CHAPTER I
INTRODUCTION

1.1 BACKGROUND

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

The growing awareness of mental health challenges among university students is also evident in their increased willingness to pursue professional assistance. Research by Putri (2023) at Universitas Islam Negeri Syarif Hidayatullah Jakarta revealed that 64.1% of students expressed an intention to seek counseling, 55.6% were open to consulting a psychologist, and 68.3% showed a tendency to seek psychiatric services.(F. L. N. Putri, 2023).

Moreover, around the field of the education sector, mental health services have been established as a required part of Indonesia's school health services initiative (Indonesian Ministry of Education, 2024). In Jakarta, 86.67% of public schools offer mental health education, 53.3% applied mental health screenings, and 80% provide counseling support. (Yani et al., 2025).

The percentages of depression among young individuals is particulary higher in urban areas (2.5%) and among those from higher social and economic backgrounds (2.2%) (BKPK, 2023). This pattern is also evident in Semarang, the capital city of Central Java, where ongoing economic growth may be contributing to

increased mental health awareness and improved access to related services .The expanding institutional support for mental health corresponds with a rising demand for professional counseling services among university students. A study of undergraduate students in their first to eighth semesters from various Indonesian universities, consisting of 101 participants (69 female and 32 male), indicates a growing tendency to seek professional mental health support. The majority of participants (70.3%) were from Sultan Ageng Tirtayasa University, with smaller proportions from Semarang State University (8.9%), Padjadjaran University (6.8%), and several other institutions (Mirawati et al., 2023). The findings show that students have differing levels of understanding regarding the financial aspects of application-based services, with 25.7% unaware of the associated operational costs and 75.2% recognizing them. Notably, students' willingness to provide financial support for counseling services is strongly influenced by how relevant the service is to their personal issues. While 17.8% indicated a clear willingness to donate, 82.2% said they would consider contributing if the service aligned with their individual needs.

Additionally, the increasing toward professional mental health services is clear, with 61.4% of respondents favoring paid counseling options that offer prompt responses, indicating a high demand for timely and accessible support. In contrast, 32.7% opted for free services even if they involved potential delays, while 6.9% based their preference on the urgency of their needs. These results suggest that although cost is a factor, many students place greater importance on access to professional mental health care. Overall, the findings underscore a rising awareness and growing demand for mental health support among university students, further emphasizing the trend toward seeking professional assistance.

In a survey conducted in Semarang with 54 respondents aged 18–24, titled *Questionnaire Preference Survey of Counseling*

Service in Semarang, the majority (38.9%) rated their interest in seeking professional mental health support at level 4, while 27.8% expressed very high interest at level 5. This trend indicates a positive development, with a noticeable rise in both mental health awareness and the willingness to seek professional assistance.
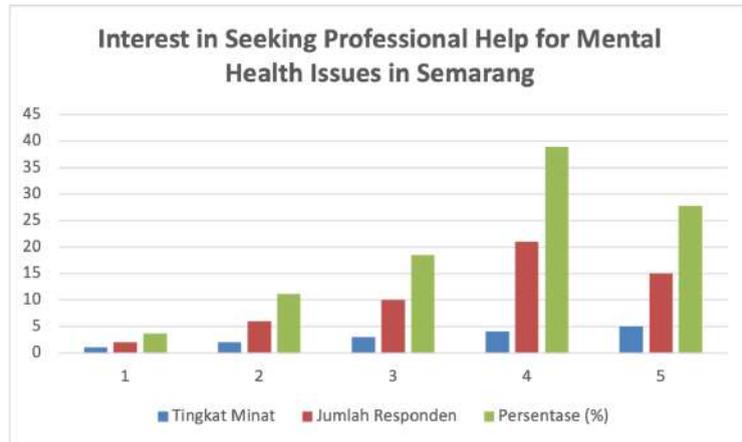

Figure 1.1. Mental Health Issues Survey
Source: Questionnaire Preference Survey of Counseling Service in Semarang

PKBI Central Java established to strengthen the communities by implementing diverse programs that focused on sexual health, education, youth involvement, and social welfare. Since the establishment of PKBI Jawa Tengah, PKBI has upheld the belief that family plays a vital role in the well-being of society, with the purpose of fostering responsible families that engaged in education, health, and welfare. To support this mission and values, PKBI established various empowerment programs, including PILAR (Youth Information and Service Center), Indonesia International Work Camp, Bima Sembada, Rumpin Bangjo (Smart House), Yes I Do, and Take Action for Future.

PILAR (Pusat Informasi dan Layanan Remaja) is one of PKBI's flagship empowerment programs, in which it was established to respond to the sexual and reproductive health needs of adolescents. It is dedicated to empowering young people,

particularly those with limited access to vital health information, by equipping them to make informed and responsible choices. PILAR PKBI delivers a range of program initiatives, including Comprehensive Sexuality Education, which facilitates discussions and training among youth in schools and communities. Comprehensive Sexuality Services offer youth-friendly reproductive health and counseling information. Youth Empowerment values in PILAR PKBI, means to develop and supports peer educators and community youth leaders. Planning, Monitoring, Evaluation, and Learning, are thoses that are focuses on data-driven research and advocacy. Additionally, Media Development efforts utilized digital platforms to disseminate important information regarding reproductive health. Through inclusive, empathetic, and accountable services, PILAR PKBI Jawa Tengah aspires to nurture responsible, health-conscious youth who actively shape a more informed and healthier society.

In addition to support the values, PILAR PKBI has been consistently provided a free counseling service known as Sobat Sambat. The program is designed to be youth-friendly and supported by trained peer counselors from PKBI. The program of Sobat Sambat Pro has been actively run by PILAR PKBI Central Java for several years. Over time, the number of clients utilizing the Sobat Sambat service has grown significantly, with many seeking help for increasingly complex issues.

According to data compiled by the Pusat Informasi Layanan Ramah Remaja Persatuan Keluarga Berencana Indonesia (PILAR PKBI) regarding the number of user of Sobat Sambat, in which the Sobat Sambat free counseling service recorded a total of 271 clients over the period of 2023 to 2024. In 2023, the service supported 130 clients, while in 2024, the number increased to 141 clients.
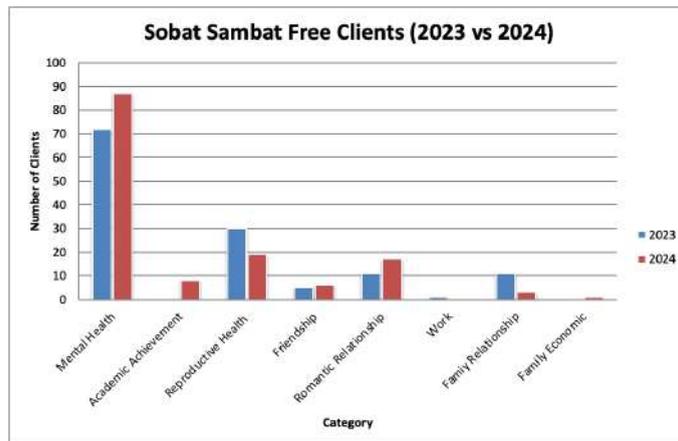
Figure 1.2. Chart Compilation of Sobat Sambat Clients 2023-2024
Source: Clients Data PILAR PKBI Central Java

As shown in Figure 1.2, clients discussed a variety of topics with counselors of Sobat Sambat. Which included Mental Health, Academic Achievement, Reproductive Health, Friendship, Romantic Relationships, Work, Family Relationships, and Family Economics. Within 2023 and 2024, Mental Health emerged as the most frequently addressed issue, with 159 clients seeking support in this area. This was followed by Reproductive Health, which was discussed by 49 clients..

In addition response to the growing number of clients utilizing the free Sobat Sambat counseling service, PILAR PKBI Central Java introduced a new program called Sobat Sambat Pro, an affordable, paid counseling service that facilitated by professional psychologists, not just counsellors. The revenue generated from this program is fully allocated to support the operational needs of PILAR PKBI Central Java and sustain its empowerment programs.

Sobat Sambat Pro offers both online and offline counseling sessions in collaboration with two psychologists: Winti Windrati, S.Psi, S.M., M.M., Psychologist, and Irnida Terana, M.Psi,

Psychologist. The service fees are approximately Rp100,000 for online sessions and Rp200,000 for offline sessions. According to PILAR PKBI Central Java, the pricing is intentionally set to reflect its commitment to being a youth-friendly and accessible service. However, within the initial three months of its launch, from December 2024 to February 2025, only one client had utilized the paid service.

Table 1.2. 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, there are several other psychological counseling platforms are widely recognized in Indonesia. According to a survey conducted on the demand for psychological services among individuals aged 18–24 in Semarang, respondents identified four primary applications from a list of the top 10 most commonly used mental health services in Indonesia (Angelia, 2022). The four frequently used platforms are Halodoc, Alodokter, Psikologimu, and Ibunda.

Table 1.3. Competitor Review

	Halodoc	Alodokter	Psikologimu	Ibunda	Sobat Sambat Pro

Product & Services	24/7 flexible time for online consultations with psychologist Medication purchases, Offline consultation appointment Homecare services, Mental health quick check ups test, Experienced psychologist up to 20 years	24/7 flexible time for online consultations with psychologist, Offline consultation appointment Medication purchases	Flexible online consultation with psychologist	Flexible online consultation with psychologist, offline consultation appointment, mental health quick check ups test, experienced psychologist up to 10 years (offline), experienced psychologist >5 years (online),	Flexible online consultation with psychologist, youth friendly services since 1998 offline consultation appointment, mental health quick check ups test, experienced psychologist >5 years for online and offline counselling.
Marketing Strategy	Partnership Health related brands: (Pepsodent, Organon), Instagram educational contents, Instagram Live with Psychologist, Talk Shows with psychologist	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 Partnership with Government Institution	Instagram Contents (Story and Feeds) Advertising Poster

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: 120 Minutes	Online: 60 Minutes	60 Minutes	45 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 a competitor analysis of products and services aspect, Halodoc and Alodokter provide 24-hour flexible online consultation options, along with access to medication purchases. Similarly, Psikologimu and Ibunda offer flexible scheduling for online counseling sessions. Sobat Sambat Pro also provides flexible online consultation services. In addition, Sobat Sambat Pro, Halodoc, and Ibunda feature free mental health quick checkups and the option for offline appointments. These offerings demonstrate that Sobat Sambat Pro is competitively aligned with several well-established mental health service providers in Indonesia.

While Halodoc offers psychologists with 20 years of experience and Ibunda provides experts with over a decade of experience, Sobat Sambat Pro stands out as the only service featuring psychologists with more than 5 years of experience who also embody the brand's youth-friendly approach. This is reflected in Sobat Sambat Pro slogan, ***"Layanan Ramah Remaja"***, emphasizing a youth-friendly service. In contrast, other platforms like Halodoc, Psikologimu, and Alodokter emphasize simplicity and safe space, Ibunda also mainly focuses on personal growth.In terms of marketing strategies, Halodoc, Alodokter, and Ibunda have established partnerships with health-related brands. All four platforms utilize Instagram for educational and promotional content, with Halodoc and Ibunda further engaging users through Instagram Live sessions with psychologists and talk shows. Additionally, Ibunda has formed partnerships with Key Opinion Leaders and government entities.

Meanwhile, as a new product launched in December 2024, Sobat Sambat Pro currently relies solely on Instagram content for promotion, which then also became a strenght point for Sobat Sambat Pro to experiment several communication strategy.

regarding pricing strategy, online consultations on Halodoc range from Rp50.000 to Rp145.000, Alodokter's cost between Rp150.000 and Rp100.000, Psikologimu charges from Rp75.000 to Rp300.000, and Ibunda's prices vary from Rp199.000 to Rp399.000 for 30–60 minutes. Sobat Sambat Pro offers a moderately affordable rate of Rp100.000 for a 45-minute online consultation, compared to these competitors. For offline sessions, Sobat Sambat Pro presents the most economical option at just Rp200.000 for 45 minutes, while other services range from Rp170.000 to Rp1.000.000 for 60–120 minutes. In terms of ratings, the four competing platforms maintain high scores, all exceeding 4.5/5. Although Sobat Sambat Pro does not yet have official ratings, its free Sobat Sambat program has earned public trust, successfully serving over 200 clients.

1.2 PROBLEM STATEMENT

According to various studies, the number of college students seeking professional assistance for mental health concerns has increased throughout the past years.
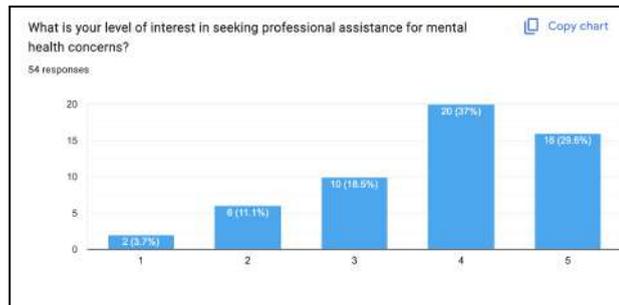

Figure 1.4. Consumer Preference Survey regarding Counseling Service
Source: Questionnaire Preference Survey of Counseling Service in Semarang

The client preference survey results from university students in Semarang revealed that most participants showed a strong willingness to use counseling services, with 36 of 54 respondents expressing interest in seeking help for mental health concerns.
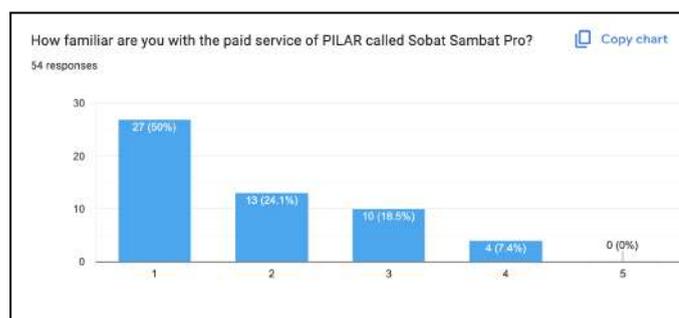

Figure 1.5.. Survey on Awareness of Sobat Sambat
Source: Questionnaire Preference Survey of Counseling Service in Semarang

This indicates a demand for counseling services, yet awareness of Sobat Sambat Pro remains low, as only 4 respondents

recognized the new platform. Additionally, PILAR has delivered the Sobat Sambat Counseling Service for a decade, with Sobat Sambat Free (counseling with PKBI's Peer Counselor) already well-recognized. In December 2024, PKBI launched a premium version called "Sobat Sambat Pro," featuring sessions with a Professional Psychologist. However, by February 2024, Sobat Sambat Pro had managed to attract just one client.

Based on these analysis, it can be concluded that:

1. Low awareness of Sobat Sambat Pro counseling service.
2. Despite being established from December 2024, Sobat Sambat Pro still has low sales, having only gained one client.

1.3. SITUATION ANALYSIS

1.3.1. EST ANALYSIS

1.3.1.1 Economic

According to data from the Central Statistics Agency in 2024, the Central Java Province BPS reported a year-on-year economic growth of 4.93% in the third quarter of 2024 (BPS-Statistics, 2025).Additionally, Semarang City achieved the highest economic growth in the province, recording a 5.79 percent increase in 2023, up from 5.73 percent in 2022 (Badan Pusat Statistik, 2024). This demonstrates that Semarang's economy is steadily growing, reflecting the community's purchasing power for paid mental health services. Especially since Sobat Sambat Pro offers professional counseling at youth-friendly rates ranging from Rp100.000,00 to Rp200.000,00, this makes the service increasingly accessible to broader segments of the population in need of psychological support.

1.3.1.2 Social

According to a study published in the International Journal of Mental Health System, the primary barriers to accessing mental health services in Indonesia are low mental health literacy and emerging social stigma (A. K. Putri et al., 2021). Additionally, Iis Amalia, a psychologist at UPTD PPA DP3A Semarang, noted that "many people stigmatize those who seek psychological help, viewing them as weak or lacking faith" (Qudstia, 2023). In response to these issues, Sobat Sambat has actively worked to promote mental health awareness and reduce the stereotype that consulting a psychologist signifies weakness or a lack of spiritual strength.

1.3.1.3 Technology

As reported by DataReportal, Indonesia is projected to have 185.3 million internet users in early 2024, reflecting a 66.5% internet penetration rate (Kemp, 2024). Additionally, the Indonesian Internet Service Providers Association (APJII) stated that internet users in Indonesia reached 221,563,479 in 2024, from a total population of 278,696,200 in 2023, resulting in a national internet penetration of 79.5% (*Asosiasi Penyelenggara Jasa Internet Indonesia*, 2024). This statistic has climbed by 1.4% since the prior period.

Moreover, Generation Z has clear preferences when it comes to social media, with the majority (51.9%) of Indonesian Gen Z frequently using Instagram (Ahdiat, 2024). The advancement of digital technology opens up opportunities for PILAR PKBI

Central Java to further promote Sobat Sambat Pro
counseling services through social media platforms.

1.3.2 SWOT ANALYSIS

Table 3.1. SWOT Analysis

Strengths	Weaknesses
- PILAR PKBI has provided youth-friendly counseling services for 10 years and has served 271 clients over the past two years. - The service is managed by a seasoned psychologist with over 10 years of experience in addressing youth-related issues. - It offers the most affordable pricing among competitors while having psychologists with over 10 years of professional experience.	- Sobat Sambat Pro had limited recognition, with only 7.4% of respondents aware of the service. - Although PILAR PKBI has been established for 20 years, it also showed low public awareness, with just 11.1% of respondents recognizing the name based on the survey. - Sobat Sambat Pro had minimal marketing efforts, with only a single promotional activity conducted through Instagram.
Opportunities	**Threats**
- With growing recognition regarding counseling service among youth, there was an increasing need and demand for counseling services. - There was potential to expand the services offered through Sobat Sambat Pro with 66.7% respondent interested in seeking professional help. - Having both online and offline sessions counseling could have increased accessibility for youth in rural areas. - Collaborating with organizational and educational social media accounts enhanced reach and increased clients for Sobat Sambat Pro.	- There were other counseling services available at competitive rates, some of which were more known and specialized such as HaloDoc and AloDokter. - In some cities, there was still a stigma associated with seeking professional help that could discourage potential clients from using Sobat Sambat Pro.

1.4. OBJECTIVE

1. Increase awareness of the Sobat Sambat Pro program by 25% among 54 university students in Semarang who are engaged with the campaign treatment.

2. Increase the number of clients of the paid counseling service 'Sobat Sambat Pro' by PILAR PKBI Central Java by 12 clients in 2 months.

1.5. CONCEPTS

Integrated Marketing Communication (IMC) Mix

The marketing strategy implemented in Sobat Sambat Pro had followed the principles of Integrated Marketing Communication (IMC) and adhered to its core elements. IMC is a structured communication approach that is based on research, tailored to the target audience, and focused on measurable outcomes. Its primary goal is to develop and execute a brand communication plan that ensures clarity and consistency in brand positioning over time (Ang, 2021).

This is accomplished by integrating various communication tools and channels and ensuring that creative content is consistently adapted across multiple media platforms to generate synergistic effects. The ultimate objective from the campaign was to achieve both immediate financial benefits and sustained brand equity. However, successfully implementing a marketing communication campaign required addressing audience apathy. Key factors that contributed to this challenge include a lack of interest in the product, limited brand awareness even among potential consumers, and insufficient motivation to encourage them to take the next step toward engagement or purchase.

In marketing, this process is referred to as the sales funnel, where various obstacles can hinder the progression from awareness to actual sales. To overcome these challenges and optimize results, multiple tools were strategically combined, leveraging their complementary strengths. Effective IMC plan consists of five key tactical components: (1) select

complementary marketing communication tools, (2) choose channels that maximize affordable reach, (3) maintain a consistent "look, feel, and voice" across platforms, (4) create compelling and shareable content, and (5) synchronize all marketing activities to ensure seamless execution (Ang, 2021).
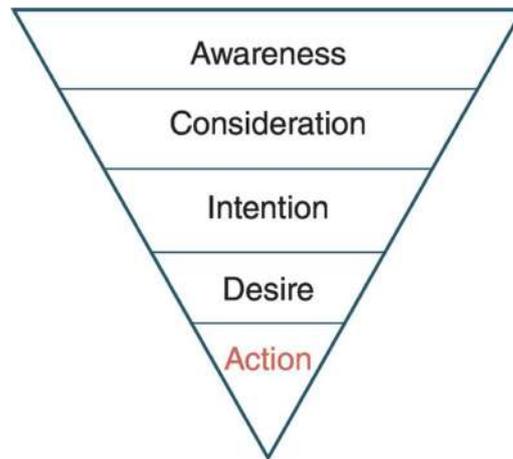

Figure 5.1. Sales Funnel
Source: Ang, 2021

Integrated Marketing Communication (IMC) is essential in addressing obstacles within the sales funnel, particularly those that prevent consumers from transitioning from awareness to purchase. A significant challenge businesses encounter is the lack of brand differentiation, where consumers struggle to distinguish between competing products, resulting in price-driven competition and weakened brand loyalty.

IMC mitigates this issue by ensuring a brand's unique selling proposition (USP) is consistently conveyed across various channels. Through advertising, event marketing, and content-driven brand storytelling, IMC strengthens brand positioning, enhances consumer perception, and fosters a distinctive market identity, ultimately increasing engagement and purchase intent. Another major challenge is weak creative strategies, as consumers are constantly bombarded with marketing messages, leading to advertising clutter and reduced engagement. A well-structured IMC strategy addresses this by ensuring creative

consistency across platforms, utilizing emotional storytelling, high-quality visuals, and cross-channel reinforcement to sustain consumer interest.

Additionally, decision-making complexity often prevents consumers from making purchases due to information overload, lack of trust, or perceived difficulties in the buying process. IMC overcomes these barriers by incorporating sales promotions, influencer endorsements, and multi-touchpoint marketing, creating a seamless consumer journey from brand discovery to purchase. By ensuring consistent messaging, optimizing multi-touchpoint engagement, and leveraging data-driven personalization, IMC provides a structured and impactful communication strategy that enhances brand equity and drives sales growth. This project implemented IMC tools such as sales promotion, public relations, advertising, event marketing, and social media marketing.

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 the balance of academic and mental health, open to counselling service but needing the access to friendly and stigma-free service, active on social

media, and seeks content that is related to university students life.

4. Behavioral

a) Have a tendency to seek psychological assistance.

b) Find information and support online before seeking professional services.

c) Interested in premium services if offered with a relevant, youth-friendly approach.

d) Prioritizing counseling with youth-friendly and inclusive psychologists.

1.6.1.2 Targeting

1. Primary Target

a) University students in Semarang who experience academic stress and need professional mental health support.

b) University students who are active in social media and seeking information related to mental health.

c) University students who are open to online counseling that are youth-friendly and stigma-free.

2. Secondary Target

a) Final-year university students who face high academic pressure, such as thesis or final assignments.

b) University students who have used the free service (Sobat Sambat) but need a more in-depth and professional solution.

c) University students interested in self-development and emotional well-being.

1.1.6.3 Positioning, Branding, and Key Message

1.6.2.1 Positioning

PILAR PKBI positions itself as an NGO (Non-governmental Organization) providing youth-friendly services,

focusing on mental health support especially for students. It emphasizes three core brand attributes:

1. Youth-Friendly: Creating a safe, relatable, and non-judgmental environment where students feel comfortable in seeking help.

2. Affordable: Providing affordable pricing so that everyone can access the service, especially students

3. Supportive & Inclusivity: Ensuring that all students, regardless of background, identity, or personal challenges, feel welcomed and supported.

The communication strategy leverages the Youth-Friendly Services theme as the core identity of PILAR PKBI. This approach not only presents PILAR PKBI as a mental health service provider but also as a reliable companion for students navigating academic challenges.
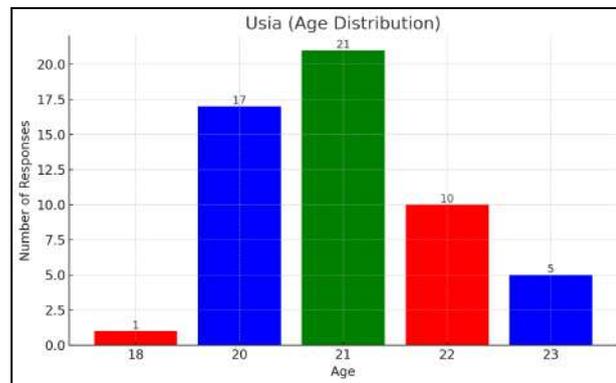

Figure 1.6.. Questionnaire Result about Audience's Range of Age
Source: Questionnaire Preference Survey of Counseling Service in Semarang

Youth Friendly could be used as one of the brand attributes because PILAR PKBI is an abbreviation of Pusat Informasi dan Layanan Remaja, which was closely related to teenagers, reflecting the identity and values that were relevant to the segment. In addition, based on the questionnaire results, the majority of respondents who filled out the survey were in the age range of 18–23 years, which was the final phase of adolescence towards

early adulthood. With a target audience that fit this age group, the Youth Friendly brand attribute further strengthened Sobat Sambat Pro's image as a service that understood their needs, challenges, and preferences. Emphasizing the youth-friendly aspect could help Sobat Sambat Pro build emotional closeness with the audience, and create a more relevant experience.
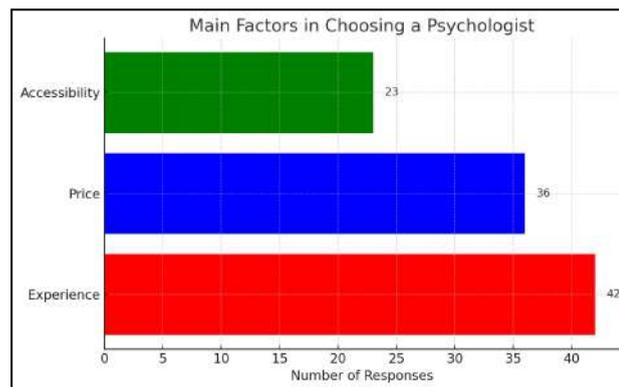

Figure 1.7. Questionnaire Result about Audience's Factor on Choosing Psychologist
Source: Questionnaire Preference Survey of Counseling Service in Semarang

Based on the results of the questionnaire, the main factor that influenced someone in choosing a paid counseling service was the psychologist's experience, while the second largest factor was the price of counseling. This finding suggested that the cost aspect remained an important consideration for potential clients, especially among teenagers who might have had financial constraints. Therefore, highlighting Affordable Price as one of the brand attributes could have been an effective strategy to strengthen Sobat Sambat Pro's image as a youth-friendly counseling service, while reaching more individuals who needed psychological support at a more affordable cost.
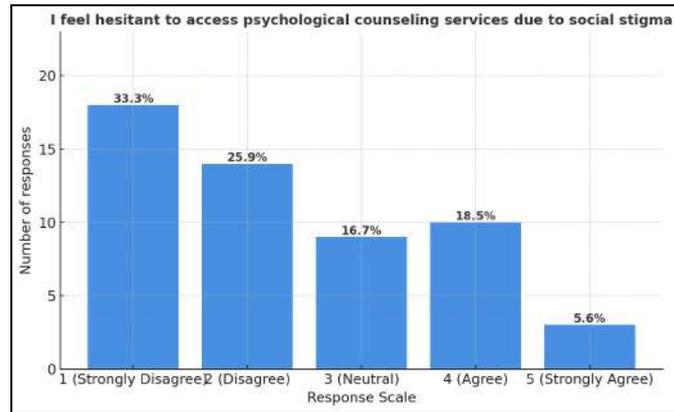
Figure1.8.. Questionnaire Result about Audience's Doubt on Accessing
Counseling Service Due to Social Stigma
Source: Questionnaire Preference Survey of Counseling Service in
Semarang

Lastly, the questionnaire questioned the audience's doubt
about accessing counseling service due to social stigma resulted in
the need for inclusive mental health support, as some people (10
respondents) felt that stigma limited their desire to go to a
psychologist. These findings underlined the importance of
fostering a welcoming and stigma-free counseling service so that
everyone, regardless of background or experience, felt comfortable
seeking help.

1.6.2.2 Branding

PILAR PKBI Central Java has long established Layanan
Ramah Remaja as the point of their branding, which is a
user-friendly and stigma-free environment for teenagers. As a
long-standing branding strategy, this Youth-Friendly message is
included into every communication strategy.

Based on PKBI Central Java's established brand guidance,
the design reflects the dynamics of teenagers with a modern,
minimalist/simple, clear, and youthful design. The design uses
bright and soft colors.

Figure 1.9. Sobat Sambat Pro's Branding and Color Palette
Source: Pilar PKBI's Brand Guideline

Through this branding strategy, PILAR PKBI wanted to promote an affordable and inclusive service for youth who seek professional counseling service.

1.6.2.3 Key Message

"#ASpaceWhereYOUthBelong"

This message strengthens PILAR PKBI's commitment to providing Youth-Friendly Services. Youth-friendly, Affordable, and Supportive Inclusivity paid counselling services as the Brand Attribute are ideal for young people in need of psychological support. They not only provide professional help, but also ensure that the service is easily accessible, relevant to young people's needs, respectful of diversity, free from being stigmatized and has an affordable price.

1.6.3 Media Strategy

Media strategy is the process of discovering the most economical combination of media platforms to reach the right audience with the right message at the right time in order to accomplish the intended advertising

goals (Baron & Sissors, 2010). The strategy for Sobat Sambat Pro campaign was divided into online and offline media tactics, each played a significant role in engaging potential clients and driving awareness about professional psychological services.

1.6.3.1 Online Media Strategy

Paid Media: Advertising

Paid advertising is a critical component of online media strategy, leveraging platforms such as Instagram Reels, Instagram Stories, and teaser campaigns to reach a highly targeted audience. Advertisements are primarily created to influence consumer behavior. In a commercial context, they are intended to drive sales by persuading customers to purchase specific products or prefer certain brands (Durkin et al., 2018). A 4-day paid teaser ad campaign on Instagram Stories and Reels has introduced Sobat Sambat Pro, and has reached 1,400–1,500 audiences at a cost of Rp135,000. The paid advertising approach has increased brand visibility and audience engagement, directing clients towards the platform's services.

Owned Media: Instagram Social Media Content

Owned media is all the ways that brands can use their own assets, either for free or through paid agreements (Katz, 2022). A brand can own a variety of media, including influencers, sponsorship, product placement, and brand integration. These owned media platforms offer practical means of increasing a brand's visibility in every situation.

For Sobat Sambat Pro, the Instagram account of @pilar_pkbi had created relevant and engaging content, including mental health tips, educational entertainment, and expert insights. The social media (Instagram) strategies that had been implemented focused on high-quality, consistent content, engaging, relevant, and aligned with consumer interests that drove interaction and brand

awareness. By regularly creating a steady stream of informative posts and videos, Sobat Sambat Pro had successfully maintained conversations with its audience.

Earned Media: Public Relations (PR)

Earned media, particularly in the form of public relations efforts, have leveraged in enhancing credibility and trust in Sobat Sambat Pro. Due to growing concerns about consumer skepticism toward marketing communications, public relations (PR) strategies have emerged as a compelling alternative to advertising for influencing customer decisions (Skard & Thorbjørnsen, 2014). Sobat Sambat Pro has engaged with mental health advocates and online publications in generating media coverage on the importance of accessible mental health services.

1.6.3.2 Offline Media Strategy

Event Marketing: "Writing from Within – *Kelola Stres dengan Menulis*" Offline event marketing is a powerful way to engage consumers on a deeper level and foster community connections. According to 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 has held a journaling event titled "Writing from Within – *Kelola Stres dengan Menulis*", which has encouraged participants to explore therapeutic writing as a stress management tool. The event managed to provide an increase to brand experience, strengthening emotional connections with potential clients and reinforcing the importance of professional psychological support.

1.7. TACTICS

1.7.1 Advertising

Advertising is a crucial component of Integrated Marketing Communication (IMC) that serves to increase brand awareness, engage audiences, and ultimately drive conversions. Consumers seek for interesting advertising that challenges, informs, and entertains them. In addition to educating, reminding, and persuading, advertising continues to play a vital role in brand building, raising awareness, and fortifying brand relationships in a controlled environment (Smith et al., 2011). As part of Sobat Sambat Pro's marketing strategy, advertising was used to enhance visibility and encourage clients to engage with professional psychological health services. The key tactics included User-Generated Ads, Short-Form Ads, and Paid Advertising, each serving a distinct role in attracting and retaining audience attention.

User-Generated Ads leverage consumer-created content to enhance authenticity and credibility. Research suggests that user-generated content (UGC), the defining characteristic of Web 2.0, gives clients an opportunity to showcase their experiences and opinions, which significantly enhances engagement and brand trust (Ang, 2021). Encouraging clients to share testimonials, mental health journeys, and interactive challenges related to Sobat Sambat Pro's services fostered organic word-of-mouth marketing, increasing credibility and emotional resonance with potential clients.

In the beginning, short-form video material on these platforms was made up of "clips," which are snippets of longer video content. In an effort to entertain viewers in a brief period of time, clips would highlight an amusing aspect of a larger piece of media (Wang, 2024). For Sobat Sambat Pro, 4-day teaser Reels campaigns on Instagram (costing approximately Rp130,000 with an estimated reach of 600–1300 clients) were used to introduce the brand and its mental health services in a compelling manner. These ads included brief but impactful storytelling elements that highlighted the importance of seeking professional psychological support.

Paid Media means paying to advertise a practice's goods or services is known as paid media. On the bright side, this Paid Media advertising provides control, scale, and immediacy (Abdow, 2020). Sobat Sambat Pro utilized Instagram Feeds and Stories with promotional vouchers to encourage trial engagement, coupled with call-to-action elements such as "Swipe Up to Register" to drive conversions. The ads consisted of:

- Instagram Stories that promoted Sobat Sambat Pro registration information
- Instagram Feeds in the form of Reels featuring a Sobat Sambat Pro trailer video
- Instagram Feeds showcasing sales promotions, such as discount vouchers
- Free Advertising on X using @undipmenfess which is an account on X with 103.100 followers .

1.7.2 Public Relations

Public relations can be simply defined as the development and maintenance of good relationships with different publics (Smith et al., 2011). In marketing communications, PR has many advantages over advertising: first, free publicity means obtaining free media coverage, which is exposure that the organisation would normally have to pay. The second advantage is credibility, when an organisation advertises its goods or services, consumers generally discount these advertisements because they are seen as self-serving which is usually called the 'third-party endorsement effect.' The third advantage of PR is that publicity can affect sales, with good publicity sales are increased. The fourth advantage of PR is that free (positive) publicity, when coupled with greater credibility and sales increase, is more likely to yield greater ROI than advertising (Ang, 2021).

a. Community Relation

Sobat Sambat Pro concentrated on strengthening connections with key communities and stakeholders to improve awareness, engagement and trust. The initiative emphasized partnerships with related social groups and student organizations to broaden the scope and influence of mental health campaigns.

In honor of International Women's Day, content was created on Pilar PKBI's Instagram in partnership with Her Sphere, a youth-led initiative supporting young Indonesian women in pursuing their goals, aligning with Sobat Sambat Pro's vision of advancing mental health and gender inclusion.

b. Media Partner

Establishing strong media partnerships was crucial for amplifying Sobat Sambat Pro's message and ensuring effective dissemination of information. The relationship for Public Relations and Media Partner t was essential for boosting Sobat Sambat Pro's message and securing efficient spread of information.

- @working.with.kinan, an Instagram account primarily aimed at promoting creative workshop events held in Semarang.
- BEM Psikologi Unissula, the psychology faculty's student executive board, crucial partner for mental health-related campaigns and academic discussions.
- Rumah Sahabat UDINUS, a students organization by University of Dian Nuswantoro that raises awareness about sexual health and education.
- Psikologi Jurnalistik, a student-led division under the Psychology Faculty that ocusing on media skills like content making, news reporting, and research writing.

- Kreatif Workshop, a community-based initiative that promotes and conducts practical creative events, including arts sessions, DIY activities, and creative workshops.

c. Press Release

A press release is an official announcement shared with news media to disclose updates, provide details, or communicate public statements. Press releases are considered original sources of information, classifying them as primary sources (DeFleur, & DeFleur, 2022). Press releases played a key role in publicizing the brand activation, which featured both the journaling event and the official launch of Sobat Sambat Pro. The platforms chosen for distribution included PKBI's affiliated media: Akurat, LPM Manunggal, and Psikologi Jurnalistik.

1.7.3 Sales Promotion

Sales promotion is among the oldest marketing techniques that continues to be effective today. These promotional efforts are usually tied to specific products or product ranges and occur within a set timeframe, such as during a launch or discontinuation. Although the main objective is to boost sales, the combination of targeted campaigns and discounted pricing can lead to either breaking even or facing a financial loss (Corcoran, 2023).In real-world use, sales promotion aims to generate quick consumer reactions. One key effect on buying behavior is the acceleration effect, which pushes buyers or distributors to purchase sooner than originally intended (Smith et al., 2011).

Based on findings from the Customer Preference for Counseling Service and Mental Health survey, it was evident that the audience is strongly influenced by psychologists' recommendations and the pricing aspect.
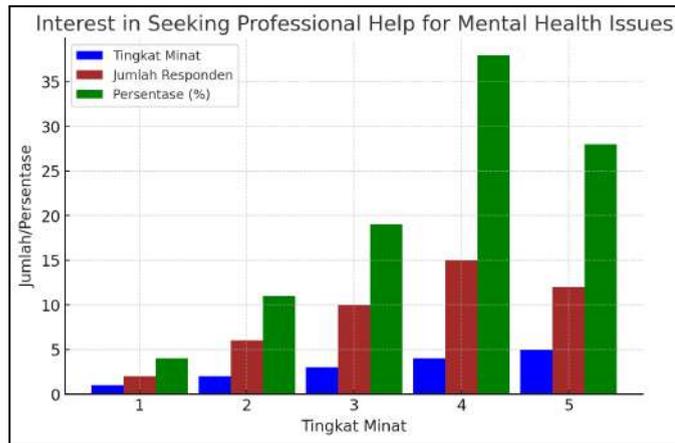
Figure 1.10. Price Feature that Audience feel important when looking for Psychologists
Source: Questionnaire Preference Survey of Counseling Service in Semarang

Sales promotion takes various forms such as discounts, coupons, or other incentives designed to draw attention and enhance consumer engagement. Therefore, the types of sales promotions applied in this project consisted of Price-off Deals and Booth Promotion.

1.7.3.1 Price-off deals

Discounts are attractive to customers due to their instant benefit. A larger number of people will likely redeem the offer when the price cut is seen as valuable (Ang, 2021).

A 20% price reduction was introduced to make counseling services more affordable. The Reason why the price reduction was 20% was because it was the agreement with the external psychologist. Online sessions reduced from Rp100.000,00 to Rp80.000,00, and offline sessions from Rp200.000,00 to Rp160.000,00. This special offer was shared on @pilar_pkbi's Instagram page and paired with content marketing strategies.

1.7.3.2. Sobat Sambat Pro Booth Promotion

Offline marketing refers to promotional methods involving direct interactions with customers, allowing two-way

communication between seller and buyer. This approach is shaped by how marketers engage with potential clients and how clearly messages are delivered (Winata et al., 2024). Sobat Sambat Pro utilized a booth setup to maximize the benefits of direct promotions. This booth gave consumers real-time interaction with Sobat Sambat Pro's marketing team. It was organized during PILAR PKBI's Journaling Event to motivate participants to sign up for the counseling service. Attendees also had the opportunity to inquire in person, resulting in a more personalized consumer experience.

1.7.4 Content Marketing

The purpose of content marketing is to educate consumers by delivering valuable information, with the goal of encouraging future purchases through the development of brand loyalty. Instead of pushing immediate sales, audiences are encouraged to engage when they are ready (M Le, 2013). Sobat Sambat Pro gained significant advantage from using owned channels, especially social media, which helped boost brand recognition and sustained audience engagement.

By applying the AIDA model, the approach ensures that each piece of content is crafted to guide the audience from awareness to action.. In which this model depicts the prospect progressing through the stages of attention, interest, desire, and action (Fill & Turnbull, 2019).

For the Awareness stage, eye-catching Instagram content was created to rise above the digital noise and heighten visibility. To sustain Interest, short video content like expert advice, personal experiences, and mental health guidance was shared on Instagram Reels and TikTok, leveraging their strong engagement performance.

Moving to Desire,In the Desire stage, engaging features like interactive Instagram Stories and polls helped form emotional connections through real-time exchanges with psychologists and users, strengthening trust and authenticity. Finally, the Action phase incorporates strong call-to-action (CTA) elements, ensuring a seamless transition from engagement to conversion. Through strategic application of the AIDA framework, Sobat Sambat Pro successfully increased recognition, built stronger community ties, and boosted service utilization.

Campaign content was shared via Pilar PKBI Central Java's Instagram page (@pilar_pkbi), which included posts designed to raise Awareness, Interest, Desire, and Action regarding Sobat Sambat Pro. These posts carried the message #ASpaceWhereYOUthBelong and focused on helping Indonesian youth manage stress and reassuring them that Sobat Sambat Pro is a safe place for counseling. The awareness content specifically aimed to formally introduce Sobat Sambat Pro to the public.
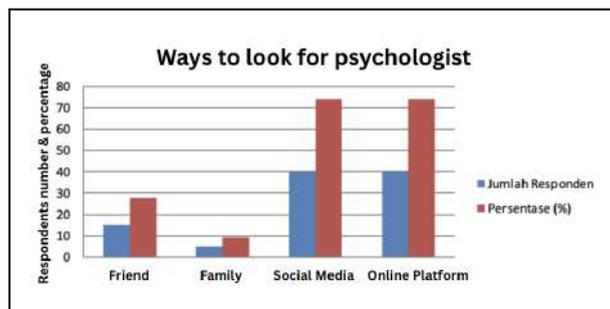

Figure 1.11.. Survey Result of Preferences of Counselling in Semarang
Source: Questionnaire Preference Survey of Counseling Service in Semarang

The psychologist involved in Sobat Sambat Pro and their Instagram-based activities were featured as part of the "Introducing Sobat Sambat Pro" content. According to the Counseling Services Preference Survey in Semarang, 74.1% of the 54 respondents indicated they prefer to search for psychologist information online,

making it essential to showcase psychologist profiles on the PILAR PKBI Central Java Instagram account.
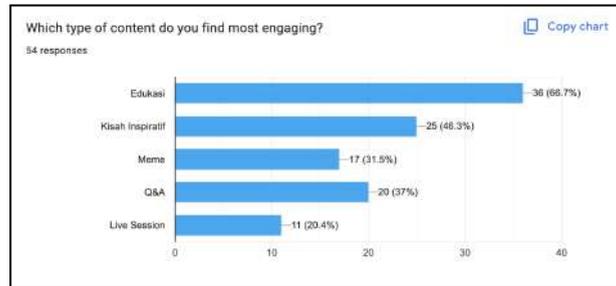

Figure 1.12.. Survey Result of Preferences of Counselling in Semarang
Source: Questionnaire Preference Survey of Counseling Service in Semarang

The content developed focused on educational topics, inspiring narratives, and interviews. This direction was informed by the Counseling Preferences Survey in Semarang, which revealed that respondents found educational content most appealing (66.7%), followed by inspirational stories (44.4%) and interview-based content (38.9%).
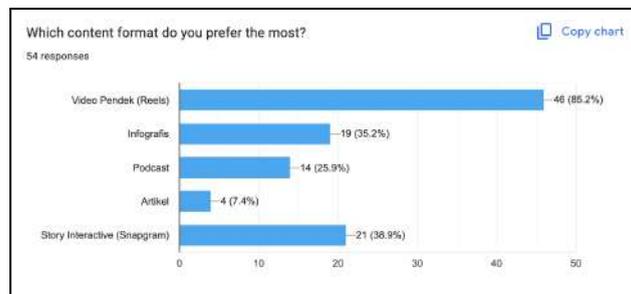

Figure 1.13. Survey Result of Preferences of Counselling Services in Semarang
Source: Questionnaire Preference Survey of Counseling Service in Semarang

Most of the Sobat Sambat Pro campaign content shared via PILAR PKBI's Instagram account utilized formats like infographics, Instagram Stories, and Video Reels. This format

selection was based on the counseling services survey results, where 85.2% of respondents preferred Instagram Video Reels, followed by Instagram Stories at 42.6%, and Infographics at 35.2%.

1. **Feeds Post**
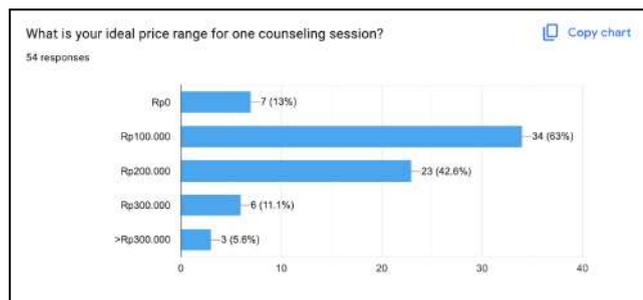   a. **Baseline Data**:

Figure 1.15. Survey Result

Content Description:

Infographic: Overview of Sobat Sambat Pro (includes psychologist profiles), starting price from Rp100,000

Purpose:

Assist the audience in making informed decisions and encourage website traffic
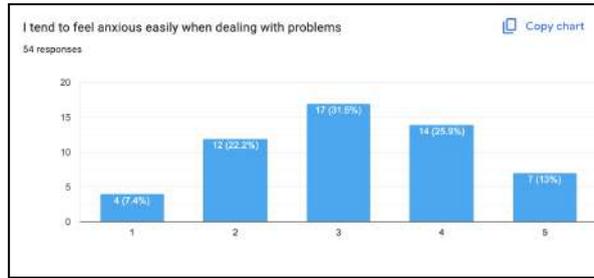
b. **Baseline Data**:

Figure 1.16. Survey Result

Content Description:

Not everything in life is within your control

Purpose:

Survey findings indicate many individuals still struggle with anxiety. This content aims to provide affirmation and reassure the audience that it's okay not to have everything under control. It also highlights the difference between online and offline counseling, helping the audience choose the most suitable option through relatable messaging.
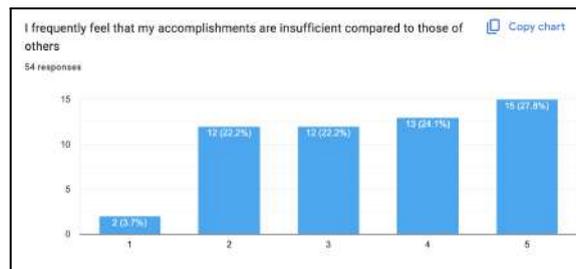
c. **Baseline Data**:

Figure 1.17. Survey Result

Content Description:

"As Yura Yunita says, 'If the road is long, don't forget to come home.' But what if I'm lost and don't even know the way back?"

Purpose:

To inform the audience that life is not a race and that it's perfectly fine not to have all the answers. The content gently promotes journaling as a healthy coping method while introducing the Sobat Sambat Pro program.
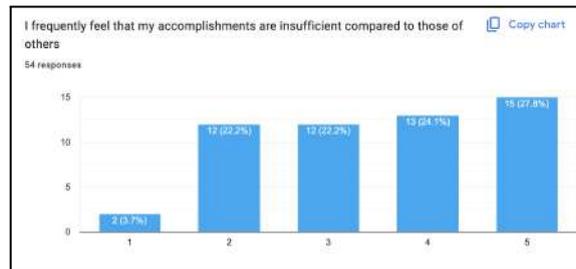
d. **Baseline Data**:

Figure 1.18.. Survey Result

Content Description:

Stop comparing yourself to others!

Purpose:

Encourage the audience to stop making comparisons and to better understand their emotions and personal experiences through journaling.
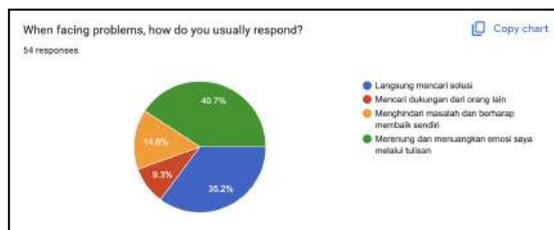
e. **Baseline Data**:

Figure 1.19. Survey Result

Content Description: Journaling Event Registration Poster

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

f. **Baseline Data**:
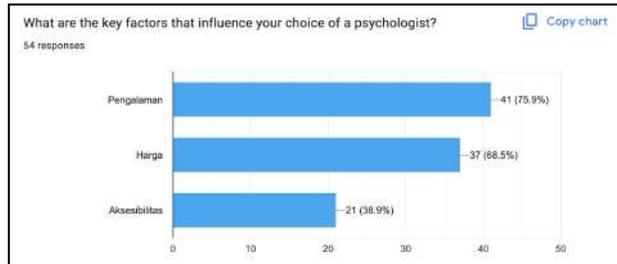
Figure 1.20.. Survey Result

Content Description: Post-eid Voucher

Purpose: Promote counseling services with a limited-time offer. This discount is aimed at attracting new clients and motivating current users to access both online and offline sessions.

g. **Baseline Data:**
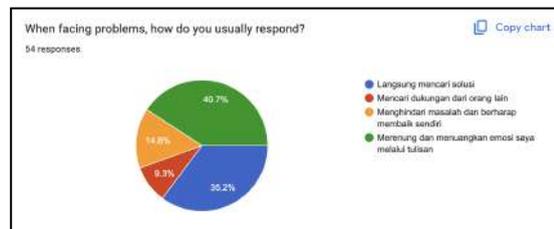
Figure 1.21. Survey Result

Content Description:

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

Purpose:

Use carousel visuals to provide logistical information, such as parking and location, for attendees of the journaling event.

2. **Instagram Reels**

    a. **Baseline Data**:
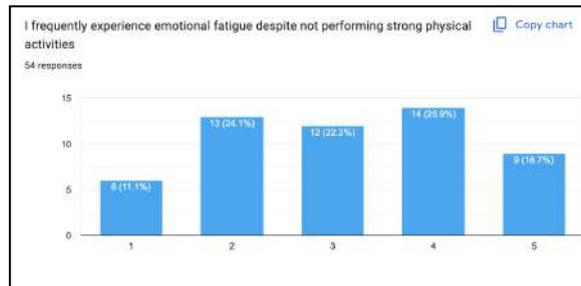
Figure 1.22. Survey Result

Content Description:

Between 41.5% and 54.7% of university students experience depression

Purpose:

Raise awareness and foster emotional connection, positioning Sobat Sambat Pro as a safe and supportive space for young people, particularly students.

    b. **Baseline Data**:
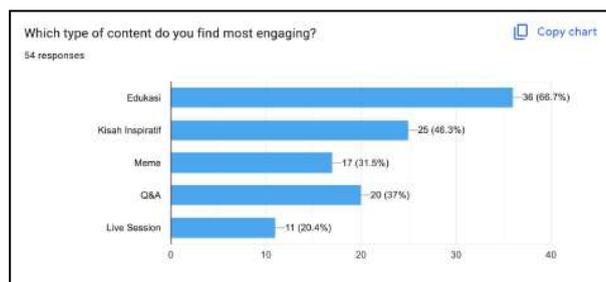
Figure 1.23. Survey Result

Content Description:

International Women's Day: Women Dare to Dream

Purpose:

Celebrate International Women's Day by sharing educational perspectives from women in various fields.

c. **Baseline Data**:
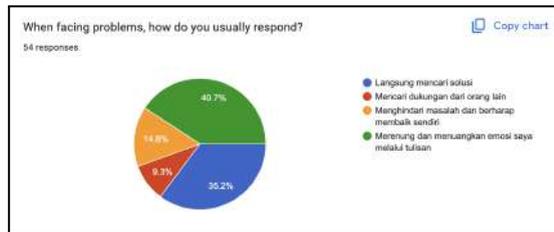
Figure 1.24. Survey Result

Content Description:

Writing from Within - Kelola Stress dengan Menulis

Purpose:

Introduce journaling as a tool for self-care and enhance audience engagement and interest.

d. **Baseline Data**:
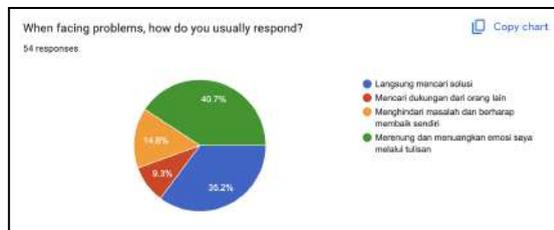
Figure 1.25.. Survey Result

Content Description:

After Movie

Purpose:

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

e. **Baseline Data**:
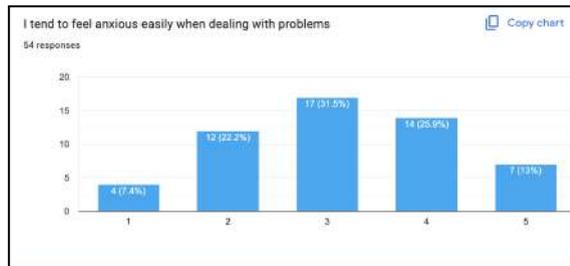
Figure 1.26. Survey Result

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**:
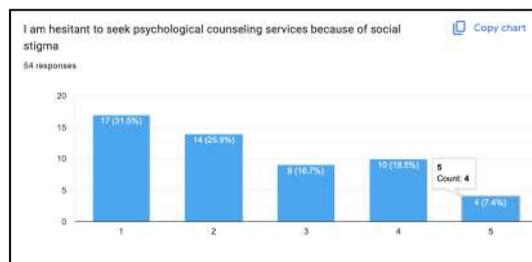
Figure 1.27.. Survey Result

Content Description:

Break The Stigma: True or False from Psikolog POV

Purpose:

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

g. **Baseline Data**:
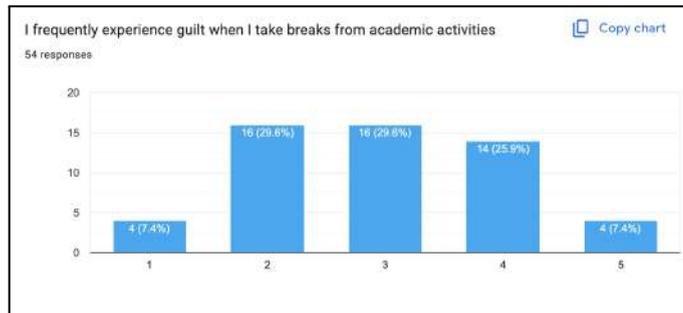
Figure 1.28. Survey result

Content Description:

Underperformance Feeling

Purpose:

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

3. **Instagram Story**

   a. **Baseline Data:**
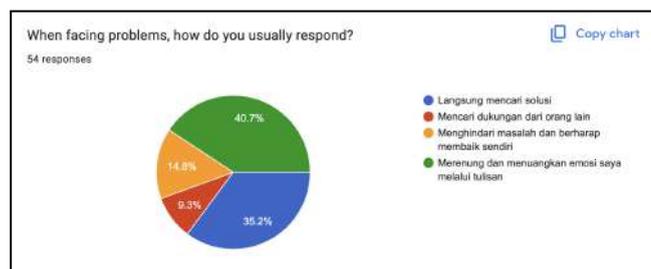
Figure 1.29. Survey result

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 raise awareness of the campaign and increase sales of Sobat Sambat Pro, a Brand Activation event was carried out to promote the product. The use of event marketing is intended to provide an immersive and lasting experience for the target audience (experiential marketing), which helps boost audience involvement with the campaign while also improving brand recall and customer interaction pofints (Smith et al., 2011). ased on a survey about preferences for counseling services among young adults aged 18–24, a majority of 40.7% of respondents reported expressing their emotions by writing them down.
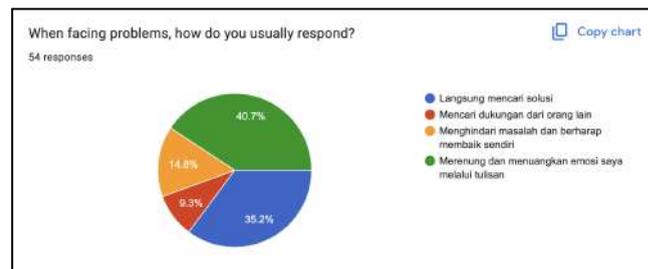
Figure 1.30. Survey Result of Coping Mechanisms
Source: Questionnaire Result about Counseling Service in Semarang

According to an article by KlikDokter on improving mental health, journaling has been shown to be an effective method for enhancing mental well-being (Nurmayani, 2022). This finding led the campaign to select journaling as the main focus of the event. The activity organized was a Journaling Workshop combined with a Mini Talkshow for Sobat Sambat Pro. The event marketing strategy for Sobat Sambat Pro, organized by PILAR PKBI Central Java, will be implemented with the following arrangements:

- **Event Name**: Writing From Within
- **Event Concept:** Journaling Event, Mini Talkshow of Sobat Sambat Pro & Sobat Sambat Pro Counseling Registration Booth
- **Theme**: How to solve academic stress around university students through Journaling

- **Date**: Thursday, 20 March 2025
- **Location**: Cafe
- **Audience Target**: University Students in Semarang

Table 7.1. Event Marketing "Writing From Within" Rundown

Duration	Activity	Description
**Writing from Within: Event Rundown**		
5'	Opening & Ice Breaking	1. MC self-introduction 2. Light ice breaking: asked how the participant feels today? 3. A short explanation of today's agenda: Talkshow & Grand Launching of Sobat Sambat Pro
5'	Opening Speech From PKBI	1. Opening Speech from the director of PKBI Central Java
10'	Introduction : Launching Sobat Sambat Pro	1. Conducting an introduction of Sobat Sambat Pro, where PILAR PKBI introduced Sobat Sambat pro
30"	Guided Journaling Talkshow "Writing From Within"	1. Talkshow 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	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 8.1. 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		X	X									E								
2	Market Research				X	X							I								
3	Proposal Making					X	X						D								
4	Client Pitching			X			X						AL-								
5	Action Plan						X	X					FITR								
6	Submission and Approval of Proposal							X	X												
7	Content Execution									X	X			X	X	X					
8	Event Open Registration											X									
9	Main Event											X									
10	Monitor and Event Evaluation											X									
11	Social Media Performance Evaluation																X				
12	Final Report																	X	X	X	X

1.8.2 Media Plan (Instagram)

Table 8.2. 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 - *Kelola Stress dengan Menulis*	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	*After Movie*	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	Post-eid 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: *Saatnya Perempuan Meraih Mimpinya*	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 have their own timeline.

1.8.3 Budgeting

Table 8.3. 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	Rp17.758.3	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	Rp137.178.75	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	Rp151.166	Rp151.166
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 Growt, 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

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.

9.1.3 Sales Promotion: Booth and Voucher

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

9.1.4 Awareness

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

1.9.2 Key Indicator Performances

Table 9.1. 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 collaborative decision-making across campaign stages.	10 hours
			Designed, launched, and monitored a digital voucher incentive system that exceeded the campaign's client acquisition	10 hours

			goal (140% redemption rate achieved).	
			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 partner impact analysis, press effectiveness, and financial reporting.	8 hours
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 rates of Sobat Sambat Pro and demographics.	10 hours
			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