

CHAPTER I

INTRODUCTION

1.1 BACKGROUND

Over the past two years, there has been a noticeable increase in the number of university students seeking professional help for mental health issues. Research indicates that mental health awareness among university students in Indonesia is on the rise. A descriptive analysis conducted on 227 active students at Universitas Sebelas Maret Surakarta revealed that 26.9% (61 students) experienced mild depression, 18.5% (42 students) suffered from moderate depression, and 9.3% (21 students) faced severe or profound depression. Additionally, 86.8% (197 students) reported experiencing high levels of anxiety (Setyanto, 2023).

The growing concern about mental health issues among university students is also reflected in their willingness to seek professional help. A study by Putri (2023) at Universitas Islam Negeri Syarif Hidayatullah Jakarta found that 64.1% of students expressed an intention to seek counseling, 55.6% were open to visiting a psychologist, and 68.3% were inclined to seek psychiatric services (F. L. N. Putri, 2023).

Moreover, mental health services have become a mandatory part of Indonesia's school health services program in the educational sector (Indonesian Ministry of Education, 2024). In Jakarta, 86.67% of public schools offer mental health education, 53.3% conduct mental health screenings, and 80% provide counseling services (Yani et al., 2025). The prevalence of depression among young people is notably higher in urban areas (2.5%) and among those from higher socioeconomic backgrounds (2.2%) (BKPK, 2023). This trend is similarly reflected in Semarang, the capital of Central Java, where ongoing economic growth may contribute to increasing mental health awareness and improved access to services.

The increasing institutional support for mental health services corresponds with a growing demand for professional counseling services among university students. A study involving undergraduate students from various Indonesian universities, with 101 respondents (69 females, 32 males), provides evidence of this rising trend in seeking professional mental health support. The majority of

respondents (70.3%) were from Sultan Ageng Tirtayasa University, while the remainder represented institutions such as Semarang State University (8.9%), Padjadjaran University (6.8%), and others (Mirawati et al., 2023). The findings reveal that students' understanding of the financial aspects of application-based services varies, with 25.7% unaware of the operational costs, while 75.2% recognized them. Notably, students' willingness to financially support counseling services depends largely on the relevance of the service to their personal concerns. While 17.8% expressed direct willingness to donate, 82.2% indicated they would consider contributing based on how relevant the service is to their needs.

Additionally, the preference for professional mental health services is evident, as 61.4% of respondents favored paid counseling services that provide quick responses, indicating a strong demand for timely and accessible mental health support. Meanwhile, 32.7% preferred free services, despite potential delays, and 6.9% made their choice based on the urgency of the situation. This highlights that, while financial factors influence decision-making, a significant number of students prioritize access to professional mental health assistance. These findings underscore the growing awareness and demand for mental health services among university students, reinforcing the trend of seeking professional support.

In a separate survey conducted in Semarang, involving 54 respondents aged 18-24 on the topic of Counseling Service Preferences, the majority (38.9%) rated their interest in seeking professional help at level 4, while 27.8% rated their interest at level 5, indicating very high interest. This trend suggests a positive shift in mental health awareness, with a significant increase in the intention to seek professional help.

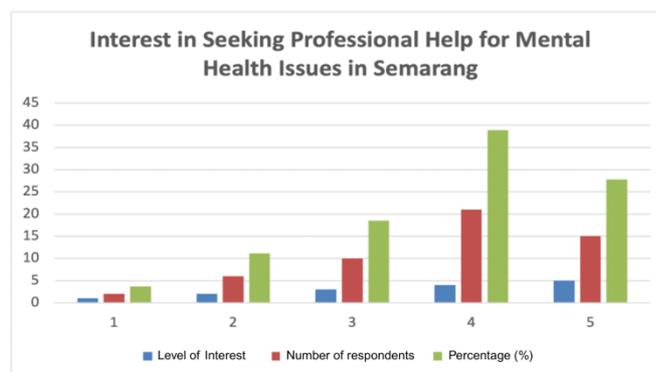


Figure 1.1. Mental Health Issues Survey

Source: Questionnaire Preference Survey of Counseling Service in Semarang

PKBI Central Java is dedicated to empowering communities through a variety of programs that focus on sexual health, education, youth engagement, and social welfare. Since its inception, PKBI has upheld the belief that the family is a fundamental pillar of societal well-being, aiming to nurture responsible families that fulfill essential roles in education, health, and welfare. Among its many empowerment initiatives, PKBI runs programs such as PILAR (Pusat Informasi dan Layanan Remaja), Indonesia International Work Camp, Bima Sembada, Rumpin Bangjo (Rumah Pintar), Yes I Do, and Take Action for Future.

One of PKBI's cornerstone programs is PILAR (Pusat Informasi dan Layanan Remaja), which was launched to address the sexual and reproductive health needs of adolescents. PILAR PKBI focuses on empowering youth, especially those with limited access to vital health information, enabling them to make informed and responsible decisions. The program offers several key services, including Comprehensive Sexuality Education, which facilitates discussions and training for school and community youth; Comprehensive Sexuality Service, which provides youth-friendly counseling and reproductive health information; Youth Empowerment, which trains peer educators and supports youth in communities; and Planning, Monitoring, Evaluation, and Learning, which conducts research and manages data for advocacy. Additionally, PILAR PKBI emphasizes Media Development, using online platforms to spread accurate reproductive health information. Through these inclusive and compassionate services, PILAR PKBI aims to cultivate a responsible and health-conscious youth population, ultimately contributing to a more informed and healthier society.

In its ongoing commitment to youth welfare, PILAR PKBI also provides a free counseling service called Sobat Sambat. This service offers friendly, peer counselor-led support for teenagers, with trained counselors from PKBI. Established several years ago, Sobat Sambat has seen significant growth in its client base, with an increasing number of clients and an expanding range of complex issues being addressed.

According to data from the Pusat Informasi Layanan Ramah Remaja Persatuan Keluarga Berencana Indonesia (PILAR PKBI), over the course of two years, a total of 271 clients have utilized the Sobat Sambat (free) counseling service.

In 2023, there were 130 clients, and in 2024, 141 clients benefited from the service. This reflects both the growing demand for counseling support and the increasing recognition of the program’s value in addressing youth mental health and emotional well-being.

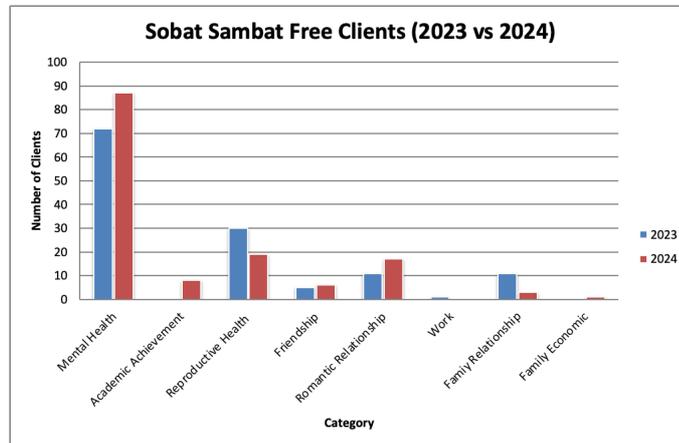


Figure 1.2. Data Chart Compilation of Sobat Sambat Clients 2023-2024

Source: Clients Data PILAR PKBI Central Java

As shown in Figure 1.2, the clients of the Sobat Sambat counseling service have discussed a variety of topics with their counselors. These topics include Mental Health, Academic Achievement, Reproductive Health, Friendship, Romantic Relationships, Work, Family Relationships, and Family Economics. Between 2023 and 2024, the most commonly discussed issue was Mental Health, with 159 clients addressing this topic. The second most frequently discussed issue was Reproductive Health, with 49 clients seeking guidance on this matter.

In response to the increasing number of clients seeking help through the free Sobat Sambat program, PILAR PKBI Central Java introduced Sobat Sambat Pro, a paid counseling service designed to offer professional support from licensed psychologists at affordable rates. The revenue generated from this service is reinvested into supporting the operations of PILAR PKBI Central Java and its empowerment programs.

Sobat Sambat Pro provides both online and offline counseling sessions, in collaboration with two experienced psychologists: Winti Windrati, S.Psi, S.M., M.M., Psychologist, and Irnida Terana, M.Psi, Psychologist. The cost for online counseling sessions is approximately Rp100,000.00, while offline sessions are

priced around Rp200,000.00. These fees have been set to ensure that the services remain affordable while upholding PILAR PKBI’s reputation as a youth-friendly service. However, despite these efforts, the program has faced challenges in its early phase, with only one client purchasing counseling services from December 2024 to February 2025.

Table 1.1. Price list of Sobat Sambat Pro by PKBI Central Java

Type	Price	Time
Sobat Sambat Pro Online	Rp100,000	45 Minutes
Sobat Sambar Pro Offline	Rp200,000	

Source: Sobat Sambat Pro Price List

In addition to Sobat Sambat Pro, several other psychological counseling applications and platforms are popular in Indonesia. According to a survey conducted on the demand for psychological services among individuals aged 18-24 in Semarang, four applications emerged as the most commonly used by respondents. These platforms include Halodoc, Alodokter, Psikologimu, and Ibunda, which were identified as the top mental health services used by Indonesian people (Angelia, 2022). These services are recognized for providing accessible mental health support, making them strong competitors in the market.

Table 1.2. Competitor Review

	Halodoc 	Alodokter 	Psikologimu 	Ibunda 	Sobat Sambat Pro 
Product & Services	24/7 flexible time for online consultations	24/7 flexible time for online	Flexible online consultation with	Flexible online consultation with	Flexible online consultation with

	with psychologist Medication purchases, Offline consultation appointment Homecare services, Mental health quick checkups test, Experienced psychologist up to 20 years	consultations with psychologist, Offline consultation appointment Medication purchases	psychologist	psychologist, offline consultation appointment, mental health quick checkups test, experienced psychologist up to 10 years (offline), experienced psychologist >5 years (online),	psychologist, youth friendly services offline consultation appointment, mental health quick checkups test, experienced psychologist >10 years for online and offline counselling.
Marketing Strategy	Partnership Health related brands: (Pepsodent, Organon), Instagram educational contents, Instagram Live with Psychologist, Talk Shows	Instagram Educational Contents, Instagram Live with Psychologist Partnership with Brands (Buavita, Bear Brand)	Instagram Educational Content. Partnership with Organizations (Layanan Yayasan Sejiwa)	Instagram Educational Contents, Instagram Live with Psychologist Talk Shows with psychologist Key Opinion Leader (KOLs) Partnership	Instagram Contents (Story and Feeds) Advertising Poster

	with psychologist			Partnership with Government Institution	
Special Offers	Free Trial Consultation with Pepsodent Mother's Day Cashback Halodoc Quiz (Giveaway For Balance for Gopay) Referral code Independence day vouchers	Discount Vouchers Brand Partnership Promotions	No Special Offers	Monthly Discount Vouchers, Special anniversary vouchers, couple package, family package	No Special Offers
Price Range Online Consultation	Rp50.000- Rp145.000	Rp49.000- Rp100.000	Rp75.000- Rp300.000	Rp199.000- Rp399.000	Rp100.000
Price Range Offline Consultation	Rp170.000- Rp600.000	Rp150.000 - Rp1.000.000	No Offline Counseling	Rp469.000- Rp969.000	Rp200.000
Time of Consultation	30-60 minutes	Online 1 session: 60 Minutes Offline 1 session:	Online: 60 Minutes	60 Minutes	45 minutes

		120 Minutes			
Brand Message	#Simplifying Healthcare	Layanan Cepat & Tepat	Layanan Sehat Mental	Feel Better, Think Better, Perform Better	Layanan Ramah Remaja
Rating	4.9/5	4.8/5	No Rating	4.7/5	Sobat Sambat Pro is a new service launched in December 2024, Sobat Sambat (free) already trusted by the clients, where Sobat Sambat gained 200+ clients.

Source: Official Instagram and Application of Halodoc (@halodoc), Alodokter (@alodokter_id), Psikologimu (@psikologimu.co, Wellme by Ibunda (@Ibunda.id), and Sobat Sambat flyer (@pilar_pkbi) by PILAR PKBI Central Java, SindoNews (SINDO, 2022)

Based on the competitor review and comparison of products and services, it is evident that Halodoc and Alodokter offer 24-hour flexible online consultations, along with medication purchase services. Similarly, Psikologimu and Ibunda also provides flexible online consultation schedules. Sobat Sambat Pro follows suit with flexible scheduling for its online consultations. Additionally, Sobat Sambat Pro, Halodoc, and Ibunda offer free mental health quick checkup tests and offline check up appointments, which positions Sobat Sambat Pro competitively against other well-known mental health services in Indonesia.

Despite Halodoc having psychologists with 20 years of experience and Ibunda with more than 10 years of experience, Sobat Sambat Pro stands out by offering psychologists with over five years of experience while promoting its brand message of being youth-friendly. This message is embodied in its tagline “Layanan Ramah Remaja,” or “Youth-Friendly Service,” which distinguishes Sobat Sambat Pro from platforms like Halodoc, Psikologimu, and Alodokter, which focus more on simplicity, and Ibunda, which emphasizes personal growth.

In terms of marketing strategy, three of the platforms—Halodoc, Alodokter, and Ibunda—apply partnership strategies with health-related brands. All four platforms utilize Instagram to share educational content and promotions, with Halodoc and Ibunda also hosting Instagram Live sessions with psychologists and talk shows. Ibunda has expanded its marketing strategy to include partnerships with Key Opinion Leaders (KOLs) and government organizations. On the other hand, Sobat Sambat Pro, having launched only in December 2024, currently relies solely on Instagram content for promotion.

Regarding pricing, Halodoc’s online consultations range from Rp50,000 to Rp145,000, Alodokter charges between Rp150,000 and Rp100,000, Psikologimu ranges from Rp75,000 to Rp300,000, and Ibunda charges between Rp199,000 and Rp399,000 for sessions lasting 30-60 minutes. Sobat Sambat Pro offers the most affordable online consultation at Rp100,000 for 45 minutes, positioning itself as moderately affordable compared to its competitors. For offline consultations, Sobat Sambat Pro offers the most competitive pricing at Rp200,000 for 45 minutes, while competitors’ prices range from Rp170,000 to Rp1,000,000 for sessions lasting 60-120 minutes.

Regarding ratings, all four competitors have strong customer feedback, with ratings of over 4.5/5 stars. While Sobat Sambat Pro does not yet have an official rating, the Sobat Sambat (free) program has built significant trust, attracting over 200 clients. This foundation of trust presents an opportunity for Sobat Sambat Pro to leverage its reputation as it continues to grow and develop.

1.2 PROBLEM STATEMENT

Various studies indicate that the number of college students seeking professional help for mental health issues has risen in recent years.

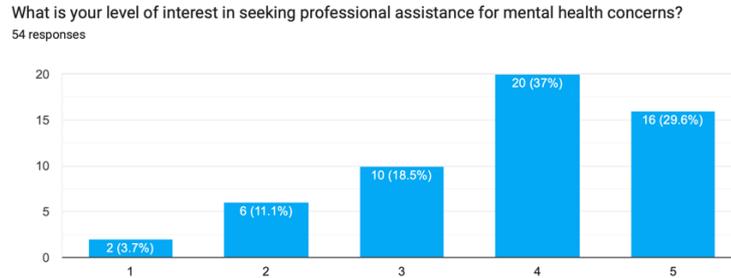


Figure 1.3. Consumer Preference Survey regarding Counseling Service

Source: Questionnaire Preference Survey of Counseling Service in Semarang

Based on the client preference survey conducted among university students in Semarang, 66.7% of respondents indicated a strong interest in seeking counseling services, reflecting a notable level of awareness and willingness to address mental health concerns within this demographic.

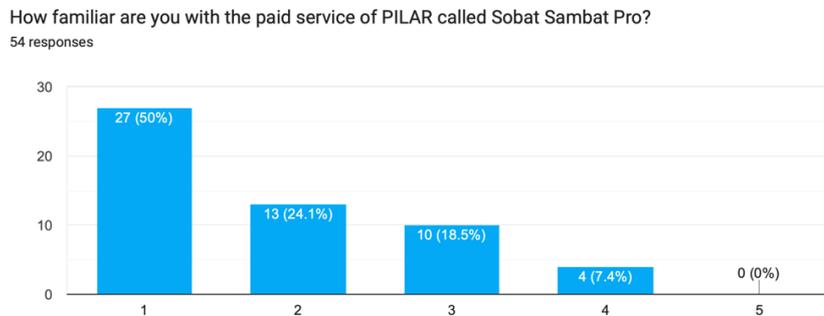


Figure 1.4. Survey on Awareness of Sobat Sambat

Source: Questionnaire Preference Survey of Counseling Service in Semarang

This finding highlights a clear demand for counseling services; however, awareness of Sobat Sambat Pro remains limited. Only 7.4% of respondents reported recognizing the newly introduced service, indicating a significant gap between interest in mental health support and familiarity with available professional resources. While PILAR has successfully built trust over the past decade through

the Sobat Sambat Free service with peer counselors, the transition to a paid, professional model under Sobat Sambat Pro—launched in December 2024—has not yet achieved significant traction, as indicated by the limited uptake of only one client by February 2024.

Based on this analysis, it can be concluded that:

1. There is a significant low awareness of the Sobat Sambat Pro counseling service among the target audience.
2. Despite being launched in December 2024, Sobat Sambat Pro has struggled with low sales, having only acquired one client to date.

1.3 SITUATION ANALYSIS

1.3.1 EST ANALYSIS

1.3.1.1 Economic

According to data from the Central Statistics Agency (BPS) of Central Java Province in 2024, the region's economy grew by 4.93% year-on-year in the third quarter of 2024 (BPS-Statistics, 2025). Additionally, Semarang City recorded the highest economic growth in Central Java, reaching 5.79% in 2023, an increase from 5.73% in 2022 (Badan Pusat Statistik, 2024). This consistent economic growth in Semarang suggests increasing public purchasing power, which supports the accessibility and potential demand for paid counseling services like Sobat Sambat Pro. With service rates ranging from Rp100,000.00 to Rp200,000.00, Sobat Sambat Pro offers youth-friendly pricing that enhances affordability for individuals seeking professional psychological support.

1.3.1.2 Social

According to a study published in the *International Journal of Mental Health Systems*, the main barriers to accessing mental health services in Indonesia are low mental health literacy and persistent social stigma (A. K. Putri et al., 2021). In addition, Iis Amalia, a psychologist at UPTD PPA DP3A Semarang, noted that “many people stigmatize those who seek psychological services, perceiving them as weak and lacking faith” (Qudstia, 2023). In response to these issues, Sobat Sambat has been actively working to increase mental health awareness and reduce

the stigma associated with seeking psychological help, emphasizing that reaching out to professionals is a sign of strength, not weakness.

1.3.1.3 Technology

DataReportal reports that Indonesia had 185.3 million internet users at the beginning of 2024, reflecting a 66.5% internet penetration rate (Kemp, 2024). Meanwhile, the Indonesian Internet Service Providers Association (APJII) stated that the number of internet users in 2024 reached 221,563,479, out of a total population of 278,696,200 in 2023, resulting in a national internet penetration rate of 79.5%—an increase of 1.4% from the previous year (*Asosiasi Penyelenggara Jasa Internet Indonesia, 2024*). This statistic has climbed by 1.4% since the prior period.

Additionally, Generation Z shows distinct digital behavior, with 51.9% frequently using Instagram (Ahdiat, 2024). This rapid technological development and social media engagement presents a strong opportunity for PILAR PKBI Central Java to further promote Sobat Sambat Pro counseling services through digital platforms, particularly Instagram.

1.3.2 SWOT ANALYSIS

Table 1.3. SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> - PILAR PKBI has provided youth-friendly counseling services for over 10 years and has served 271 clients in the past two years. - The services are supported by experienced psychologists with over 10 years of expertise in addressing youth-related issues. - Among its competitors, PILAR PKBI offers the most affordable pricing for professional counseling delivered by psychologists with more than 10 years of experience. 	<ul style="list-style-type: none"> - Sobat Sambat Pro has low brand awareness, with only 7.4% of respondents recognizing the service. - Despite being publicly established for 20 years, PILAR PKBI itself also experiences low recognition, with just 11.1% of respondents familiar with the organization. - Sobat Sambat Pro suffers from limited marketing efforts, having only carried out a single promotional activity through Instagram.
Opportunities	Threats
<ul style="list-style-type: none"> - As awareness of counseling services among youth continues to grow, the demand for such services has also increased. 	<ul style="list-style-type: none"> - Several alternative counseling platforms, such as HaloDoc and Alodokter, are already well-known and offer

<ul style="list-style-type: none"> - Sobat Sambat Pro has the potential to expand its offerings, with 66.7% of respondents expressing interest in seeking professional help. - Providing both online and offline counseling sessions can enhance accessibility, especially for youth in rural areas. - In addition, partnerships with organizational and educational social media accounts can broaden reach and attract more clients to Sobat Sambat Pro. 	<ul style="list-style-type: none"> - competitive pricing, making them strong competitors in the market. - In addition, in certain areas, the social stigma surrounding mental health remains a barrier that may discourage some individuals from seeking support through services like Sobat Sambat Pro.
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1.4 OBJECTIVE

1. Increase awareness of Sobat Sambat Pro by 25% among a sample of 54 university students in Semarang who have been exposed to the campaign interventions during the implementation period.
2. Increase the number of clients of the paid counseling service, Sobat Sambat Pro by 12 clients (a 1200% increase) in 2 months.

1.5 CONCEPTS

Integrated Marketing Communication (IMC) Mix

The marketing strategy implemented for Sobat Sambat Pro followed the principles of Integrated Marketing Communication (IMC), ensuring that the core elements were met. IMC is a structured communication approach that is based on research, customized to the target audience, and focused on measurable outcomes. Its primary aim is to create and execute a communication plan that maintains clarity and consistency in brand messaging over time (Ang, 2021). This approach is achieved by combining various communication tools and channels, ensuring that creative content is adapted across multiple platforms to generate synergistic effects. The ultimate goal of the campaign was to achieve both short-term financial success and long-term brand equity.

However, executing a marketing communication campaign successfully required overcoming certain challenges, such as audience apathy. Key factors contributing to these difficulties included a lack of interest in the product, limited brand awareness even among potential consumers, and insufficient motivation to drive engagement or purchases. This process is often referred to as the sales funnel, where different obstacles can prevent consumers from progressing from awareness

to actual sales. To address these challenges and optimize results, multiple tools were strategically combined, taking advantage of their complementary strengths.

An effective IMC plan consists of five key tactical components: (1) selecting complementary marketing communication tools, (2) choosing channels that maximize affordable reach, (3) ensuring a consistent "look, feel, and voice" across platforms, (4) creating compelling and shareable content, and (5) coordinating all marketing activities to ensure seamless execution (Ang, 2021).

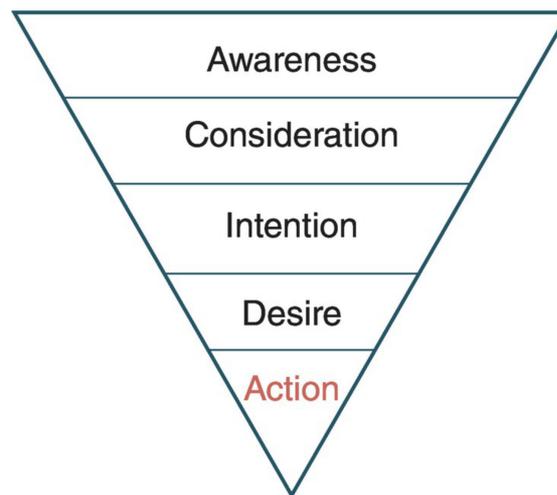


Figure 1.5. Sales Funnel

Source: Ang, 2021

IMC plays a vital role in overcoming the barriers in the sales funnel, especially those that prevent consumers from moving from awareness to purchase. One major challenge businesses face is a lack of brand differentiation, making it difficult for consumers to distinguish between competing products. This often leads to price-driven competition and weakened brand loyalty. IMC helps mitigate this by ensuring that a brand's unique selling proposition (USP) is consistently communicated across various channels. Through strategies like advertising, event marketing, and content-driven brand storytelling, IMC strengthens brand positioning, enhances consumer perception, and fosters a unique market identity that drives engagement and purchase intent.

Another challenge lies in weak creative strategies. With consumers constantly exposed to marketing messages, advertising clutter can lead to reduced engagement. A well-planned IMC strategy addresses this issue by ensuring creative

consistency across different platforms, using emotional storytelling, high-quality visuals, and cross-channel reinforcement to keep consumer interest alive.

Moreover, decision-making complexity can prevent consumers from making a purchase due to factors like information overload, lack of trust, or difficulties in the buying process. IMC tackles these barriers by using sales promotions, influencer endorsements, and multi-touchpoint marketing, creating a smooth consumer journey from brand discovery to purchase. By maintaining consistent messaging, optimizing engagement across multiple touchpoints, and utilizing data-driven personalization, IMC offers a structured and impactful communication strategy that builds brand equity and drives sales.

For Sobat Sambat Pro, IMC tools such as sales promotions, public relations, advertising, event marketing, and social media marketing were employed to increase brand awareness, engage the target audience, and drive conversions. These tools worked together to form a cohesive and effective campaign that tackled the challenge of low awareness, building a stronger connection between the service and the audience.

1.6 COMMUNICATION STRATEGY

1.6.1 Segmentation and Targeting

1.6.1.1 Segmentation

1. Demographic

- a) Age : 18-24 years old
- b) Gender : Male, female, and others
- c) Job : University Students
- d) Economic Status : SES C (Rp2.000.000-Rp4.000.000) Middle to upper class

2. Geographic

- a) Location : Semarang

3. Psychographic

- a) Interest: Education, mental health, self-development, and academic achievement.

- b) Lifestyle: Prioritizing a balance between academic success and mental health, open to counseling services but seeking an accessible, stigma-free service, active on social media, and engaging with content that resonates with university student life.

4. Behavioral

- a) Tend to seek psychological assistance when needed.
- b) Actively search for information and support online before considering professional services.
- c) Open to premium services if they are tailored to a relevant, youth-friendly approach.
- d) Prefer counseling services that are youth-friendly and provided by inclusive psychologists.

1.6.1.2 Targeting

1. Primary Target

- a) University students in Semarang experiencing academic stress who need professional mental health support.
- b) University students active on social media, seeking information and content related to mental health.
- c) University students open to online counseling services that are youth-friendly and free from stigma.

2. Secondary Target

- a) Final-year university students facing high academic pressure, such as working on theses or final assignments.
- b) University students who have utilized the free Sobat Sambat service but are now seeking more in-depth, professional support.
- c) University students interested in self-development and emotional well-being.

1.6.2 Positioning, Branding, and Key Message

1.6.2.1 Positioning

PILAR PKBI positions itself as a Non-Governmental Organization (NGO) dedicated to offering youth-friendly mental health support, specifically tailored for students. The organization focuses on three key brand attributes:

1. **Youth-Friendly:** PILAR PKBI aims to create a safe, relatable, and non-judgmental environment where students feel comfortable seeking help, allowing them to address their mental health concerns without fear of stigma.
2. **Affordable:** The organization ensures that its services are priced accessibly, with a particular focus on students, allowing them to receive professional counseling support without financial barriers.
3. **Supportive & Inclusive:** PILAR PKBI is committed to providing a welcoming and supportive environment for all students, regardless of their background, identity, or personal struggles, fostering inclusivity in all its services.

The communication strategy centers around the "Youth-Friendly Services" theme, positioning PILAR PKBI not just as a mental health service provider, but as a dependable partner for students who are navigating the complexities of academic life. This approach highlights the organization's role in supporting students through their academic challenges while prioritizing their mental well-being.

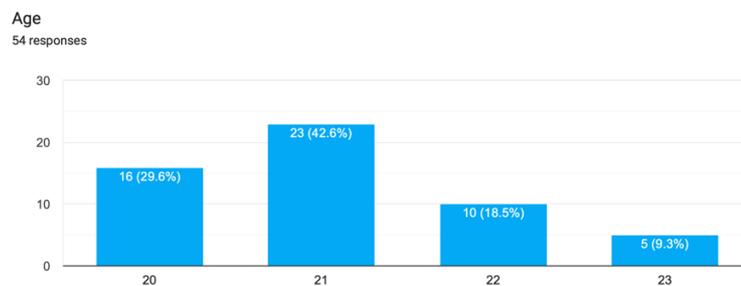


Figure 1.6. Questionnaire Result about Audience's Range of Age

Source: Questionnaire Preference Survey of Counseling Service in Semarang

The Youth-Friendly brand attribute is particularly relevant for PILAR PKBI, as it aligns with the organization's name—Pusat Informasi dan Layanan

Remaja (Center for Information and Services for Youth), which directly connects to the teenage and early adulthood demographic. This identity reflects values that resonate with the target segment. Additionally, the majority of respondents in the survey were within the age range of 20–23 years, a transitional period from adolescence to early adulthood, further confirming the relevance of this brand attribute. By emphasizing the Youth Friendly aspect, Sobat Sambat Pro can strengthen its image as a service that not only understands the needs and challenges of its audience but also resonates with their preferences. This focus helps to create an emotional connection with the audience, fostering a sense of trust and relatability. Highlighting this attribute can make the service feel more accessible and personalized, offering a relevant and supportive experience that aligns with the expectations of the target demographic.

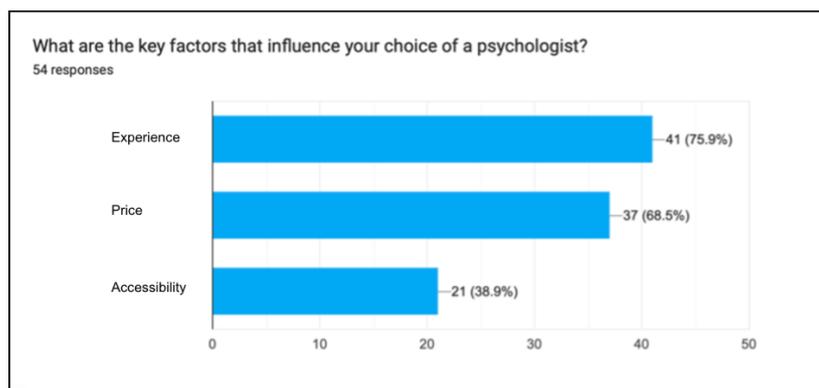


Figure 1.7. Questionnaire Result about Audience’s Factor on Choosing Psychologist

Source: Questionnaire Preference Survey of Counseling Service in Semarang

Based on the results of the questionnaire, it was clear that the psychologist's experience was the primary factor influencing individuals when selecting a paid counseling service, followed by the price of counseling as the second most significant factor. This finding indicates that while the expertise of the psychologist plays a key role in decision-making, the cost aspect remains an essential consideration for potential clients, particularly among teenagers who may face financial constraints. Given this, emphasizing Affordable Price as one of Sobat Sambat Pro’s core brand attributes could effectively enhance its image as a youth-friendly counseling service. By doing so, Sobat Sambat Pro would appeal to a wider audience, specifically targeting individuals who seek professional psychological

support but are limited by budget constraints. This strategy would help position the service as both accessible and relevant, meeting the needs of youth who require affordable, high-quality mental health care.

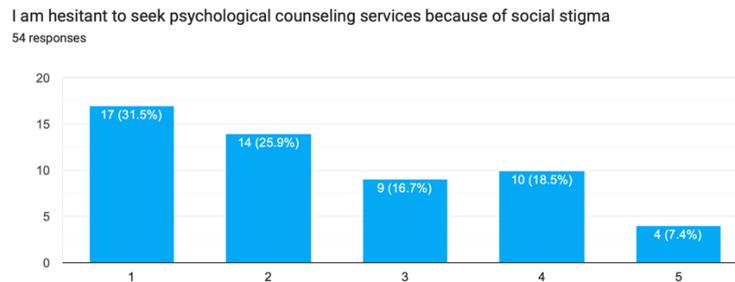


Figure 1.8. Questionnaire Result about Audience’s Doubt on Accessing Counseling Service Due to Social Stigma

Source: Questionnaire Preference Survey of Counseling Service in Semarang

Finally, the questionnaire results underscore that social stigma continues to pose a meaningful barrier, as 25.9% of participants acknowledged that such stigma discouraged them from seeking counseling services. This finding underscores the importance of creating a welcoming and stigma-free counseling environment, where all individuals, regardless of their background or personal experiences, feel comfortable and supported when seeking help. Addressing these concerns by promoting an inclusive, non-judgmental atmosphere could further reinforce Sobat Sambat Pro’s position as a youth-friendly service that genuinely cares about its clients’ well-being, fostering trust and encouraging more people to access the support they need.

1.6.2.2 Branding

PILAR PKBI Central Java has long established Layanan Ramah Remaja as a cornerstone of its branding, creating a user-friendly and stigma-free environment tailored to the needs of teenagers. This Youth-Friendly message has become a core element of their communication strategy, ensuring that every interaction aligns with the brand’s mission to be approachable and supportive.

In line with PKBI Central Java’s established brand guidance, the design embodies the dynamic nature of teenagers. It features a modern, minimalist, and clear approach, utilizing bright and soft colors to create an inviting and youthful aesthetic. This design philosophy resonates with the target audience, reflecting the organization's commitment to providing a contemporary, engaging, and accessible experience for its clients.



Figure 1.9. Sobat Sambat Pro’s Branding and Color Palette

Source: Pilar PKBI’s Brand Guideline

Through this branding strategy, PILAR PKBI aims to promote an affordable and inclusive service for youth seeking professional counseling. By emphasizing a youth-friendly approach and fostering a stigma-free environment, PILAR PKBI strives to make professional mental health support more accessible and welcoming, ensuring that all young individuals feel comfortable reaching out for help. This approach aligns with their goal of providing essential mental health services to teenagers and young adults, particularly those who may face financial constraints or societal pressures that prevent them from seeking support.

1.6.2.3 Key Message

"#ASpaceWhereYOUthBelong"

This message reinforces PILAR PKBI's commitment to offering Youth-Friendly Services. By emphasizing the core brand attributes—Youth-Friendly, Affordable, and Supportive Inclusivity—Sobat Sambat Pro ensures that young people in need of psychological support not only receive professional help but also find a service that is accessible, relevant to their needs, and free from stigma. The service provides a welcoming environment that respects diversity and is priced affordably, making it an ideal resource for youth seeking mental health support without barriers.

1.6.3 Media Strategy

Media strategy refers to identifying the most cost-effective mix of media platforms to effectively deliver the right message to the right audience at the right time, in order to achieve the desired advertising objectives (Baron & Sissors, 2010). For the Sobat Sambat Pro campaign, the approach was divided into online and offline tactics, each playing an important role in reaching potential clients and raising awareness about professional psychological services. This dual approach allowed the campaign to connect with a broad audience and ensure the message resonated across different media channels.

1.6.3.1 Online Media Strategy

Paid Media: Advertising

Paid advertising is an essential part of the online media strategy, making use of platforms like Instagram Reels, Instagram Stories, and teaser campaigns to effectively engage a targeted audience. The main purpose of advertisements is to influence consumer behavior, with the intention of driving sales and encouraging customers to choose particular products or brands (Durkin et al., 2018). For Sobat Sambat Pro campaign, a 4-day paid teaser ad on Instagram Stories and Reels helped introduce the service to a wider audience, reaching between 1,400 and 1,500 people for a cost of Rp135,000. This advertising effort successfully increased brand awareness and encouraged audience interaction, guiding potential clients to learn more about the services offered.

Owned Media: Instagram Social Media Content

Owned media refers to the resources that a brand controls directly, which can be used either at no cost or through paid arrangements (Katz, 2022). These assets can include various forms of media such as influencers, sponsorships, product placements, and brand integrations. Utilizing owned media platforms enables brands to maintain visibility and effectively communicate with their audience in diverse contexts.

For Sobat Sambat Pro, the @pilar_pkbi Instagram account became a valuable owned media asset. It consistently shared relevant content, ranging from mental health tips and educational entertainment to expert insights. The social media strategy focused on producing high-quality, engaging content that resonated with the target audience, driving interaction and boosting brand awareness. Through regular posts and videos, Sobat Sambat Pro was able to foster ongoing conversations with its followers, strengthening its connection with the audience and maintaining relevance in their daily lives.

Earned Media: Public Relations (PR)

Earned media, especially through public relations (PR) efforts, plays a key role in building credibility and trust for Sobat Sambat Pro. As consumer skepticism toward traditional marketing communications continues to rise, PR strategies have proven to be an effective alternative for shaping customer perceptions and influencing their decisions (Skard & Thorbjørnsen, 2014). Sobat Sambat Pro has successfully partnered with mental health advocates and engaged with online publications, generating media coverage on the critical importance of accessible mental health services. This approach not only raised awareness about Sobat Sambat Pro but also positioned the brand as a trusted and credible provider of professional counseling, reinforcing its commitment to addressing mental health challenges within the community.

1.6.3.2 Offline Media Strategy

Event marketing, especially through offline events, provides a unique opportunity for brands to engage with their audience in a more personal and impactful way. As highlighted by Ang (2021), “experiential marketing through live

events allows consumers to interact with a brand in a meaningful and memorable way” (p. 292). Sobat Sambat Pro applied this approach by hosting the event "Writing from Within – Kelola Stres dengan Menulis," where participants were encouraged to use journaling as a method for stress management. This event helped foster a stronger connection with the brand, allowing participants to experience firsthand the therapeutic value of mental health support. It also reinforced Sobat Sambat Pro's commitment to offering accessible, professional mental health services in a welcoming environment.

1.7 TACTICS

1.7.1 Advertising

Advertising plays a pivotal role in Integrated Marketing Communication (IMC) by raising brand awareness, engaging audiences, and driving conversions. Advertising serves not only to educate, remind, and persuade but also to challenge, inform, and entertain consumers, making it a crucial tool in brand building and maintaining consumer relationships in a controlled environment (Smith et al., 2011). For Sobat Sambat Pro, advertising was an essential element of the marketing strategy designed to enhance visibility and encourage engagement with professional psychological health services. The key tactics included User-Generated Ads, Short-Form Ads, and Paid Advertising, each serving a unique purpose in capturing and retaining the attention of the audience.

User-Generated Ads harness the power of consumer-created content, which is known for enhancing authenticity and credibility. User-generated content (UGC) significantly boosts engagement and brand trust because it provides clients with a platform to share their experiences and opinions (Ang, 2021). For Sobat Sambat Pro, encouraging clients to share testimonials, mental health journeys, and interactive challenges related to the service helped increase organic word-of-mouth marketing. This approach not only increased brand trust but also created an emotional connection with potential clients.

In the early stages, short-form video content on platforms like Instagram was typically composed of "clips"—short, engaging snippets of longer videos. These clips were designed to entertain viewers quickly, often highlighting amusing

or compelling moments from the full content (Wang, 2024). For Sobat Sambat Pro, a 4-day teaser Reels campaign on Instagram was used to introduce the brand and its mental health services. The campaign cost around Rp130,000 and reached an estimated 600 to 1,300 people. These short videos contained concise yet impactful storytelling, effectively conveying the importance of seeking professional psychological support. By leveraging the power of short-form video, Sobat Sambat Pro was able to attract attention, engage viewers, and create a strong first impression of its services.

Paid media involves paying to advertise a brand's products or services, offering benefits such as control, scalability, and immediacy (Abdow, 2020). For Sobat Sambat Pro, paid media tactics were effectively employed on Instagram to promote the service and drive conversions. Instagram Feeds and Stories were used with promotional vouchers to encourage trial engagement. These ads included call-to-action elements like “Swipe Up to Register” to motivate users to take action.

The specific ads used in the campaign included:

- Instagram Stories: Promoting registration details for Sobat Sambat Pro.
- Instagram Reels: Featuring a Sobat Sambat Pro trailer video to introduce the service in an engaging format.
- Instagram Feeds: Showcasing sales promotions, such as discount vouchers to attract new clients.
- Free Advertising on X (formerly Twitter): Utilizing the popular @undipmenfess account with 103,100 followers to further extend reach and visibility.

1.7.2 Public Relations

Public relations (PR) can be defined as the practice of developing and maintaining positive relationships with various stakeholders or publics (Smith et al., 2011). In the context of marketing communications, PR offers several advantages over traditional advertising. First, PR provides free publicity, meaning that an organization can gain media coverage without having to pay for it. This type of exposure can be particularly valuable, as it often reaches audiences who may not be exposed to paid advertisements. Second, PR lends credibility to the brand. When

an organization promotes its own products or services through advertising, consumers may view it with skepticism, as the message is self-serving. However, when media outlets or third-party influencers cover the brand positively, it is seen as more trustworthy, which is often referred to as the ‘third-party endorsement effect.’ Third, positive publicity can directly influence sales. As the public becomes more aware of and trusts the brand, they are more likely to make a purchase. Lastly, the combination of free publicity, credibility, and increased sales often results in a greater return on investment (ROI) than traditional advertising (Ang, 2021). In this way, PR can be a highly effective tool for building long-term brand loyalty and increasing customer engagement without the direct costs associated with advertising.

a. Community Relation

Sobat Sambat Pro focused on building relationships with key communities and stakeholders to enhance awareness, engagement, and credibility. The initiative centered on collaborations with relevant social organizations and student bodies to amplify the reach and impact of mental health advocacy.

To celebrate International Women’s Day, content was produced through Pilar PKBI’s Instagram in collaboration with Her Sphere, a youth-driven movement empowering young Indonesian women to own their ambition, aligning with Sobat Sambat Pro’s mission to promote mental wellness and gender inclusivity.

b. Media Partner

Establishing strong media partnerships was crucial for amplifying Sobat Sambat Pro’s message and ensuring effective dissemination of information. The relationship between public relations practitioners and journalists was foundational, as effective media relations could significantly influence public perception and engagement.

- @working.with.kinan, a platform on Instagram that mainly focuses on promoting creative workshops in Semarang.

- BEM Psikologi Unissula, the psychology faculty's student executive board, a key collaborator for mental health-related campaigns and academic discussions.
- Rumah Sahabat UDINUS, a students organization by University of Dian Nuswantoro that focuses on increasing awareness and protection on sexual health and education.
- Psikologi Jurnalistik, a student-led division under the Psychology Faculty that focuses on developing journalistic and media literacy skills, including content creation, research-based writing, and news coverage.
- Kreatif Workshop, a community-based initiative that organizes hands-on creative workshops, such as art and creative workshops and DIY crafts.

c. Press Release

A press release is a formal statement sent to news media members with the intention of announcing something, giving information, or expressing a remark that was made public. Press releases are original information sources, which makes them primary sources (DeFleur, & DeFleur, 2022). The use of press releases was important to inform the brand activation event, which included the journaling event and the grand launching of Sobat Sambat Pro. The news media outlets used for publication were PKBI's affiliated platforms, namely *Akurat*, *LPM Manunggal*, and *Psikologi Jurnalistik*.

1.7.3 Sales Promotion

Sales promotion is one of the oldest marketing strategies that remains relevant. Sales promotion activities are typically associated with a particular product or product line for a defined period, such as during a product launch or phase-out. While their primary goal is to drive sales, the combination of focused marketing efforts and discount offerings may result in either breaking even or incurring a loss (Corcoran, 2023). In practice, sales promotion has the main goal to obtain an immediate response from consumers. The impact of sales promotion on purchasing behavior includes the acceleration effect, which is the encouragement

for consumers or members of the distribution channel to make purchases faster than planned (Smith et al., 2011).

From the result of the Customer Preference towards Counseling Service and Mental Health questionnaire, it can be seen that the audience are heavily influenced by psychologists' information and the price factor.

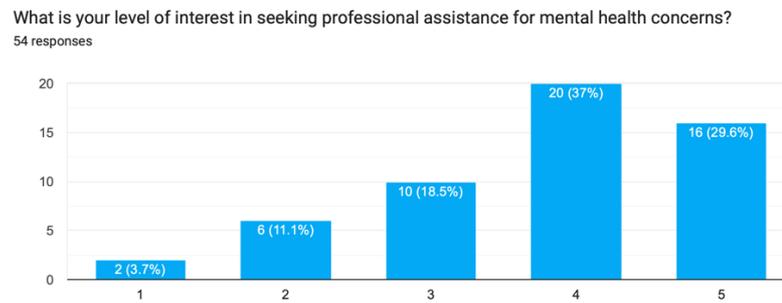


Figure 1.10. Price Feature that Audience feel important when looking for Psychologists

Source: Questionnaire Preference Survey of Counseling Service in Semarang

The form of sales promotion varies from discounts, vouchers, or other incentives designed to attract attention and increase consumer involvement. Thus, the form of sales promotion that **was** used during this project included Price-off Deals and Booth Promotion.

1.7.3.1 Price-off deals

Price reductions appeal to customers since the benefit is instantaneous. More customers will take advantage of the deal if the discount is considered worth it (Ang, 2021).

A discount initiative was introduced to reduce the cost of paid counseling services by 20%, lowering the online consultation fee from Rp100.000,00 to Rp80.000,00 and the offline consultation fee from Rp200.000,00 to Rp160.000,00. This discount rate was determined through internal discussions with the client, PKBI Central Java, in consideration of agreements with external parties—namely the professional psychologists who provide the counseling services. Given the psychological and operational factors involved in maintaining service quality and

sustainability, this figure represented the maximum feasible discount. The voucher was promoted through the @pilar_pkbi Instagram account and strategically aligned with the campaign's content marketing efforts.

1.7.3.2 Sobat Sambat Pro Booth Promotion

Offline marketing is marketing that meets directly with buyers, and buyers can communicate in two directions between the seller and the buyer where factors that influence offline marketing are the way marketers interact directly with potential customers and the messages conveyed are easy to understand (Winata et al., 2024). Sobat Sambat Pro opened a promotional booth during the journaling event activation to optimize the benefits of direct marketing through face-to-face interaction. This approach enables consumers to gain firsthand experience and engage in two-way communication with the Sobat Sambat Pro marketing team, thereby fostering trust and emotional connection. The booth will be strategically placed during the brand activation event, where the target audience, predominantly university students, will be present. Positioning the booth within this event context allows the promotion to align with the theme of stress management and mental health awareness, reinforcing the relevance of Sobat Sambat Pro's premium counseling services while maximizing engagement opportunities in a setting that supports meaningful interaction.

1.7.4 Content Marketing

The goal of content marketing is to inform customers by offering useful content, and future purchases result from the content's ability to foster brand loyalty. Rather, the audience is urged to buy from the business at any time when they are prepared (M Le, 2013). Sobat Sambat Pro benefited greatly from owned media, particularly social media, which increased brand awareness and maintained audience interest.

Utilizing the AIDA model, this strategy ensures that content is designed to progressively move audiences from initial recognition to taking action. In which this model depicts the prospect progressing through the stages of attention, interest, desire, and action (Fill & Turnbull, 2019).

The awareness stage was addressed through visually compelling content on Instagram, strategically designed to cut through digital clutter and increase brand visibility. To maintain Interest, short-form videos featuring expert insights, user testimonials, and mental health tips were distributed via Instagram Reels, capitalizing on high engagement rates associated with video content.

Moving to desire, interactive Instagram Stories and polls fosters personal connections by allowing real-time interactions with psychologists and clients, reinforcing credibility and trust. Finally, the Action phase incorporates strong call-to-action (CTA) elements, ensuring a seamless transition from engagement to conversion. By systematically implementing these tactics within the AIDA framework, Sobat Sambat Pro can enhance brand recognition, strengthen audience relationships, and ultimately increase service adoption.

The digital content activation for the campaign is published through Pilar PKBI Central Java Instagram account (@pilar_pkbi). In developing the content strategy for Sobat Sambat Pro, the AIDA model—comprising Attention, Interest, Desire, and Action—was adopted as the foundational framework to effectively guide audience engagement. Each piece of content was deliberately designed to align with one or more stages of the model. The contents focused on delivering the messages of #ASpaceWhereYOUthBelong, where the contents were filled with managing internal stress as a youth in Indonesia and to assure that Sobat Sambat Pro is a safe space for counselling. For Awareness contents, there are contents to introduce officially the Sobat Sambat Pro itself.

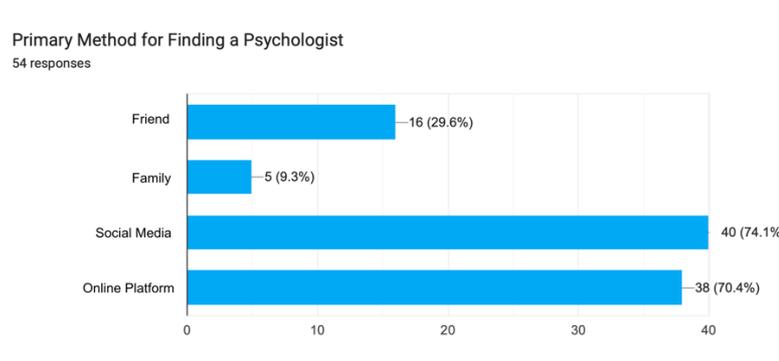


Figure 1.11. Survey Result of Preferences of Counselling in Semarang

Source: Questionnaire Preference Survey of Counseling Service in Semarang

The psychologist for Sobat Sambat Pro and their Instagram experience were also published as part of the Introducing the Sobat Sambat Pro content. Based on a Preference Survey Questionnaire of Counselling Services in Semarang, from 54 respondents, there are 74.1% of respondents who chose to find the information of psychologist through social media, thus it why it is important to put information of psychologist in PILAR PKBI Central Java Instagram account.

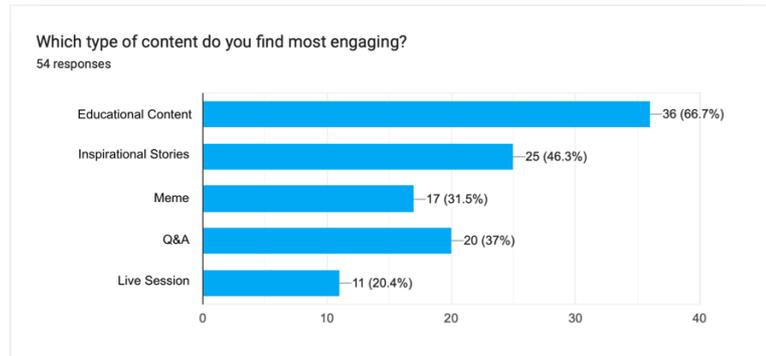


Figure 1.12. Survey Result of Preferences of Counselling in Semarang

Source: Questionnaire Preference Survey of Counseling Service in Semarang

The contents that created surrounded between education, inspirational stories, and interviews since based on a Survey Result of Preferences of Counselling in Semarang, the respondents responded that the most interesting type of contents are educational content (66.7%), inspirational story (46.3%), Q&A interview (37%).

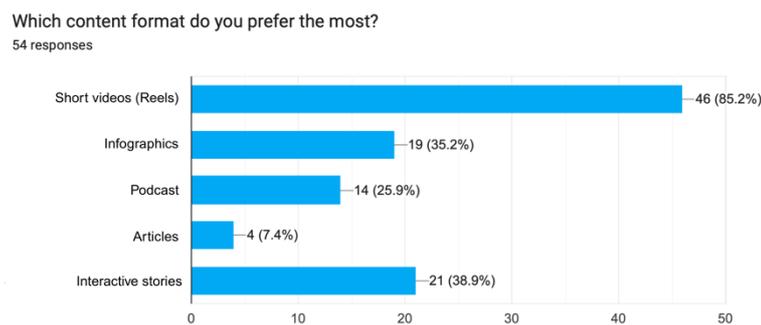


Figure 1.13. Survey Result of Preferences of Counselling Services in Semarang

Source: Questionnaire Preference Survey of Counseling Service in Semarang

The majority of the content posted on PILAR PKBI Instagram accounts about the Sobat Sambat Pro campaign takes the shape of infographics, Instagram

Stories, and Instagram Video Reels. The rationale of the chosen format of content is because based on the survey of counselling services, 85.2% of respondents chose Instagram video Reels as their favorite format of contents, followed by Instagram story by 38.9%, and also Infographic Content by 35.2%.

1.7.4.1 Feeds Post

a. Baseline Data:

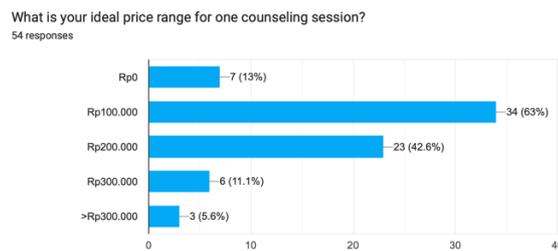


Figure 1.14. Survey Result

Content Description:

Infographic: Sobat Sambat Pro as a Whole (psychologist profile), price start from Rp100.000

Purpose:

Help audience decide, drive website visits

b. Baseline Data:

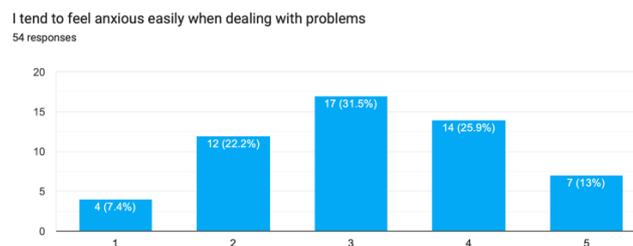


Figure 1.15. Survey Result

Content Description:

Gak semua hal bisa kamu kendalikan

Purpose:

The survey showed that there are still many people that often face anxiety, thus the content was made to give affirmation for the audience, to let them know that not everyone can handle everything in their life.

This content is intended to show the differences between online and offline counseling so that the audience can choose whichever suits their time and access the most with a relatable content hook.

c. Baseline Data:

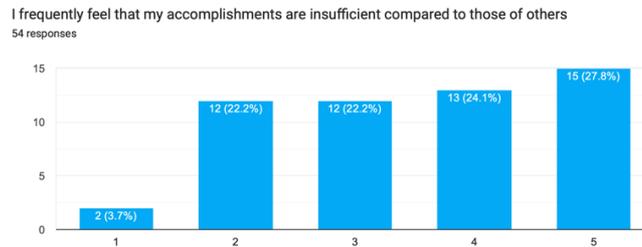


Figure 1.16. Survey Result

Content Description:

"Kalau kata Yura Yunita, “Jalan yang jauh, jangan lupa pulang” Tapi gimana kalau aku tersesat dan bahkan nggak tau arah untuk pulang?"

Purpose:

To educate the audience that life is not a competition and that it's acceptable to not have everything. The purpose of this content is to soft-sell and promote Journaling as a coping mechanism and Sobat Sambat Pro program itself.

d. Baseline Data:

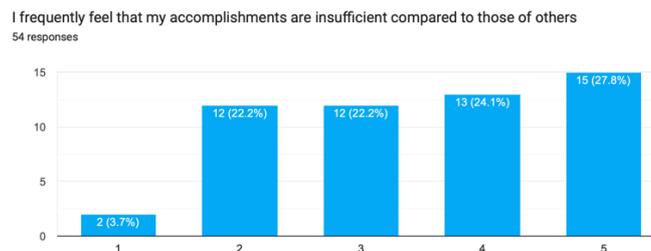


Figure 1.17. Survey Result

Content Description:

Stop membanding-bandingkan diri!

Purpose:

To encourage the audience to avoid comparing themselves to others and to try to understand their own emotions and experiences through journaling.

e. Baseline Data:

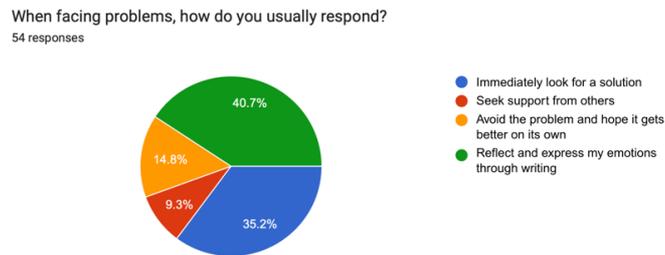


Figure 1.18. Survey Result

Content Description: Open Registration Journaling Event Poster

Purpose: To introduce people about PKBI's Journaling Event and generate people's desire to join the event.

f. Baseline Data:

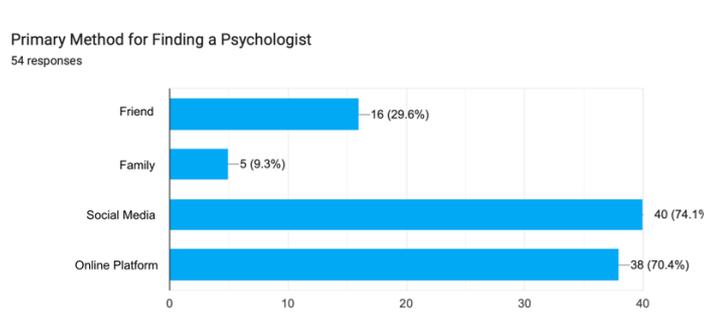


Figure 1.19. Survey Result

Content Description: Counseling Discount Voucher

Purpose: Promoting psychological counseling services with a special offer. This limited discount aims to attract new clients and encourage existing clients to take advantage of counseling services, both online and offline.

g. Baseline Data:

When facing problems, how do you usually respond?
54 responses

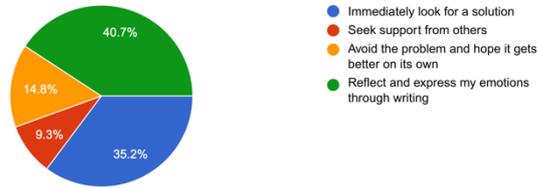


Figure 1.20. Survey Result

Content Description:

Carousel Photo and Video: D-Day Journaling Event - @ Muladi Dome, BTN Coworking Space

Purpose:

Utilize carousel video to inform the audience about the parking space and location for the audience on the day of the journaling event.

1.7.4.2 Instagram Reels

a. Baseline Data:

I frequently experience emotional fatigue despite not performing strenuous physical activities
54 responses

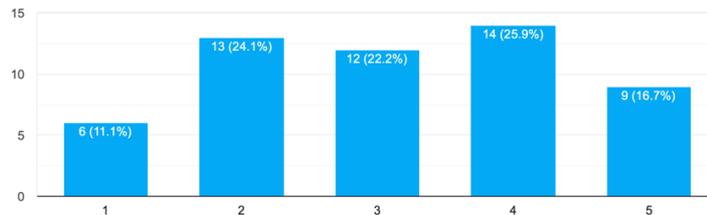


Figure 1.21. Survey Result

Content Description:

Sebanyak 42.6% mahasiswa mengalami prevalensi depresi

Purpose:

Build awareness and emotional connection, positioned Sobat Sambat Pro as a safe space for every youth, especially for university students.

b. Baseline Data:

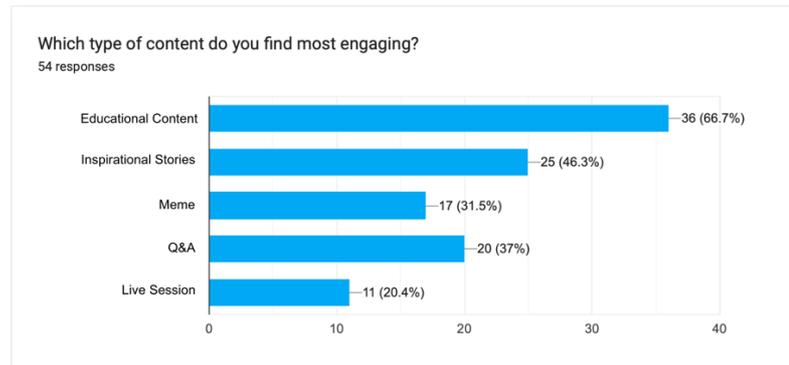


Figure 1.22. Survey Result

Content Description:

International Women’s Day: Women Dare to Dream

Purpose:

To celebrate International Women’s Day and give educational insight for women in the perspective of women from different fields.

c. Baseline Data:

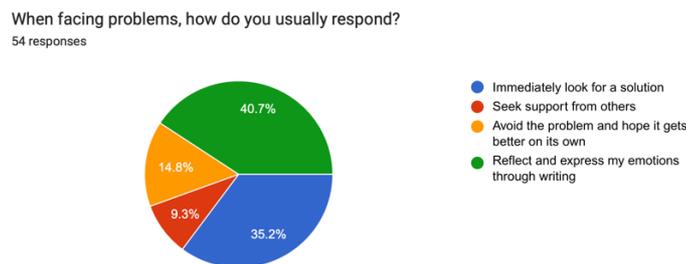


Figure 1.23. Survey Result

Content Description:

Writing from Within - Kelola Stress dengan Menulis

Purpose:

Introduce the concept of journaling as a self-care tool. To increase interest and engagement of the audience.

d. **Baseline Data:**

When facing problems, how do you usually respond?
54 responses

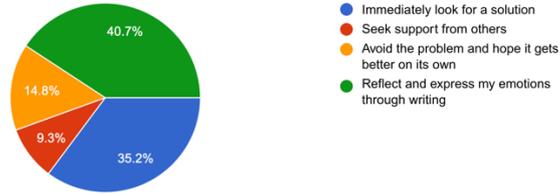


Figure 1.24. Survey Result

Content Description:

After Movie

Purpose:

Produce entertainment video in the form of reels that documented the journaling event.

e. **Baseline Data:**

I tend to feel anxious easily when dealing with problems
54 responses

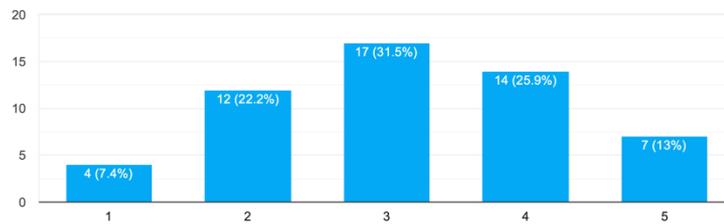


Figure 1.25. Survey Result

Content Description:

Kapan Lulus?

Purpose:

To encourage the audience that having one's own timeline is acceptable and the audience could try to do small talk with trusted people like family. To educate if the audience is uncomfortable, they can talk to Sobat Sambat Pro.

f. **Baseline Data:**

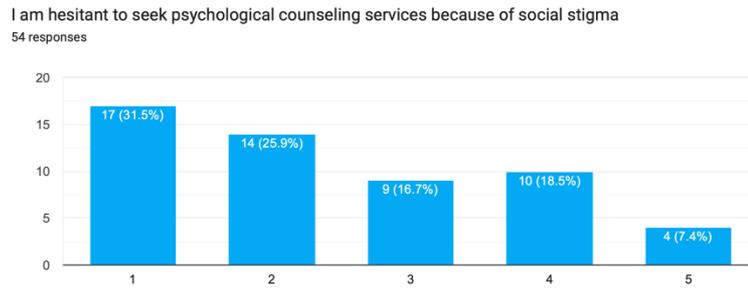


Figure 1.26. Survey Result

Content Description:

Break The Stigma: True or False from Psychology POV

Purpose:

To give an inspirational story that can help the people more interested towards some other content of Sobat Sambat.

g. **Baseline Data:**

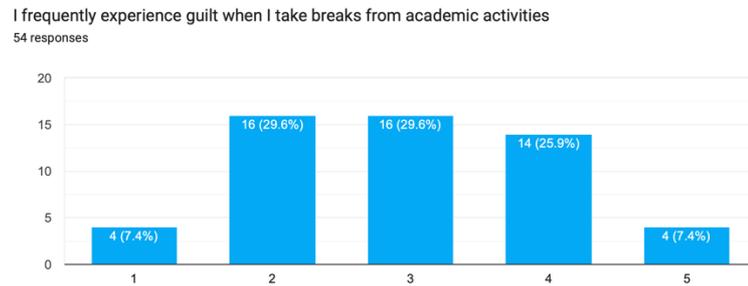


Figure 1.27. Survey result

Content Description:

Underperformance Feeling

Purpose:

To encourage the audience about it is okay to feel underperformance and everyone has their own timeline.

1.7.4.3 Instagram Story

h. Baseline Data:

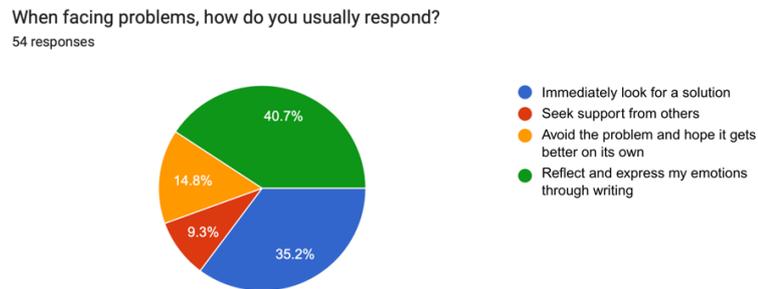


Figure 1.28. Survey result

Content Description:

Open Registration Sobat Sambat Pro

Purpose:

To introduce people about PKBI's Premium Counseling Service and generate people's desire to sign-up for the service.

1.7.5 Event Marketing

To increase awareness and drive sales for Sobat Sambat Pro, a brand activation event was organized to engage the target audience in a memorable and meaningful way. Event marketing, particularly experiential marketing, helps to build deeper connections with consumers by providing them with immersive experiences that not only boost engagement but also reinforce brand recall and create valuable touchpoints (Smith et al., 2011). The choice to focus on **journaling** was informed by a survey of young adults aged 18-24 years, where 40.7% of respondents shared that they express their emotions through writing.

When facing problems, how do you usually respond?
54 responses

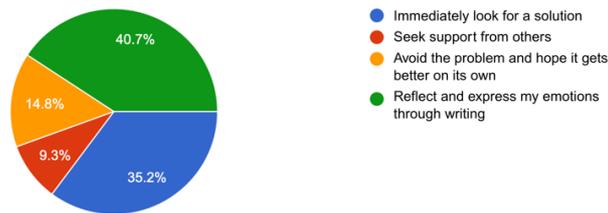


Figure 1.29. Survey Result of Coping Mechanisms

Source: Questionnaire Result about Counseling Service in Semarang

Moreover, an article from KlikDokter (Nurmayani, 2022), highlighted the mental health benefits of journaling, affirming its effectiveness in improving mental well-being. Given these insights, journaling was selected as the central theme for the event.

The event organized was a Journaling Workshop and Mini Talk show introducing Sobat Sambat Pro. As part of the campaign's event marketing strategy, the author, in collaboration with the client, designed this activation to create a meaningful and engaging experience for the target audience. The event aimed to not only introduce the brand and its services but also to foster emotional connection through hands-on activities. The following outlines the event's key details:

- **Event Name:** Writing From Within
- **Event Concept:** A Journaling Workshop, Mini Talk Show on Sobat Sambat Pro, and a Counseling Registration Booth
- **Theme:** Solving Academic Stress Among University Students Through Journaling
- **Date:** Thursday, 20 March 2025
- **Location:** Bank BTN Co-Working Space, Muladi Dome, Tembalang.
- **Audience Target:** University Students in Semarang

Table 1.4. Event Marketing “Writing from Within” Rundown

Writing from Within: Event Rundown		
Duration	Activity	Description
5'	Opening & Ice Breaking	<ol style="list-style-type: none"> 1. MC self-introduction 2. Light ice breaking: asked how the participant feels today? 3. A short explanation of today's agenda: Talk show & Grand Launching of Sobat Sambat Pro
5'	Opening Speech From PKBI	Opening Speech from the director of PKBI Central Java
10'	Introduction: Launching Sobat Sambat Pro	Conducting an introduction of Sobat Sambat Pro, where PILAR PKBI introduced Sobat Sambat Pro
30"	Guided Journaling Talk show “Writing from Within”	Talk show from psychologist regarding journaling for stress management and therapeutic journaling.
60'	Journaling Session	Decorating journals and writing journals session
10'	Sharing Session Voluntary Participation	Attendees (who are comfortable) shared key takeaways from their writing
10'	Closing	<ol style="list-style-type: none"> 1. Promotion by MC regarding how to access their online counseling session 2. Documentation 3. Closing

1.8 ACTION PLAN

1.8.1 Minutes

Table 1.5. Minutes

No	Activity	January				February				March				April				May			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	Client Search																				

1.8.2 Media Plan (Instagram)

Table 1.6. Media Plan

Date	Type	Title	Purpose
1/3/2025	Video Reels	“Sebanyak 41.5 sampai 54.7% mahasiswa mengalami prevalensi depresi”	Build awareness and emotional connection, positioned Sobat Sambat Pro as a safe space for every youth, especially for university students.
5/3/2025	Infographic	Kenalan yuk, dengan Sobat Sambat Pro!	Build awareness and help the public know more about the Sobat Sambat Pro service.
6/3/2025	Infographic	Gak semua hal bisa kamu kendalikan	Build affirmation for the audience, to let them know that not everyone can handle everything in their life. This content is intended to show the differences between online and offline counseling so that the audience can choose whichever suits their time and access the most with a relatable content hook.
8/3/2025	Video Reels	International Women’s Day: Women Dare to Dream	To celebrate International Women’s Day and give educational insight for women in the perspective of women from different fields.
13/3/2025	Infographic	Kalau kata Yura Yunita, “Jalan yang jauh, jangan lupa pulang” Tapi gimana kalau aku tersesat dan bahkan nggak tau arah untuk pulang?	To educate the audience that life is not a competition and that it's acceptable to not have everything. The purpose of this content is to soft-sell and promote Journaling as a coping mechanism and Sobat Sambat Pro program itself.
14/3/2025	Poster	Open Registration Journaling Event	To introduce people about PKBI's Journaling Event and generate

			people's desire to join the event.
17/3/2025	Video Reels	Writing from Within - <i>Kelola Stress dengan Menulis</i>	Introduce the concept of journaling as a self-care tool. To increase interest and engagement of the audience.
18/3/2025	Infographic	Stop membanding-bandingkan diri!	To encourage the audience to avoid comparing themselves to others and to try to understand their own emotions and experiences through journaling.
20/3/2025	Carousel Post: Photo and Video	D-Day Journaling Event: @Muladi Dome, BTN Coworking Space	Utilize carousel video to inform the audience about the parking space and location for the audience on the day of the journaling event.
30/3/2025	Video Reels	<i>After Movie</i>	Produce entertainment video in the form of reels that documented the journaling event.
7/4/2025	Video Reels	Kapan Lulus?	To encourage the audience that having one's own timeline is acceptable and the audience could try to do small talk with trusted people like family. To educate if the audience is uncomfortable, they can talk to Sobat Sambat Pro.
11/4/2025	Poster	Counselling Discount Voucher	Promoting psychological counseling services with a special offer. This limited discount aims to attract new clients and encourage existing clients to take advantage of counseling services, both online and offline.

16/4/2025	Video Reels	Break The Stigma: True or False from Psikolog POV	To give an inspirational story that can help the people more interested towards some other content of Sobat Sambat.
21/4/2025	Infographic	Kartini's Day: <i>Saatnya Perempuan Meraih Mimpinya</i>	Celebrating Kartini's Day with the courage and achievement of the R.A. Kartini in the fight for women's rights to get access to education. This content aims to inspire women today to dare to dream and pursue education for a better future.
22/4/2025	Photo Post	Testimonial from Sobat Sambat Client	To demonstrate the dependability and professionalism of Sobat Sambat Pro's psychologists and to create a positive impression for the company's sustainability
23/4/2025	Video Reels	Underperformance Feeling	To encourage the audience about it is okay to feel underperformance and everyone has their own timeline.

1.8.3 Budgeting

Table 1.7. Budgeting

Income				
No.	Component	Amount	Unit Price	Total
1.	Sponsorship	1	Rp1.000.000	Rp 1.000.000
2.	PKBI	1	Rp1.100.000	Rp 1.100.000
3.	Ticketing	15	Rp35.000	Rp 525.000
TOTAL				Rp2.625.000

Expenditure				
No.	Component	Amount	Unit Price	Total
Event				
1.	Psychologist	1	Rp500.000	Rp500.000
2.	Foods	30	Rp12.000	Rp360.000
3.	Journal Book	16	Rp17.758	Rp284.133
4.	Stationery	4	Rp9.670	Rp38.680
5.	Decoration	1	Rp152.939	Rp152.939
6.	Venue Decoration	1	Rp66.273	Rp66.273
7.	Sound System	1	Rp100.000	Rp100.000
8.	Plakat	1	Rp92.000	Rp92.000
9.	X-banner	3	Rp50,022	Rp150,066
Social Media				
1.	Ads	4	Rp137.178	Rp548.715
2.	Transportation	1	Rp57.000	Rp57.000
3.	Transportation	1	Rp74.000	Rp74.000
4.	Snack Speaker	1	Rp50.000	Rp50.000
5.	Studio	1	Rp 151.166	Rp 151.166
TOTAL				Rp2.624.972

1.8.4 Man

1. Project Leader & Strategist (Naufal Abiy Zayyan)

Key Responsibilities:

1. Developed a fully integrated marketing communication plan involving five IMC tools (content, advertising, PR, events, sales promo) tailored to audience behavior, ensuring channel-to-funnel alignment.
2. Conducted primary and secondary research on Gen Z mental health behavior, using insights to shape message framing, emotional tone, and platform targeting.
3. Led content ideation, format development, and publishing cadence for 19 campaign pieces across Reels, infographics, and stories, ensuring relevance to campaign milestones and social trends.
4. Supervised a four-member cross-functional team, held weekly stand-ups, ensured clear role delegation, and resolved workflow conflicts to meet all execution deadlines.
5. Acted as liaison with PKBI Central Java, facilitating strategic alignment through weekly meetings, real-time updates, and collaborative decision-making across campaign stages.
6. Concepting, launched, and monitored a digital voucher incentive system that exceeded the campaign's client acquisition goal (140% redemption rate achieved).
7. Managed the planning and on-ground execution of a journaling booth activation, integrating emotional engagement tactics to convert 5 new service users
8. Responded to unexpected issues such as social media access delays, speaker no-shows, and sponsor withdrawal by developing quick response strategies and contingency plans.

9. Monitored engagement, reach, conversion, and growth metrics in real time; adjusted media priorities and content sequencing based on ongoing performance analytics.
10. Led data analysis for post-campaign evaluation (n=104), authored the strategic reflection report, and formulated improvement strategies based on measurable outcomes.

2. Account Executive (Syifa Alifia Zahra)

Key Responsibilities:

1. Identifies and secures strategic partnerships with organizations, cafés, and media outlets to enhance event engagement.
2. Drafts and negotiates partnership agreements, ensuring alignment between brand values and event objectives.
3. Prepares sponsorship and partnership proposals tailored to each potential partner.
4. Organizes and manages all media partnerships, collaborating with student organizations and online platforms for promotion.
5. Prepares and distributes press materials, including press releases and talking points for event speakers.
6. Engages with journalists and media outlets to secure press releases.
7. Develops a comprehensive event budget and allocates financial resources efficiently.
8. Tracks income and expenses throughout the event process, ensuring financial sustainability.
9. Manages sponsorship and ticketing revenue streams, ensuring funding targets are met.
10. Handles payment processing, invoicing, and contract compliance with vendors and partners.

11. Conducts post-event evaluations, including sponsor and media partner impact analysis, press effectiveness, and financial reporting.

3. Event Manager & Data Executive (Aliya Najiha Putri)

Key Responsibilities:

1. Oversees and coordinates event logistics, including timeline, booth, and operational execution.
2. Designs seamless offline-to-online event integration, coordinating activations, panel discussions, and audience interaction strategies.
3. Ensures coordination (venue setup, technical needs, catering, and branding materials)
4. Manage coordination of Sobat Sambat Pro Booth.
5. Designs event flow, event marketing, from check-in to post-event wrap-up.
6. Leads engagement activities on-site, including Booth Sobat Sambat Pro.
7. Ensures attendee experience is optimized through smooth event registration, crowd control, and engagement points.
8. Collects, analyzes, and reports event data, including:
 - a. Booth Sobat Sambat Pro Sales Registration Trends: Tracking sign-up rates of Sobat Sambat Pro and demographics.
9. Uses data insights to optimize marketing strategies for event execution.
10. Conducts post-event impact assessment, measuring attendee satisfaction and engagement outcomes.
11. Measure Instagram Engagement Metrics: Social media interactions, Followers Growth, and Social Media Ads
12. Optimizing Meta-Instagram Advertising for Contents in Pilar PKBI Instagram Account

4. Creative & Copywriter (Angelita Valencia Turangan)

Key Responsibilities:

1. Develop compelling content for Sobat Sambat Pro's Instagram (copywriting, storytelling, creative concepting)
2. Create content editing:
 - a. Infographics (Canva)
 - b. Reels (CapCut)
 - c. Story Promotion (Canva)
 - d. Event Aftermovie (CapCut)
3. Live reporting & documentation during events
4. Video production for campaigns
5. Collaboration with 1 external community for International Women's Day campaign
6. Client communication and coordination for content approval & timeline
7. KOL communication & coordination for video production
8. Design X-Banner and video bumper for event Journaling: Writing from Within
9. Research content trends, visual references, and benchmark competitors
10. Build and manage content calendar for Instagram posts & campaigns
11. Quality control (proofreading, layout check) before content is published
12. Internal documentation and compiling reports in Google Drive

1.9 CONTROL & EVALUATION

1.9.1 Evaluation Method

PILAR PKBI Central Java aimed to increase the number of clients by 12 people within 2 months. The evaluation was conducted by measuring the effectiveness of promotional activities and audience participation in each event. Through the activities held, PILAR PKBI Central Java was expected to achieve the targeted goals.

1.9.1.1 Instagram

1. Upload 16 content in 2 months on the Instagram account of @pilar_pkbi
2. Increase total engagement rate by 30% in 2 months (likes, comments, shares, saves)
3. Increase the target of reach by 10% from 18.369 (January-February Total Reach) to 20.205
4. Increase followers by 5% from 5.653 to 5.936
5. Collaborate with one community to produce one content for International Women's Day

1.9.1.2 Journaling Event: Writing from Within

1. Achieve the target of 15 participants, which can be proven by the recap of registration data at the “Writing from Within” on Thursday, 20 March 2025
2. Get 40% of the total number of participants to register for the Sobat Sambat Pro counseling service
3. Collaborate with a minimum of 4 media partners to promote and collaborate for the event

1.9.1.3 Sales Promotion: Booth and Voucher

1. Get up to 12 new clients of Sobat Sambat Pro counseling service through the voucher code and event within 2 months

1.9.1.4 Awareness

1. The objective is to increase awareness of Sobat Sambat Pro by 25%

1.9.2 Key Indicator Performances

Table 1.8. Key Indicator Performances

Name	Student ID	Role	Key Responsibilities	Working Hours
Naufal Abiy Zayyan	14040121 190058	Project Leader & Strategist	Developed a fully integrated marketing communication plan involving five IMC tools (content, advertising, PR, events, sales promo) tailored to audience behavior, ensuring channel-to-funnel alignment.	15 hours
			Conducted primary and secondary research on audience mental health behavior, using insights to shape message framing, emotional tone, and platform targeting.	13 hours
			Led content ideation, format development, and publishing cadence for 19 campaign pieces across Reels, infographics, and stories, ensuring relevance to campaign milestones and social trends.	15 hours
			Supervised a four-member cross-functional team, held weekly stand-ups, ensured clear role delegation, and resolved workflow conflicts to meet all execution deadlines.	14 hours
			Acted as liaison with PKBI Central Java, facilitating strategic alignment through weekly meetings, real-time updates, and	10 hours

			collaborative decision-making across campaign stages.	
			Designed, launched, and monitored a digital voucher incentive system that exceeded the campaign's client acquisition goal (140% redemption rate achieved).	10 hours
			Managed the planning and on-ground execution of a journaling booth activation, integrating emotional engagement tactics to convert 5 new service users.	10 hours
			Analyzed reach, engagement, conversion, and follower growth; implemented real-time adjustments.	7 hours
			Responded to unexpected issues such as social media access delays, speaker no-shows, and sponsor withdrawal by developing quick response strategies and contingency plans.	8 hours
			Led data analysis for post-campaign evaluation (n=104), authored the strategic reflection report, and formulated improvement strategies based on measurable outcome	18 hours
Total				120 hours
Syifa Alifia Zahra	14040121 190068	Account Executive	Identifies and secures strategic partnerships with organizations, cafés, and media outlets to enhance event engagement.	16 hours

			Drafts and negotiates partnership agreements, ensuring alignment between brand values and event objectives.	16 hours
			Prepares sponsorship and partnership proposals tailored to each potential partner.	10 hours
			Organizes and manages all media partnerships, collaborating with student organizations and online platforms for promotion.	20 hours
			Prepares and distributes press materials, including press releases and talking points for event speakers.	8 hours
			Engages with journalists and media outlets to secure press releases.	8 hours
			Develops a comprehensive event budget and allocates financial resources efficiently.	8 hours
			Tracks income and expenses throughout the event and campaign process, ensuring financial sustainability.	10 hours
			Manages sponsorship and ticketing revenue streams, ensuring funding targets are met.	8 hours
			Handles payment processing, invoicing, and contract compliance with vendors and partners.	8 hours
			Conducts post-event evaluations, including sponsor and media	8 hours

			partner impact analysis, press effectiveness, and financial reporting.	
Total				120 hours
Aliya Najiha Putri	14040121 190059	Event Manager & Data Executive	Oversees and coordinates event logistics, including timeline, booth, and operational execution.	5 hours
			Designs seamless offline-to-online event integration, coordinating activations, panel discussions, and audience interaction strategies.	15 hours
			Ensures coordination (venue setup, technical needs, catering, and branding materials).	10 hours
			Manage coordination of Sobat Sambat Pro Booth.	8 hours
			Designs event flow, event marketing, from check-in to post-event wrap-up.	12 hours
			Leads engagement activities on-site, including Booth Sobat Sambat Pro.	5 hours
			Ensures attendee experience is optimized through smooth event registration, crowd control, and engagement points.	9 hours
			Collects, analyzes, and reports event data, including: - Booth Sobat Sambat Pro Sales Registration Trends: Tracking sign-up	10 hours

			rates of Sobat Sambat Pro and demographics.	
			Uses data insights to optimize marketing strategies for event execution.	15 hours
			Conducts post-event impact assessment, measuring attendee satisfaction and engagement outcomes.	11 hours
			Measure Instagram Engagement Metrics: Social media interactions, Followers Growth, and Social Media Ads and Optimizing Social Media Advertising for Contents in Pilar PKBI Instagram Account	10 hours
Total				120 hours
Angelita Valencia Turangan	14040121 190053	Creative & Copywriter	Develop compelling content for Sobat Sambat Pro's Instagram (copywriting, storytelling, creative concepting)	15 hours
			Create content editing: – Infographics (Canva) – Reels (CapCut) – Story Promos (Canva) – Event Aftermovie (CapCut)	40 hours
			Live reporting & documentation during events	5 hours
			Video production for campaigns	10 hours

			Collaboration with 1 external community for International Women's Day campaign	5 hours
			Client communication and coordination for content approval & timeline	5 hours
			KOL communication & coordination for video production	5 hours
			Design X-Banner and video bumper for event Journaling: Writing from Within	5 hours
			Research content trends, visual references, and benchmark competitors	10 hours
			Build and manage content calendar for Instagram posts & campaigns	5 hours
			Quality control (proofreading, layout check) before content is published	10 hours
			Internal documentation and compiling reports in Google Drive	5 hours
Total				120 hours