 seumuran yang udah mulai magang, cari duit, lamaran, nikah. Sedangkan kita masih harus kerja pasien yang dibayarin orangtua (beban)

Aku waktu ngecek saldo mbanking habis belanja alat bahan kedokteran gigi

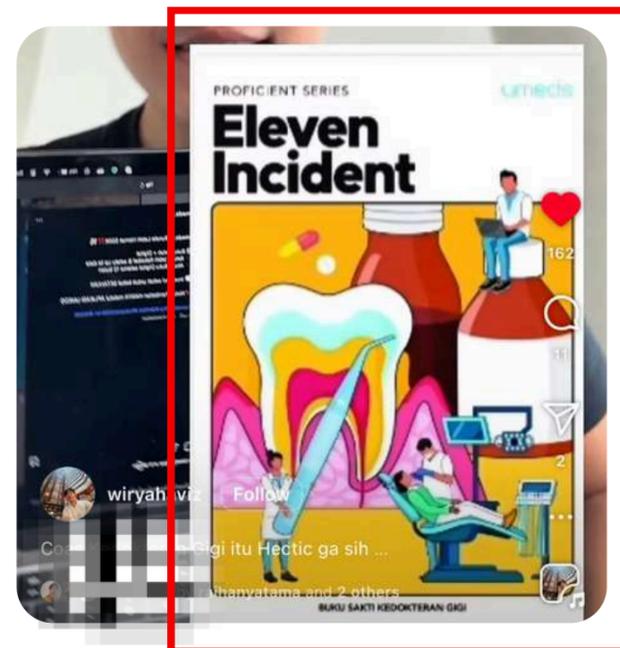
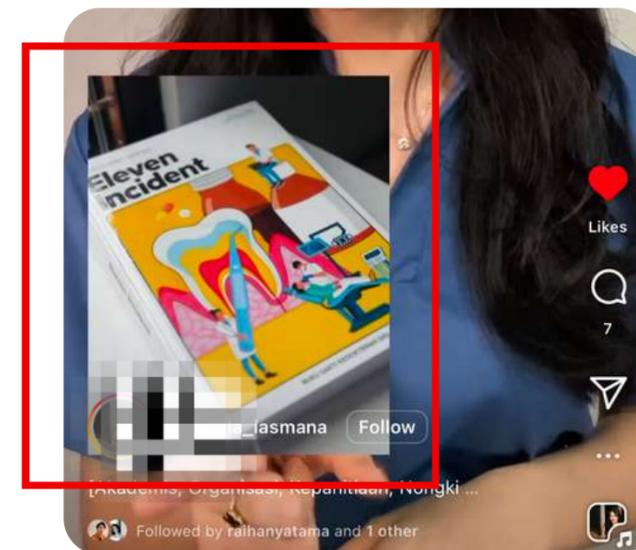
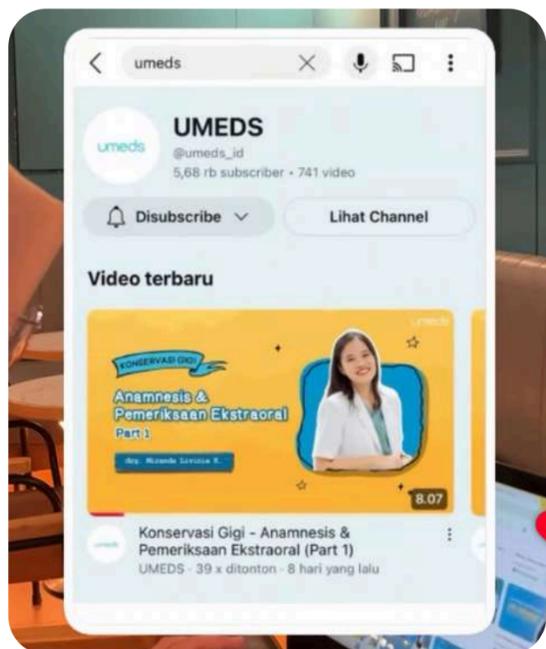
"iyaa dong, kan belajarnya pake ebook Eleven Incident dari Umeds"

3

Do's

Round Shape

Don'ts



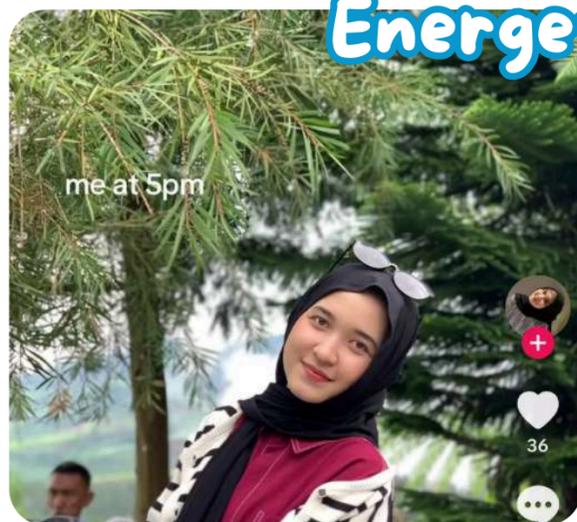
4)

Do's

Voice-Tone

Don'ts

Energetic



Optimistic

Encouraging



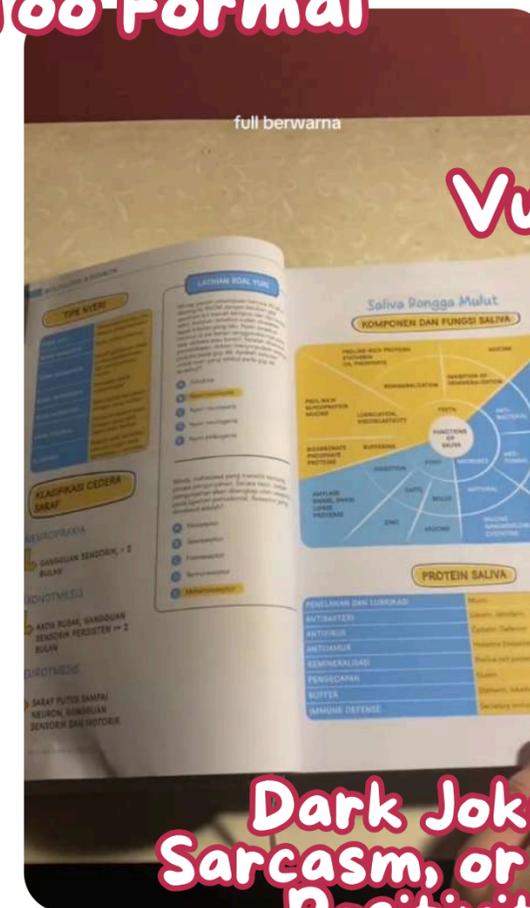
Flat Slow



Fake Clickbait

Too Formal

Vulgar



Friendly



Positivity

Fling / Flirty

Dark Jokes, Sarcasm, or Toxic Positivity



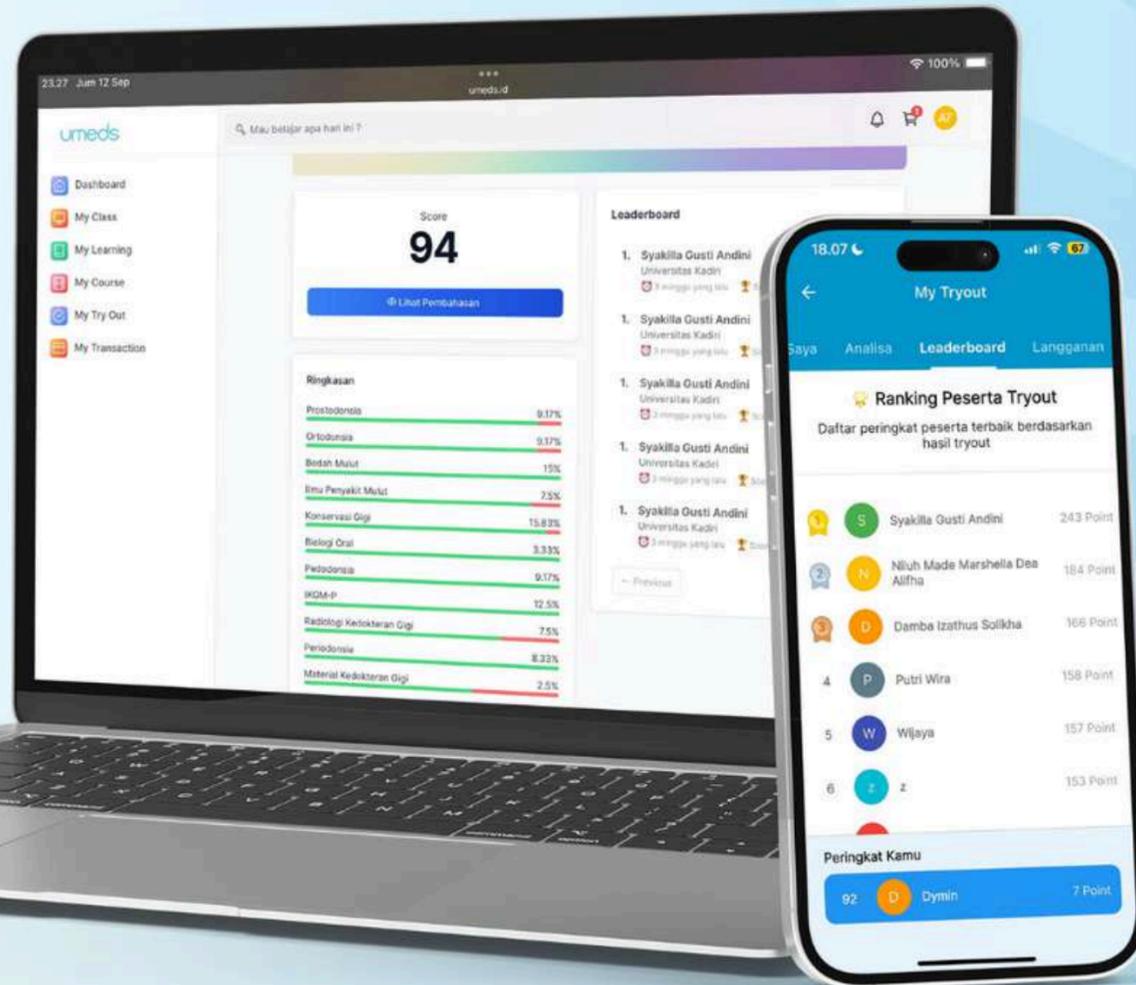
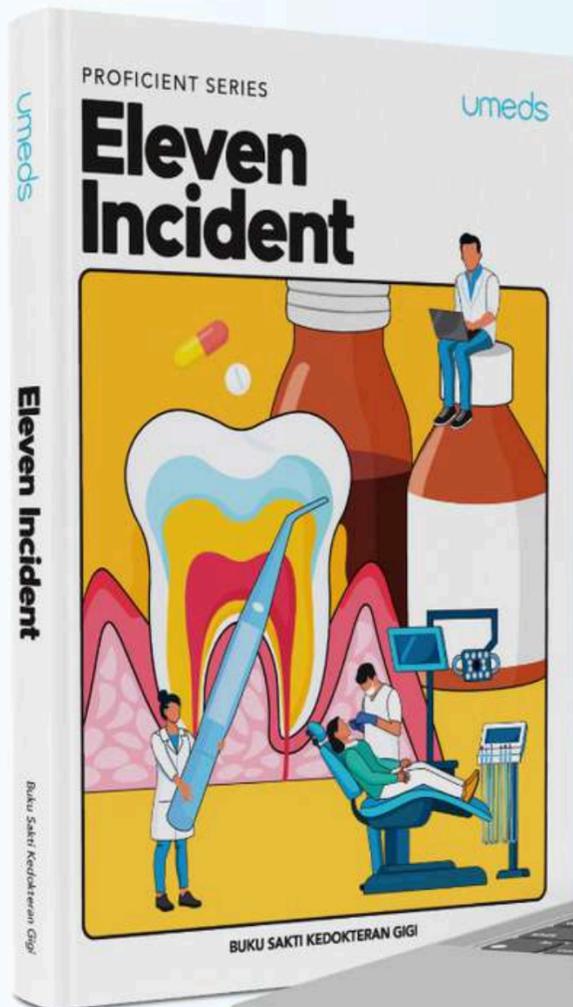
UMEDS Product Knowledge

PRODUCT

My Book

umeds

Digital
1-6-12 Bulan



Special price bundling package
Bundle Buku Cetak + Buku Digital Akses 12 bulan

~~Rp 1.499.000~~

Rp 989.000

PRODUCT

My Learning

15+ Materi Kedokteran Dasar & Kedokteran Gigi Klinis



Video Learning

Materi belajar dalam bentuk video singkat adaptif bersama tutor



Concept Page

Rangkuman materi dengan ilustrasi 2D



Quiz

Bank soal teori dan kasus klinis untuk uji pemahaman medis



Handbook

Kumpulan materi terkurasi dalam bentuk PowerPoint Presentation (PPT)

Individu

Personal 1 Akun

1 BULAN

Rp99.000

6 BULAN

Rp499.000

12 BULAN

Rp999.000

Group

Share 4 akun

1 BULAN

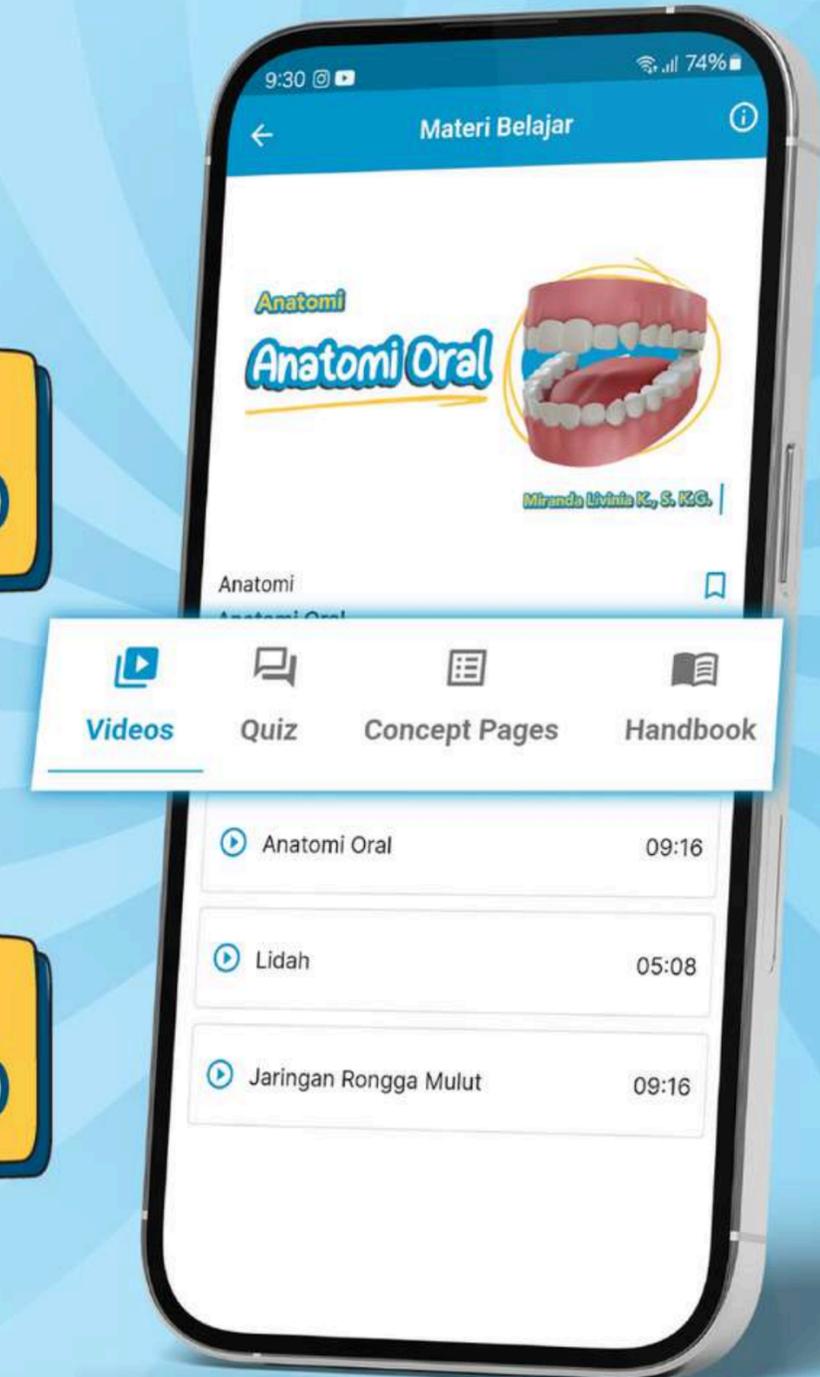
Rp69.000

6 BULAN

Rp299.000

12 BULAN

Rp549.000



PRODUCT

My Course

Bimbingan intensif sebelum UKMP2DG & Coass



CBT UKMP2DG

- Pembahasan Latihan Soal CBT UKMP2DG
- Tips dan Trik UKMP2DG



Kelas Materi UKMP2DG

- Video Lecture
- Quiz/Latihan Soal

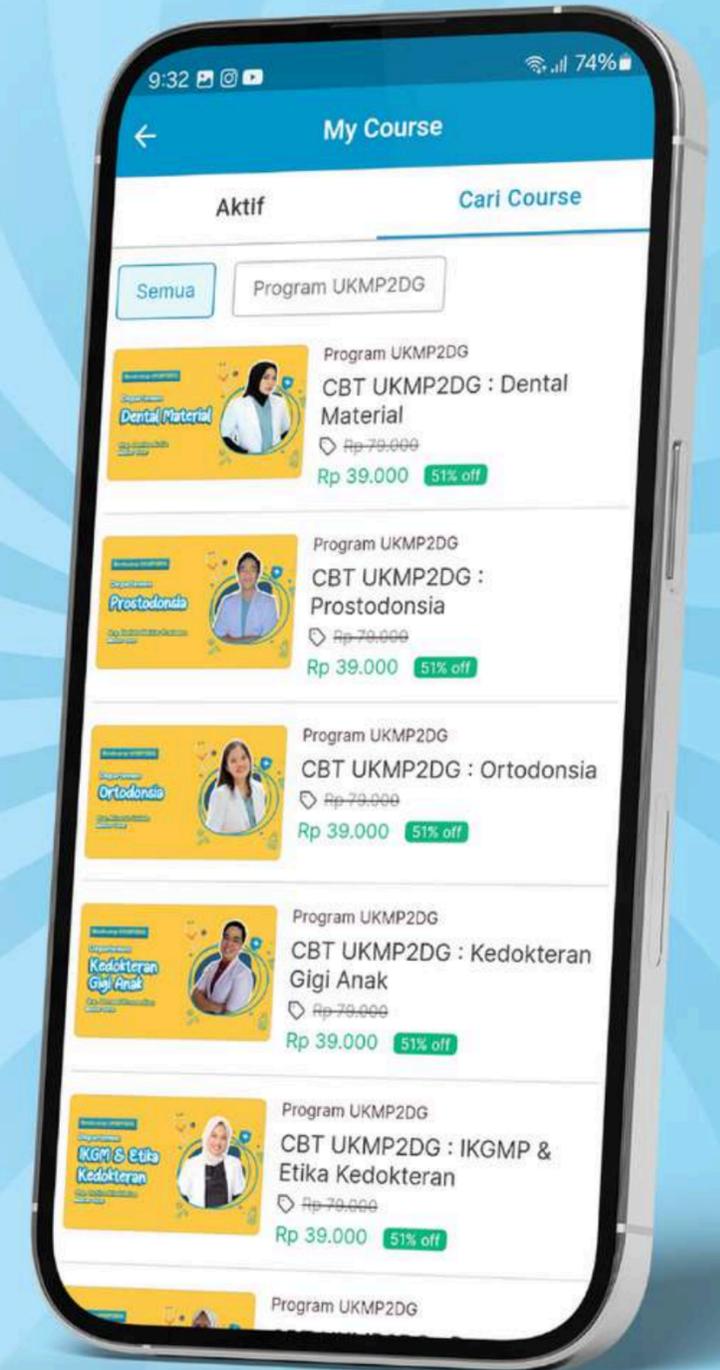


Course Coass

- Video Lecture
- Handbook PPT

Cocok untuk:

- Mahasiswa prelinik akhir
- Mahasiswa profesi / coass yang ingin review materi kuliah untuk persiapan requirement klinik.



My Class

Regular Class

- ✓ Online Live Class
- ✓ Topik Preklinik/Klinik/ Spesialis
- ✓ Jadwal Regular
- ✓ Maksimal 100 peserta

Private Class

- ✓ Private Live Class
- ✓ Bebas pilih tutor, topik, jadwal
- ✓ Paket kelas Individu & Group
- ✓ Group Class max 10 orang

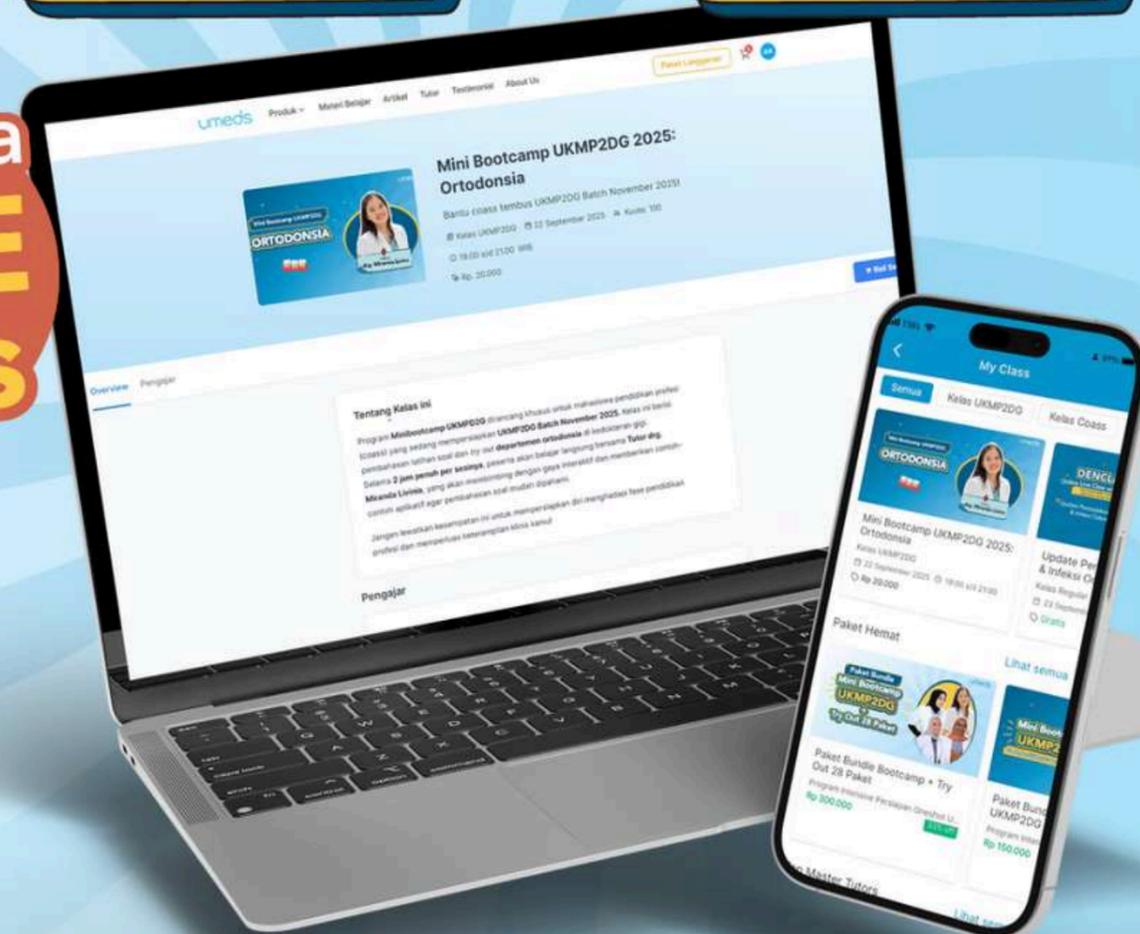
Individu

Start from
320k

Group

Start from
90k

Tersedia
**FREE
Class**



PRODUCT

My TryOut

UKMP2DG

Free ✓ 1 Mini Tryout

Lite ✓ 2 Mini Tryout
✓ 8 Full Tryout

Regular ✓ 5 Mini Tryout
✓ 15 Full Tryout

Premium ✓ 8 Mini Tryout
✓ 28 Full Tryout

Start from
48k

Specialist

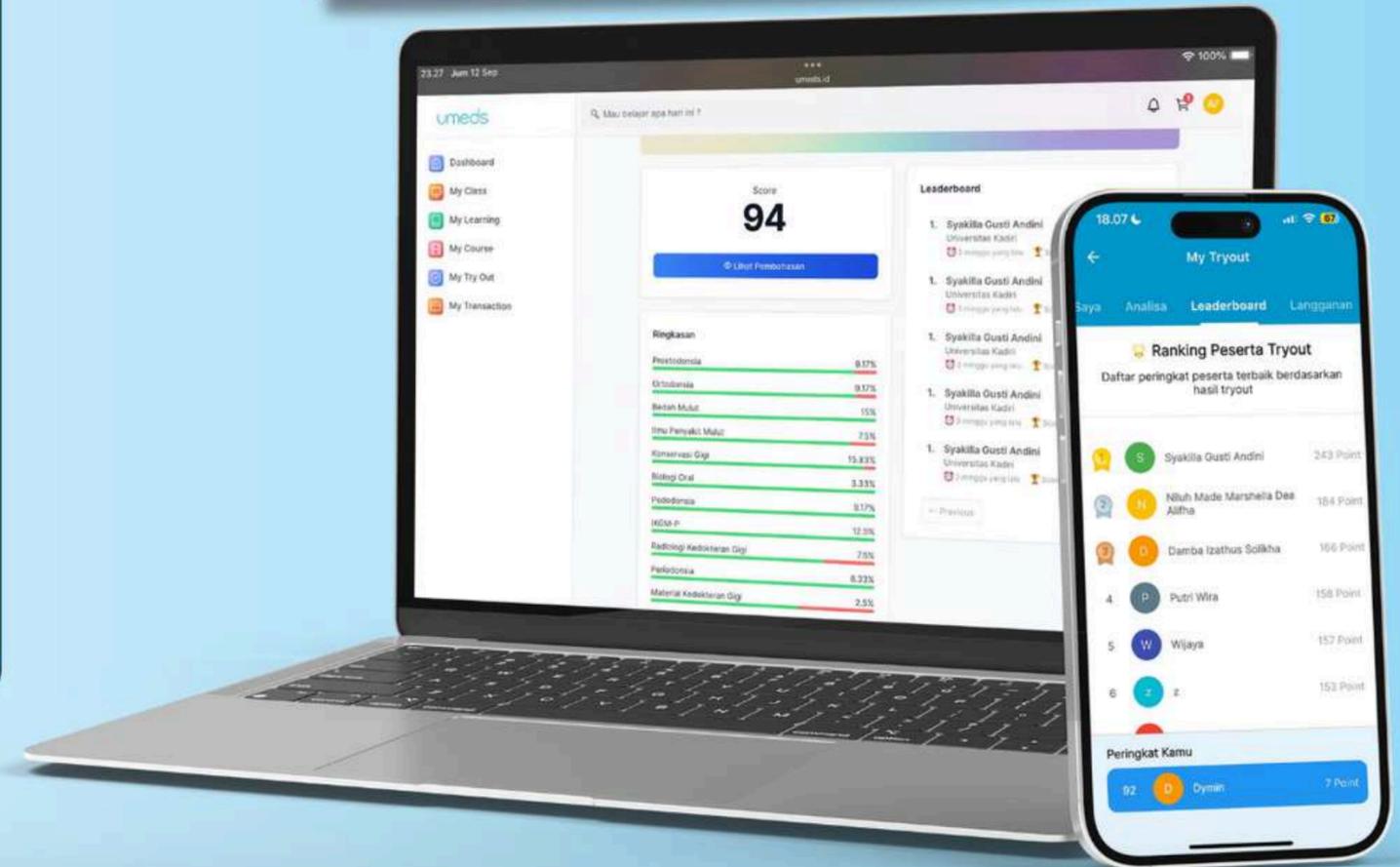
ADVANCE ✓ 10 Mini Tryout

INTERMEDIATE ✓ 25 Mini Tryout

BEGINNER ✓ 35 Mini Tryout

Start from
38k

- ✓ Soal Terbaru & Relevan
- ✓ Leaderboard Real Time
- ✓ Analisis Belajar
- ✓ Affordable
- ✓ Kunci Jawaban + Pembahasan
- ✓ Tersedia Video Pembahasan



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