

# CHAPTER I

## INTRODUCTION

### 1.1 BACKGROUND

In the recent two years, there has been a growing trend among university students in seeking professional help when dealing with mental issues. Research suggests that mental health awareness among university students in Indonesia is increasing. According to the descriptive analysis from 227 active students in Universitas Sebelas Maret Surakarta, 26.9% (61 students) had mild depression, 18.5% (42 students) had moderate depression, and 9.3% (21 students) had severe or profound depression. Furthermore, up to 86.8% (197 students) reported extreme anxiety levels (Setyanto, 2023).

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

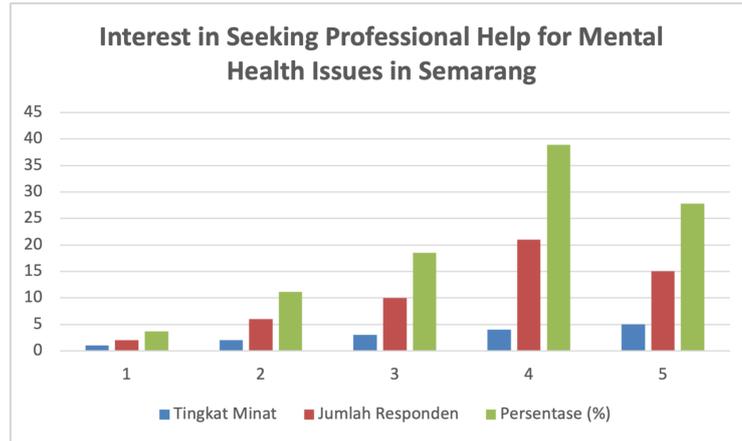
Furthermore, in the field of education, mental health services have become a compulsory component of Indonesia's school health services program (Indonesian Ministry of Education, 2024). In Jakarta, 86.67% of public schools provide mental health education, 53.3% implement mental health screening, and 80% offer counseling services (Yani et al., 2025). The prevalence of depression among young individuals is notably higher in urban areas (2.5%) and among those from higher socioeconomic backgrounds (2.2%) (BKPK, 2023). This trend is also reflected in Semarang, the capital of Central Java, where economic growth continues to rise, potentially influencing mental health awareness and service accessibility.

The growing institutional support for mental health aligns with an increasing demand for professional counseling services among university

students. A study involving first to eighth-semester undergraduate students from various Indonesian universities, with 101 respondents (69 females, 32 males), provides evidence of an increasing trend in seeking professional mental health support. The majority of respondents (70.3%) were from Sultan Ageng Tirtayasa University, while the rest represented institutions such as Semarang State University (8.9%), Padjadjaran University (6.8%), and others (Mirawati et al., 2023). Findings indicate that students' understanding of the financial aspects of application-based services varies, with 25.7% unaware of operational costs and 75.2% acknowledging them. Importantly, students' willingness to contribute financially to counseling services is highly dependent on the relevance of the service to their personal concerns. While 17.8% expressed direct willingness to donate, 82.2% stated they would consider contributing based on the relevance of the service to their needs.

Furthermore, the preference for professional mental health services is evident, as 61.4% of respondents favored paid counseling services with quick responses, showing 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 urgency. This suggests that while financial considerations influence decision-making, a significant number of students prioritize access to professional mental health assistance. These findings highlight a growing awareness and demand for mental health services among university students, reinforcing the trend of seeking professional support.

Throughout the survey in Semarang involving 54 respondents aged 18-24 on the topic of Questionnaire Preference Survey of Counseling Service in Semarang, the majority of respondents (38.9%) rated their interest at level 4 on seeking professional health, 27.8% showed very high interest at level 5. The trend shows a good sign where the prevalence of mental health with the intention in seeking professional help significantly increased.



**Figure 1.1.** Mental Health Issues Survey

**Source:** Questionnaire Preference Survey of Counseling Service in Semarang

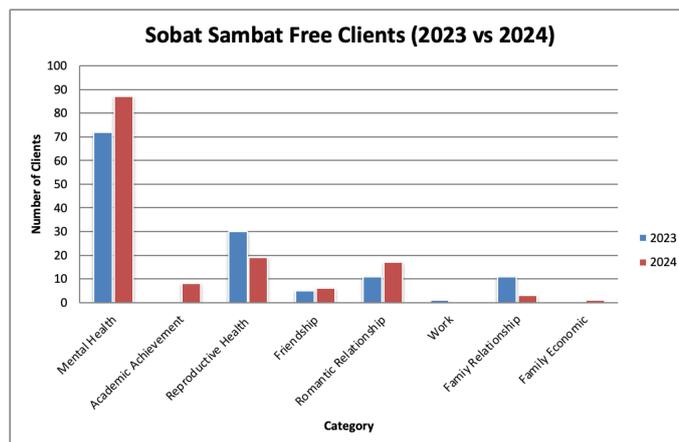
PKBI Central Java exists to empower communities through a wide range of programs that promote sexual health, education, youth engagement, and social welfare. Since its establishment, PKBI has believed that family is the important aspect of societal well-being, aiming to cultivate responsible families that fulfill their roles in education, health, and welfare. PKBI has several empowerment programs which are *PILAR (Pusat Informasi dan Layanan Remaja)*, Indonesia International Work Camp, *Bima Sembada*, *Rumpin Bangjo (Rumah Pintar)*, Yes I Do, and Take Action for Future.

*PILAR (Pusat Informasi dan Layanan Remaja)*, which was launched to address the sexual and reproductive health needs of adolescents, one of PKBI key empowerment programs. *PILAR* PKBI focuses on empowering youth who face limited access to essential health information, helping them make informed and responsible decisions. *PILAR* PKBI's programs focus on Comprehensive Sexuality Education to facilitate discussions and training for school and community youth. Comprehensive Sexuality Service to offer youth-friendly counseling and reproductive health information. Youth Empowerment to support and train peer educators and community youth. Planning, Monitoring, Evaluation, and Learning are to conduct research and manage data for advocacy. Media Development to use online platforms to spread accurate reproductive health information. Through inclusive,

compassionate, and responsible services, PILAR PKBI aims to cultivate responsible youth who are proactive about their health and future, ultimately contributing to a healthier and more informed society.

PILAR PKBI has been committed to providing a free counseling service called Sobat Sambat. Sobat Sambat is a free counseling service that is friendly to teenagers with trained peer counselors from PKBI, and this program has been established by PILAR PKBI Central Java since several years ago. Along the way, clients of Sobat Sambat (free) have increased significantly and some of the problems consulted are quite complex.

Based on data by Pusat Informasi Layanan Ramah Remaja Persatuan Keluarga Berencana Indonesia (PILAR PKBI) regarding compilation data of customers of counselling service Sobat Sambat (free) in 2023-2024. In total from 2 years, there are 271 clients from the counseling services. In 2023, there are 130 Clients and in 2024 there are 141 clients from the counseling services.



**Figure 1.2.** Data Chart Compilation of Sobat Sambat Clients 2023-2024  
**Source:** Clients Data PILAR PKBI Central Java

As illustrated by Figure 1.2, there are several topics that were covered by the clients with the counselor. The topics are Mental Health, Academic Achievement, Reproductive Health, Friendship, Romantic Relationship, Work, Family Relationship, and Family Economics. From 2023 until 2024, most topics that were discussed by clients were regarding Mental Health, where there were 159 clients that discussed this matter.

Followed by the second most discussed topic which was regarding reproductive health with 49 clients.

With many of the clients that have discussed their problem through the Sobat Sambat (free) program, PILAR PKBI Central Java launched a new program called Sobat Sambat Pro, which exists as a paid counseling service with professional psychologists at affordable rates. The profit from this program is used to support the operations of PILAR PKBI Central Java. The income from this counseling service is used entirely to support the operations of its empowerment programs.

Sobat Sambat Pro currently provides online and offline counseling services and collaborates with two psychologists: Winti Windrati, S.Psi, S.M., M.M., Psychologist, and Irnida Terana, M.Psi, Psychologist. The fee for online counseling services is roughly Rp100,000.00, while offline counseling services are around Rp200,000.00. According to PILAR PKBI Central Java, the price set has been adjusted to maintain PILAR PKBI's reputation as a Youth-Friendly Service in terms of price. However, after three months, from December 2024 to February 2024, Sobat Sambat Pro's counseling service is still only purchased by one person.

**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

With the products of Sobat Sambat Pro, there are also other psychological counseling applications and platforms that are known in Indonesia. Based on the survey that has been conducted regarding the demand of psychological services from age 18-24 years old in Semarang, out of the 10 applications that the questionnaire provided as the Top 10 most used mental health services by Indonesian people (Angelia, 2022).

There are four main applications that were mostly used by the respondents. These four applications are Halodoc, Alodokter, Psikologimu, and Ibunda.

**Table 1.2.** Competitor Review

	<b>Halodoc</b> 	<b>Alodokter</b> 	<b>Psikologimu</b> 	<b>Ibunda</b> 	<b>Sobat Sambat Pro</b> 
<b>Product &amp; Services</b>	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 highlighting youth friendly services,  offline consultation appointment,  mental health quick check ups test,  experienced psychologist >10 years for online and offline counselling .
<b>Marketing Strategy</b>	Partnership Health related brands: (Pepsodent, Organon),  Instagram educational contents,  Instagram Live with	Instagram Educational Contents,  Instagram Live with Psychologist  Partnership with Brands (Buavita,	Instagram Educational Content.  Partnership with Organizations (Layanan Yayasan Sejiwa)	Instagram Educational Contents,  Instagram Live with Psychologist  Talk Shows with psychologist  Key Opinion	Instagram Contents (Story and Feeds)  Advertising Poster

	Psychologist, Talk Shows with psychologist	Bear Brand)		Leader (KOLs) Partnership  Partnership with Government Institution	
<b>Special Offers</b>	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
<b>Price Range Online Consultation</b>	Rp50.000- Rp145.000	Rp49.000- Rp100.000	Rp75.000- Rp300.000	Rp199.000- Rp399.000	Rp100.000
<b>Price Range Offline Consultation</b>	Rp170.000- Rp600.000	Rp150.000 - Rp1.000.000	No Offline Counseling	Rp469.000- Rp969.000	Rp200.000
<b>Time of Consultation</b>	30-60 minutes	Online 1 session: 60 Minutes  Offline 1 session: 120 Minutes	Online: 60 Minutes	60 Minutes	45 minutes
<b>Brand Message</b>	#Simplifying Healthcare	Layanan Cepat & Tepat	Layanan Sehat Mental	Feel Better, Think Better, Perform Better	Layanan Ramah Remaja
<b>Rating</b>	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.
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**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, from the product and services comparison, Halodoc and Alodokter offer 24 hours flexible time for online consultation, and offer medication purchases. Psikologimu and Ibunda, both also provide flexible scheduled online consultation services. Sobat Sambat Pro also offers flexible scheduled online consultations as their service. Sobat Sambat Pro, Halodoc, and Ibunda offer a free mental health quick checkup test and also offline checkup appointment where it shows how this feature of Sobat Sambat Pro can compete with several known mental health services in Indonesia.

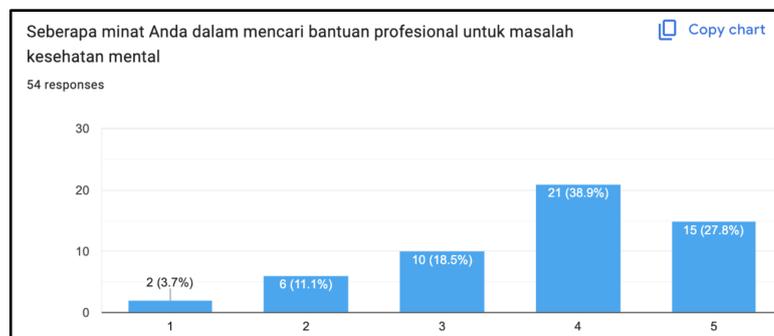
Although Halodoc provides experienced psychologist for 20 years and Ibunda provided experienced psychologist for more than 10 years, Sobat Sambat Pro is the only services that provides more than 5 years experienced psychologist who brings the brand message to be youth friendly, this can be seen from the brand message of Sobat Sambat Pro of **“Layanan Ramah Remaja”** which aimed to be youth friendly while other platforms such as Halodoc, Psikologimu, and Alodokter who focuses on simplicity, and Ibunda that focuses on growth. For marketing strategy, three of the applications which are Halodoc, Alodokter, and Ibunda applied partnership strategy with health-related brands. Four of the applications used Instagram to share educational content and promotional materials, Halodoc and Ibunda also provided Instagram live with psychologists and talk shows as their marketing strategy. Ibunda has a Key Opinion Leader

partnership and also government partnership. Sobat Sambat Pro still only used Instagram content to promote their products since their product was newly launched in December 2024.

For pricing strategy, online consultations in Halodoc's ranging from Rp50.000-Rp145.000, Alodokter's price ranging from Rp150.000-Rp100.000, Psikologimu's price ranging from Rp75.000-Rp300.000, and Ibunda's ranging from Rp199.000-Rp399.000 varied for 30-60 minutes. Sobat Sambat Pro's price which is Rp100.000 for 45 minutes of online consultation has a moderately affordable price compared to the other competitors. For offline consultation, Sobat Sambat Pro has the most affordable price which is only Rp200.000 for 45 minutes of consultation, whereas the other competitors have prices ranging from Rp170.000-Rp1.000.000 for 60-120 minutes. For the rating, the other competitors have a good rating where all 4 of them have >4.5/5 reviews. Although Sobat Sambat Pro still has no official ratings yet the program of Sobat Sambat (free) has managed to gain the trust of the public where it gained 200+ clients.

## 1.2 PROBLEM STATEMENT

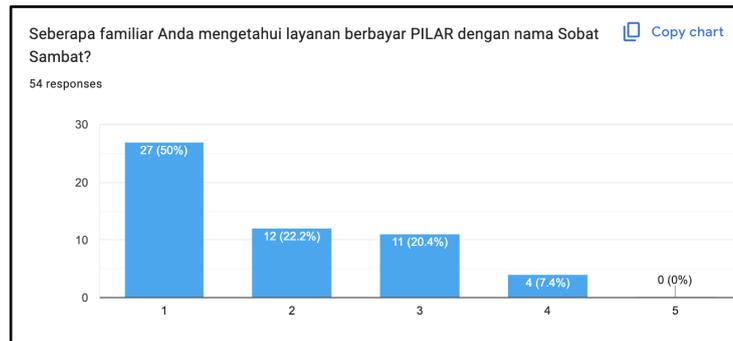
According to various studies, the number of college students seeking professional assistance for mental health concerns has increased throughout the past years.



**Figure 1.3.** Consumer Preference Survey regarding Counseling Service  
**Source:** Questionnaire Preference Survey of Counseling Service in Semarang

The results of the client preference survey among university students in Semarang showed that the majority expressed a significant desire to seek

counseling services, with 36 out of 54 respondents indicating interest in addressing mental health issues.



**Figure 1.4.** Survey on Awareness of Sobat Sambat

**Source:** Questionnaire Preference Survey of Counseling Service in Semarang

This highlights that there is a desire for counseling services, but there is low awareness of Sobat Sambat Pro, with only 4 respondents familiar with the new service. Furthermore, PILAR has been providing Sobat Sambat Counseling Service for 10 years, with Sobat Sambat Free (counseling with PKBI’s Peer Counselor) being a well-established service. In December 2024, PKBI created a premium service called “Sobat Sambat Pro,” offering sessions with a Professional Psychologist. However, by February 2024, Sobat Sambat Pro had only gained one client.

Based on this analysis, it can be concluded that:

1. There is 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

Based on data from the Central Statistics Agency in 2024, the Central Statistics Agency (BPS) of Central Java Province released the economic growth figures for the third quarter of 2024, which was 4.93% year on year (BPS-Statistics, 2025). Then, the City of Semarang managed to

record the highest economic growth in Central Java (Central Java), with the economic growth rate of Semarang City in 2023 grew 5.79 percent, an increase compared to 2022 which was recorded at 5.73 percent (Badan Pusat Statistik, 2024). This indicates that the economic growth in Semarang is indeed evolving and shows a growing economy, which indicates that there is public purchasing power for paid counseling services. Especially because Sobat Sambat Pro itself also provides the counseling service at youth-friendly prices from Rp100.000,00 to Rp200.000,00, this indicates that the service becomes more accessible to more groups who need professional psychological services.

#### **1.3.1.2 Social**

Based on a research that was published in the International Journal of Mental Health System, the lack of mental health literacy and social stigma become the main obstacle in accessing mental health services in Indonesia (A. K. Putri et al., 2021). Aside from that, Iis Amalia, a psychologist at UPTD PPA DP3A Semarang, said that “a lot of people stigmatize those who seek psychological services because they tend to perceive those people as weak and unfaithful” (Qudstia, 2023). From the data above, Sobat Sambat has made an effort to raise awareness of mental health issues and lessen the stereotype that going to psychologists does not necessarily indicate weakness or unfaithfulness.

#### **1.3.1.3 Technology**

According to DataReportal, Indonesia will have 185.3 million internet clients in early 2024, representing a 66.5% penetration rate (Kemp, 2024). Meanwhile, the

Indonesian Internet Service Providers Association (APJII) reported that the number of internet clients in Indonesia reached 221,563,479 in 2024, out of a total population of 278,696,200 in 2023, resulting in a national internet penetration rate of 79.5% (*Asosiasi Penyelenggara Jasa Internet Indonesia, 2024*). This statistic has climbed by 1.4% since the prior period.

Furthermore, Generation Z have distinct social media preferences, and the majority (51.9%) of Indonesian Generation Z often access the Instagram social media application (Ahdiat, 2024). The rapid growth of digital technology provides potential for PILAR PKBI Central Java to expand the promotion of Sobat Sambat Pro counseling services via social media.

### 1.3.2 SWOT ANALYSIS

**Table 1.3.** SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- PILAR PKBI has been established for 10 years in offering youth-friendly counseling services, which have gained 271 clients for the past two years.</li> <li>- Handled by an experienced psychologist with more than 10 years experience in handling youth problems.</li> <li>- Offer the cheapest price among its competitors with psychologists that had more than 10 years working experience.</li> </ul>	<ul style="list-style-type: none"> <li>- Sobat Sambat Pro had low awareness with only 7.4% respondent know about the service.</li> <li>- Despite 20 years of establishment in the public, PILAR PKBI also had low recognition with only 11.1% respondent according to the survey.</li> <li>- Sobat Sambat Pro lacked marketing promotion with only one promotional effort on Instagram.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- With growing recognition regarding counseling service among youth, there was an increasing need and demand for counseling services.</li> </ul>	<ul style="list-style-type: none"> <li>- There were other counseling services available at competitive rates, some of which were more known and specialized such as HaloDoc and AloDokter.</li> </ul>

<ul style="list-style-type: none"> <li>- There was potential to expand the services offered through Sobat Sambat Pro with 66.7% respondent interested in seeking professional help.</li> <li>- Having both online and offline sessions counseling could have increased accessibility for youth in rural areas.</li> <li>- Collaborating with organizational and educational social media accounts enhanced reach and increased clients for Sobat Sambat Pro.</li> </ul>	<ul style="list-style-type: none"> <li>- In some cities, there was still a stigma associated with seeking professional help that could discourage potential clients from using Sobat Sambat Pro.</li> </ul>
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#### 1.4 OBJECTIVE

1. Increase the awareness of the paid service of Sobat Sambat Pro towards the 54 university students in Semarang who are exposed with the campaign by 25%.
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

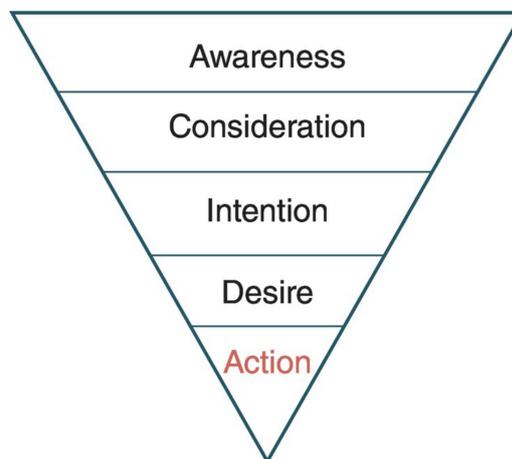
##### *Integrated Marketing Communication (IMC) Mix*

Sobat Sambat Pro’s marketing strategy had followed the principles of Integrated Marketing Communication (IMC) and based on its fundamental aspects. IMC is a structured communication approach that is research-based, customized to the target audience, and focused on measurable outcomes. Its primary goal is to create and execute a brand communication plan that ensures clarity and consistency in brand positioning across time (Ang, 2021).

This is accomplished through the integration of various communication tools and channels, as well as consistent adaptation of creative material across multiple media platforms to generate synergistic effects. The campaign’s ultimate objective was to achieve both immediate financial benefits and long-term brand equity. However, properly implementing a marketing communication campaign required addressing

audience apathy. Key factors that contributed to this challenge include a lack of interest in the product, low brand awareness even among potential clients, and insufficient motivation to persuade them to take the next step toward engagement or purchase.

In marketing, this process is known as the sales funnel, where various obstacles can slow the progression from awareness to actual purchases. To overcome these obstacles and optimize outcomes, various tools were strategically combined, maximizing their complementary strengths. An effective IMC plan consists of five main tactical components: (1) Choose complementary marketing communication tools, (2) Select channels that maximize affordable reach, (3) Maintain a consistent “look, feel, and voice” throughout platforms, (4) Create appealing and accessible content, and (5) Synchronize all marketing activities to make sure seamless execution (Ang, 2021).



**Figure 1.5.** Sales Funnel  
Source: Ang, 2021

Integrated Marketing Communication (IMC) is important in overcoming obstacles within the sales funnel, particularly those that delay consumers from transitioning from awareness to purchase. A fundamental difficulty for organizations is a lack of brand distinction, which causes consumers to have difficulty distinguishing between competitor products, resulting in price competition and reduced brand loyalty.

IMC addresses this issue by ensuring that a brand's unique selling proposition (USP) is communicated consistently across various platforms. Through advertising, event marketing, and content-driven brand storytelling, IMC boosts brand positioning, improves consumer perception, and cultivates a distinct market identity, eventually improving engagement and purchase intention. Another key difficulty is ineffective creative strategies, as consumers are continually targeted with marketing messages, resulting in advertising clutter and decreased engagement. A well-structured IMC strategy solves this by guaranteeing creative consistency across platforms, using emotional storytelling, high-quality visuals, and cross-channel reinforcement to keep consumers interested.

Furthermore, decision-making complexity frequently discourages consumers from making purchases due to information overload, a lack of trust, or perceived problems in the buying process. IMC overcomes these barriers by combining sales promotions, influencer endorsements, and multi-touchpoint marketing, resulting in a smooth consumer experience from brand discovery to purchase. By ensuring consistent messaging, maximizing multi-touchpoint engagement, and employing data-driven personalization, IMC offers a systematic and impactful communication strategy that boosts brand equity and drives sales growth. This project used 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 in need of friendly and stigma-free service, active on social media, and seeking content connected to university students' life.

## **4. Behavioral**

- a) Have a desire to seek psychological help.
- b) Prior to seeking professional services, look for information and support online.
- c) Interested in paid or 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 in need of professional mental health support.
- b) University students that are active in social media and constantly seek information related to mental health.
- c) University students that seek online counseling that offer youth-friendly and stigma-free service.

#### **2. Secondary Target**

- a) Students in their last-year of college who face high academic pressure, such as thesis or final assignments.
- b) University students who have tried the free service (Sobat Sambat) before but now need something deeper and more professional.

- c) University students who care about self-development and emotional well-being.

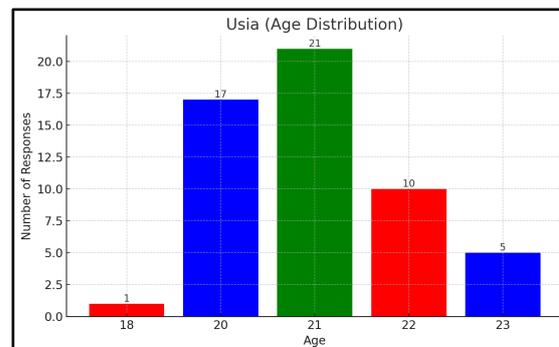
## 1.6.2 Positioning, Branding, and Key Message

### 1.6.2.1 Positioning

PILAR PKBI presents itself as an NGO (Non-Governmental Organization) that offers youth-friendly services, mainly focusing on mental health support especially for students. It highlights three key brand attributes:

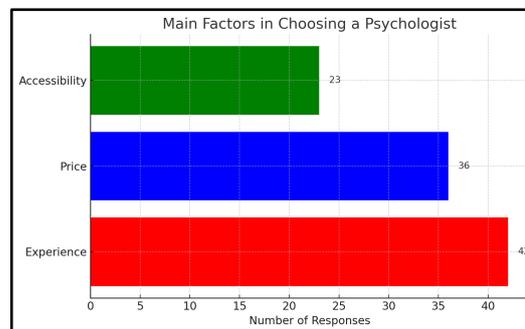
1. Youth-Friendly: Creating a safe, accessible, and non-judgmental place where youth feel comfortable in seeking help.
2. Affordable: Giving affordable pricing so that everyone, especially youth can access the service.
3. Supportive & Inclusivity: Making sure that all students, regardless of background, identity, or personal challenges, feel welcomed and supported.

The communication strategy highlights the Youth-Friendly Services 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 fits perfectly as one of the brand attributes because PILAR PKBI stands for 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, most of the respondents who filled out the survey were in the age range of 18–23 years old, which was the last stage of being a teenager and entering adulthood. With a target market of this age group, the Youth Friendly brand attribute strengthened Sobat Sambat Pro’s reputation as a service that recognized their needs, challenges, and preferences. Emphasizing the youth-friendly feature could help Sobat Sambat Pro connect emotionally with the audience, and provide a more relevant experience.

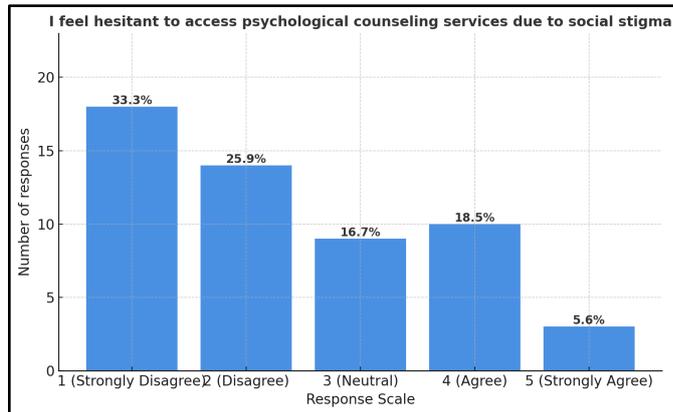


**Figure 1.7.** Questionnaire Result about Audience’s Factor on Choosing Psychologist

**Source:** Questionnaire Preference Survey of Counseling Service in Semarang

According to the questionnaire answers, the psychologist's experience was the most important element in deciding to use a paid counseling service, with the price of counseling coming in second. This finding revealed that the cost remained an important issue for potential clients, particularly among teenagers who may have had financial difficulties. Therefore, emphasizing affordable price as one of the brand attributes would have been a good strategy to boost Sobat Sambat Pro’s reputation as a youth-friendly counseling

service and reaching more people in need of more reasonably priced psychological treatment.



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

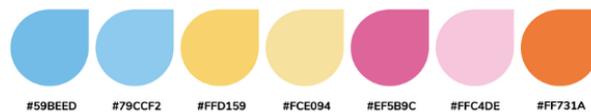
**Source:** Questionnaire Preference Survey of Counseling Service in Semarang

At last, the questionnaire asked if the audience was hesitant to seek counseling service because of social stigma. This led to the need for inclusive mental health care because 10 respondents said that stigma made them less likely to see a psychologist. These results highlighted the significance of creating a counseling service that is inclusive and stigma-free so that people of all backgrounds and experiences feel comfortable asking for assistance.

### 1.6.2.2 Branding

Layanan Ramah Remaja, a welcoming and stigma-free space for youths, has long been the focal point of PILAR PKBI Central Java's branding. Every communication strategy incorporates this youth-friendly theme, which has been a longstanding branding approach.

Based on the established brand guidelines of PKBI Central Java, the design is modern, minimalist or simple, youthful, and straightforward, reflecting the dynamism of teenagers. The colors used in the design are gentle and cheerful.



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

PILAR PKBI sought to advertise an inclusive and reasonably priced service for young people seeking professional counseling services through this branding approach.

### 1.6.2.3 Key Message

*"#ASpaceWhereYOUthBelong"*

This message reaffirms PILAR PKBI's dedication to offering services that are youth-friendly. For young people who require psychological help, paid counseling services that are youth-friendly, affordable, and inclusive are the perfect brand attribute. In addition to offering expert assistance, they also make sure that the service is reasonably priced, easily accessible, pertinent to the needs of young people, respectful of diversity, and stigma-free.

### 1.6.3 Media Strategy

In order to achieve the desired advertising goals, media strategy is the process of determining the most cost-effective combination of media channels to reach the right audience with the right message at the right time (Baron & Sissors, 2010). In order to engage potential clients and raise

awareness of professional psychological services, the Sobat Sambat Pro campaign's strategy was split into offline and online media tactics.

### 1.6.3.1 Online Media Strategy

#### **Paid Media: Advertising**

Paid advertising is an important part of online media strategy, as it allows you to reach a highly focused audience through platforms like Instagram Reels, Instagram Stories, and teaser campaigns. Advertisements are primarily intended to influence consumer behavior. In a commercial context, they are designed to increase sales by influencing customers to buy specific products or prefer certain brands (Durkin et al., 2018). A four-day paid teaser ad campaign on Instagram Stories and Reels has introduced Sobat Sambat Pro, and has reached 1,400–1,500 audiences at the price of Rp135,000. The paid advertising technique has enhanced brand awareness and audience engagement, directing clients towards the platform's services.

#### **Owned Media: Instagram Social Media Content**

Owned media refers to all of the ways that brands can use their own assets, whether for free or through paid agreements (Katz, 2022). A brand can use and control a variety of media, including influencers, sponsorship, product placement, and brand integration. These owned media outlets provide realistic ways to increase a brand's awareness in every situation.

For Sobat Sambat Pro, @pilar\_pkbi's Instagram account has provided relevant and interesting content, such as mental health tips, educational entertainment, and expert insights. The social media (Instagram) methods that had been implemented emphasized on high-quality, consistent, engaging, relevant, and aligned with consumer interests that resulted in increased interaction and brand exposure. Sobat Sambat Pro had effectively maintained

conversations with its audience by consistently generating informative photos and videos.

### **Earned Media: Public Relations (PR)**

Earned media has been used to increase Sobat Sambat Pro's credibility and trust, especially through public relations initiatives. Public relations (PR) tactics have become a strong substitute for advertising in influencing consumer choices as a result of growing worries about consumers' cynicism about marketing communications (Skard & Thorbjørnsen, 2014). Sobat Sambat Pro has engaged with communities that are related or care about mental health and online publications in generating media coverage on the significance of easily accessible counseling services.

#### **1.6.3.2 Offline Media Strategy**

One of the most effective ways to build community ties and engage customers more deeply is through offline event marketing. Live events enable consumers to engage with a brand in a meaningful and memorable way through experiential marketing (Ang, 2021). Sobat Sambat Pro organized a journaling event titled "Writing from Within - Kelola Stres dengan Menulis" to promote therapeutic writing or journaling as a stress-management strategy. The event enhanced brand experience, strengthened emotional ties with potential clients, and highlighted the value of professional psychological help.

## **1.7 TACTICS**

### **1.7.1 Advertising**

Advertising is an essential component of Integrated Marketing Communication (IMC), helping to raise brand awareness, engage audiences, and ultimately drive conversions. Consumers want interesting advertising that challenges, informs, and entertains them. In addition to teaching,

reminding, and persuading, advertising still plays an important function in brand building, boosting awareness, and strengthening brand relationships in a controlled environment (Smith et al., 2011). As part of Sobat Sambat Pro's marketing strategy, advertising was employed to increase visibility and persuade clients to use professional psychological health treatments. User-Generated Ads, Short-Form Ads, and Paid Advertising were the main strategies used to attract and hold audience attention, with each playing a unique role.

User-Generated Ads use consumer-generated material to boost authenticity and credibility. According to research, user-generated content (UGC), the distinguishing feature of Web 2.0, allows clients to share their experiences and ideas, which dramatically increases engagement and brand trust (Ang, 2021). Encouraged clients to share testimonials, mental health journeys, and interactive challenges about Sobat Sambat Pro's services, resulting in organic word-of-mouth marketing that increased credibility and emotional resonance with future clients.

Initially, short-form video content on these sites consisted of "clips," which were samples of longer video content. In order to entertain viewers in a short amount of time, clips would highlight a humorous feature of a larger piece of media (Wang, 2024). For Sobat Sambat Pro, 4-day teaser Reels ads on Instagram (costing around Rp130,000 with an expected reach of 600-1300 audiences) were utilized to promote the company and its mental health services in an engaging manner. These advertisements used brief but compelling storytelling elements to emphasize the significance of getting professional psychiatric support.

Paid Media refers to the payment for advertising a practice's goods or services. On the bright side, this Paid Media advertising offers control, scale, and immediacy (Abdow, 2020). Sobat Sambat Pro used Instagram Feeds and Stories with promotional vouchers to encourage trial engagement, coupled with call-to-action elements such as "Swipe Up to Register" to boost conversions. The ads included:

- Instagram stories to promote and give information about registration of Sobat Sambat Pro.
- Instagram feeds in the form of reels featuring a Sobat Sambat Pro teaser video.
- Instagram feeds with sales promotions like discount vouchers.
- Free advertising on X with @undipmenfess, an account on X with 103.100 followers.

### 1.7.2 Public Relations

Public relations can be described as the creation and maintenance of positive interactions with various publics (Smith et al., 2011). In marketing communications, public relations has numerous advantages over advertising. For starters, free publicity implies gaining free media coverage, which is exposure that the organization would typically have to pay for. The second advantage is credibility; when an organization advertises its goods or services, people frequently devalue these promotions because they are perceived as self-serving, known as the 'third-party endorsement effect.' The third benefit of public relations is that it can influence sales; positive publicity leads to increased sales. The fourth advantage of public relations is that free (positive) publicity, when combined with increased credibility and sales, is more likely to generate a higher ROI (Return on Investment) than advertising (Ang, 2021).

#### a. Community Relation

Sobat Sambat Pro prioritized developing relationships with key organizations and stakeholders in order to increase awareness, involvement, and legitimacy. The initiative focused on collaborating with relevant social organizations and student bodies to broaden the reach and effect of mental health advocacy.

To commemorate International Women's Day, content was created for Pilar PKBI's Instagram in conjunction with Her Sphere, a youth-led initiative that empowers young Indonesian women to

control their ambitions, which aligns with Sobat Sambat Pro's aim of promoting mental wellbeing and gender inclusion.

b. Media Partner

Building solid media partnerships was important to spreading Sobat Sambat Pro's message and guaranteeing efficient information distribution. The relationship between public relations practitioners and journalists was foundational, since successful media relations may have a significant influence on public opinion and engagement.

- @working.with.kinan, a community on Instagram that mostly focuses on promoting creative workshops in Semarang.
- BEM Psikologi Unissula, the student executive board of the psychology faculty in Unissula, a key collaborator for mental health-related campaigns and event promotion to university students.
- Rumah Sahabat UDINUS, a students organization at the University of Dian Nuswantoro that works to raise awareness and provide protection for sexual health and education.
- Psikologi Jurnalistik, a student-run organization under the Psychology Faculty in Universitas Diponegoro that focuses on developing journalistic and media literacy abilities, such as content creation, research-based writing, and news coverage.
- Kreatif Workshop, a community-based initiative on Instagram that hosts interactive creative workshops, including art and creative classes and DIY (do-it-yourself) crafts.

c. Press Release

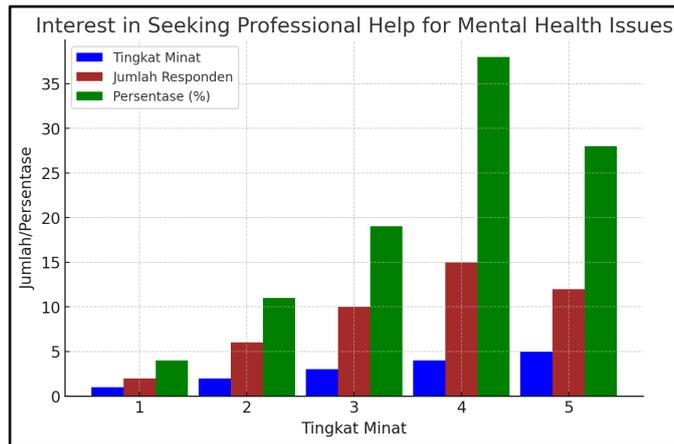
A press release is a formal statement delivered to members of the news media with the goal of announcing something, providing

information, or expressing a previously made public remark. Press releases are primary sources since they provide original information. The usage of press releases was critical for informing the brand activation event, which comprised the journaling event and the grand introduction of Sobat Sambat Pro. The news media outlets used for publication were handled by the media outlets that agreed to collaborate, specifically Akurat, LPM Manunggal, and Psikologi Jurnalistik also with PKBI media platforms.

### **1.7.3 Sales Promotion**

Sales promotion is one of the oldest marketing methods that continues to be effective. Sales promotion activities are often tied to a certain product or product line for a set period of time, such as a product launch or phase-out. While their primary goal is to increase sales, the combination of targeted marketing efforts and price offers may result in either a breakeven or a loss (Corcoran, 2023). In practice, sales promotion's primary purpose is to elicit an immediate response from consumers. The acceleration effect, which encourages consumers or members of the distribution channel to make purchases faster than expected, is one of the effects of sales promotions on purchasing behavior (Smith et al., 2011).

The results of the Customer Preference for Counseling Service and Mental Health questionnaire show that the audience is significantly influenced by psychologists' knowledge and the pricing element.



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

**Source:** Questionnaire Preference Survey of Counseling Service in Semarang

Sales promotions take many forms, including discounts, coupons, and other incentives designed to draw attention and enhance consumer interaction. As a result, Price-off Deals and Booth Promotion were implemented as sales promotion methods during this project.

### 1.7.3.1 Price-off deals

Customers value price reductions because they provide an immediate benefit. More clients will take advantage of the offer if the discount is deemed worthwhile (Ang, 2021).

A discount has been provided to reduce the price of paid counseling services by 20%, lowering the online consultation charge from Rp100.000.00 to Rp80.000.00 and the offline consultation fee from Rp200.000.00 to Rp160.000.00. This voucher was advertised using @pilar\_pkbi's Instagram account and combined with content marketing strategies.

### 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. Factors influencing offline marketing include how marketers interact directly with potential customers and how

messages are conveyed (Winata et al., 2024). Sobat Sambat Pro set up a booth to take advantage of the benefits of booth promotion. The booth promotion gave consumers a direct experience through face-to-face engagement with the Sobat Sambat Pro marketing team. PILAR PKBI hosted a booth promotion during the Journaling Event to urge people to sign up for the paid counseling service. Participants could also request further information, making the consumer experience more engaged.

#### **1.7.4 Content Marketing**

The purpose of content marketing is to educate customers by providing helpful content, and future purchases are influenced by the content's capacity to develop brand loyalty. Rather, the audience is encouraged to buy from the company whenever they are ready (M Le, 2013). Sobat Sambat Pro gained substantially from owned media, particularly social media, which raised brand awareness and kept audiences interested.

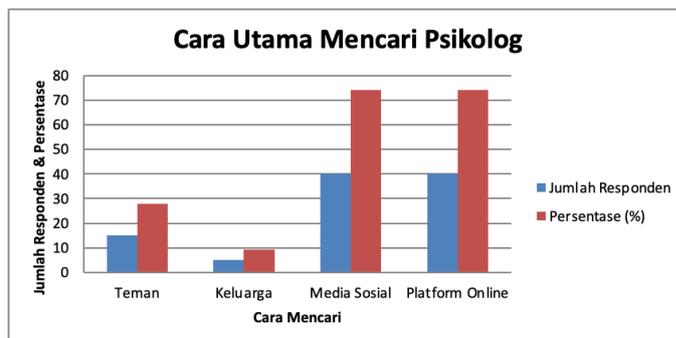
Using the AIDA model, this method guarantees that information is structured to gradually guide consumers from initial recognition to action. In this paradigm, the prospect moves through the stages of attention, interest, desire, and action (Fill & Turnbull, 2019).

The awareness stage was addressed with visually appealing material on Instagram, which was purposefully tailored to cut through digital clutter and boost brand recognition. To retain interest, short-form videos including expert insights, user testimonials, and mental health suggestions were distributed via Instagram Reels, taking advantage of video content's strong engagement rates.

Moving on to Desire, interactive Instagram Stories and polls develop personal ties by allowing for real-time exchanges between psychologists and clients, increasing credibility and trust. Finally,

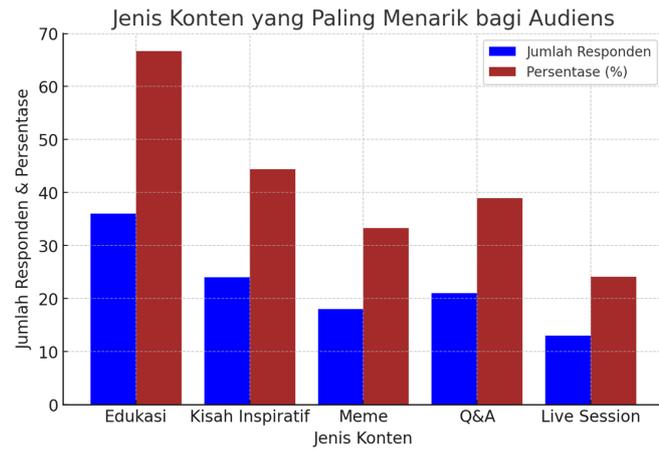
the Action phase includes powerful call-to-action (CTA) components, which ensure a smooth transition from engagement to conversion. By systematically adopting these approaches inside the AIDA framework, Sobat Sambat Pro can improve brand awareness, establish audience interactions, and, eventually, service acceptance.

The campaign's content is released on the Pilar PKBI Central Java Instagram account (@pilar\_pkbi). There are contents that will raise awareness, interest, desire, and actions for Sobat Sambat Pro. The content centered on presenting the messages of #ASpaceWhereYOUthBelong, which were about handling internal tension as a youth in Indonesia and ensuring that Sobat Sambat Pro is a safe location for counselling. The awareness information includes an official introduction to the Sobat Sambat Pro.



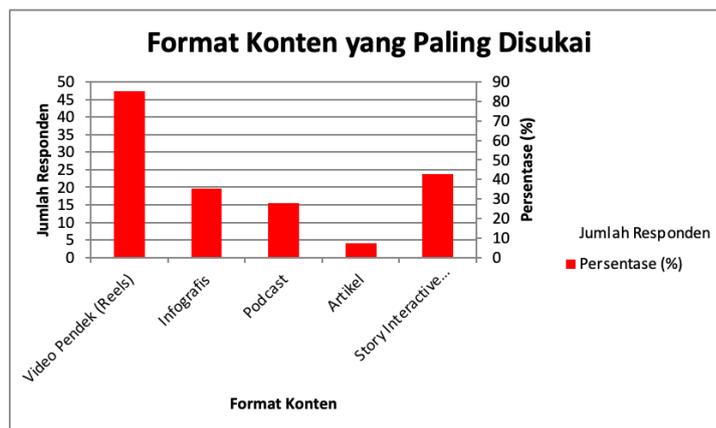
**Figure 1.11.** Survey Result of Preferences of Counselling in Semarang  
**Source:** Questionnaire Preference Survey of Counseling Service in Semarang

The psychologists of Sobat Sambat Pro and their background were also published as part of the introduction of the Sobat Sambat Pro on Instagram. According to a Preference Survey Questionnaire of Counselling Services in Semarang, out of 54 respondents, there are 74.1% of respondents who chose to find the information of psychologist through online platform, that is 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 was produced focused between education, inspirational stories, and interviews because, according to the results of a survey on counseling preferences in Semarang, the respondents chose that the most interesting type of contents are educational content (66.7%), inspirational story (44.4%), and interview (38.9%)



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

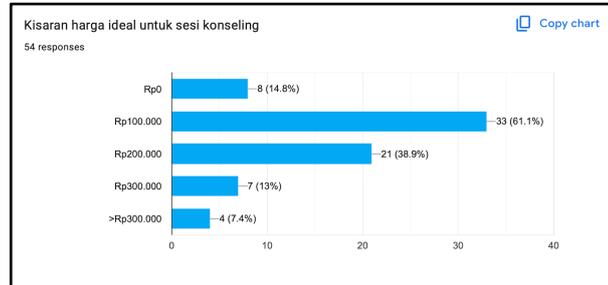
**Source:** Questionnaire Preference Survey of Counseling Service in Semarang

The Sobat Sambat Pro campaign is mostly covered by infographics, Instagram Stories, and Instagram Video Reels on PILAR PKBI Instagram accounts. The explanation behind the content format choice is that, according to a poll conducted by

counseling services, 85.2% of respondents said that their preferred content type was Instagram video reels, followed by Instagram stories (42.6%) and infographic content (35.2%).

**1. Feeds Post**

**a. Baseline Data:**



**Figure 1.14.** Survey Result

**Content Description:**

Infographic: Introduction on Sobat Sambat Pro includes psychologist profile and putting the price of the counseling service.

**Purpose:**

Encourage the audience to visit the profile and give information to potential clients.

**b. Baseline Data:**



**Figure 1.15.** Survey Result

**Content Description:**

Not everything you can control

**Purpose:**

To reassure the audience that not everyone can manage everything in their lives, as the poll revealed that many people still experience anxiety on a regular basis. With a sympathetic content hook, this content aims to highlight the distinctions between online and offline counseling so that the audience may select the one that best fits their schedule and availability.

**c. Baseline Data:**



**Figure 1.16.** Survey Result

**Content Description:**

“*Jalan yang jauh, jangan lupa pulang*” as Yura Yunita (an Indonesian singer) puts it.

**Purpose:**

The audience is intended to learn that life is not a contest and that it is okay to not have everything. Soft-selling and promoting journaling as a coping strategy and the Sobat Sambat Pro program itself are the goals of this content.

**d. Baseline Data:**



**Figure 1.17.** Survey Result

**Content Description:**

Quit comparing yourself to others!

**Purpose:**

To inspire the audience to strive to understand their own feelings and experiences by journaling and to refrain from comparing themselves to others.

**e. Baseline Data:**



**Figure 1.18.** Survey Result

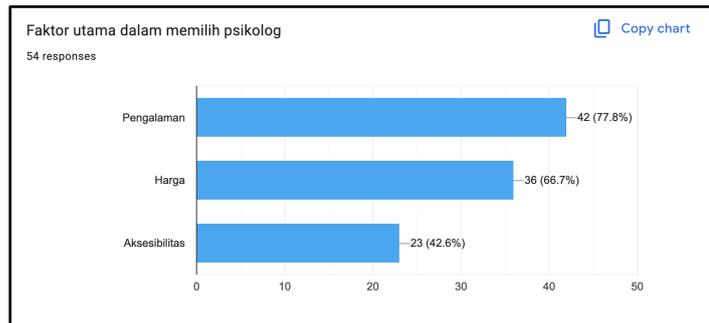
**Content Description:**

Journaling Event Poster for Open Registration

**Purpose:**

The goal is to raise awareness of PKBI's Journaling Event and encourage people's desire to join the event.

f. **Baseline Data:**



**Figure 1.19.** Survey Result

**Content Description:**

Post-eid Voucher

**Purpose:**

Offering a special discount on psychological counseling services. The goal of this temporary discount is to draw in new customers and motivate current ones to use counseling services, both in-person and online.

g. **Baseline Data:**



**Figure 1.20.** Survey Result

**Content Description:**

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

**Purpose:**

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

**2. Instagram Reels**

**a. Baseline Data:**



**Figure 1.21.** Survey Result

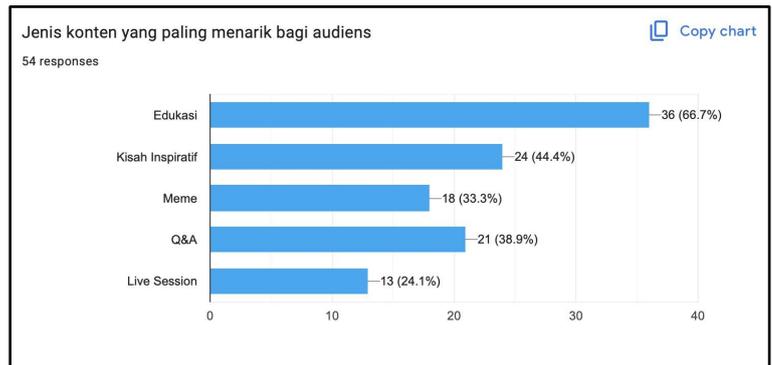
**Content Description:**

The prevalence of depression among university students ranges from 41.5% to 54.7%.

**Purpose:**

To raise awareness and foster emotional ties while establishing Sobat Sambat Pro as a secure environment for all young people, particularly college students.

**b. Baseline Data:**



**Figure 1.22.** Survey Result

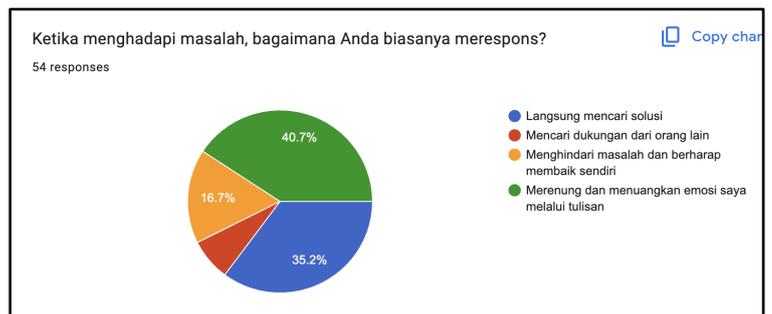
**Content Description:**

International Women’s Day: Women Dare to Dream

**Purpose:**

To commemorate International Women’s Day and provide educational insight in the viewpoint of women from different industries.

**c. Baseline Data:**



**Figure 1.23.** Survey Result

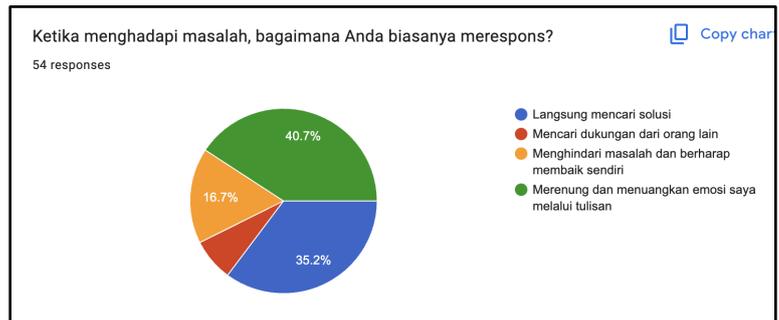
**Content Description:**

Writing from Within - *Kelola Stress dengan Menulis*

**Purpose:**

Explain the idea of journaling as a tool for self-care. to boost audience engagement and interest.

**d. Baseline Data:**



**Figure 1.24.** Survey Result

**Content Description:**

*After Movie*

**Purpose:**

To create entertaining video in the form of reels that documented the journaling event.

**e. Baseline Data:**



**Figure 1.25.** Survey Result

**Content Description:**

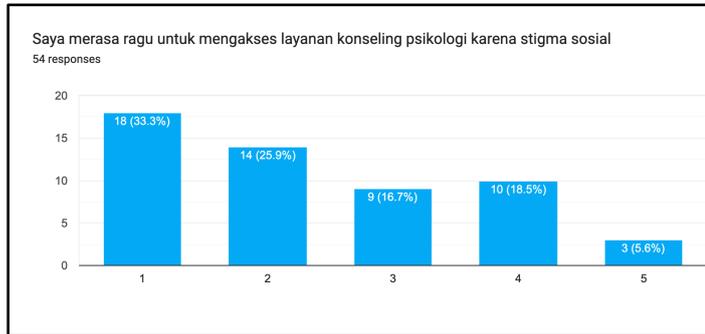
*Kapan Lulus?*

**Purpose:**

To reassure the audience that it is okay to have their own timeline and the audience could try striking up a conversation with trusted people like

family and close friends. If the audience feels uneasy, they can talk to Sobat Sambat Pro.

f. **Baseline Data:**



**Figure 1.26.** Survey Result

**Content Description:**

Psikolog’s Perspective on Breaking the Stigma: True or False

**Purpose:**

To provide an accurate fact on stigma that will pique people’s interest towards some other content of Sobat Sambat and feel reliable to the psychologists of Sobat Sambat Pro.

g. **Baseline Data:**



**Figure 1.27.** Survey result

**Content Description:**

Underperformance Feeling

**Purpose:**

To reassure the audience that everyone has their own timeline and pace, also it is acceptable to feel underperformed.

**3. Instagram Story**

**a. Baseline Data:**



**Figure 1.28.** Survey result

**Content Description:**

Open Registration Sobat Sambat Pro

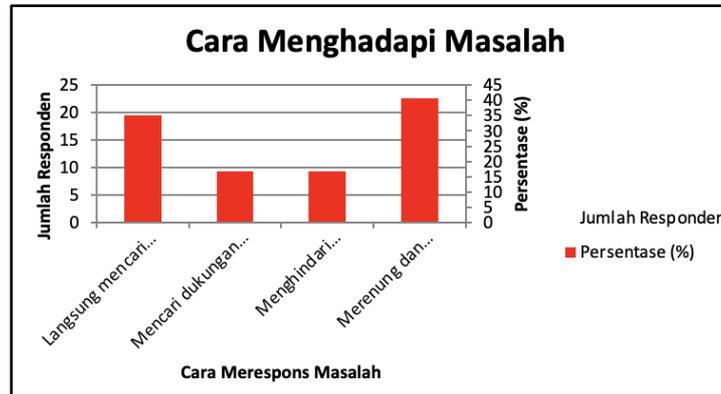
**Purpose:**

To raise awareness of PKBI's Premium Counseling Service and encourage people's desire to sign-up for the service.

**1.7.5 Event Marketing**

The campaign organized a Brand Activation event to promote Sobat Sambat Pro in an effort to raise awareness of the campaign and boost sales of the product. The goal of event marketing is to give the target audience a profound and unforgettable experience (experiential marketing), which not only boosts program participation but also improves customer touchpoints and brand remember (Smith et al., 2011). According to a preferences survey of young adults (18–24 years old) regarding counseling services, the

majority of respondents (40.7%) said that they attempted to express their feelings through writing.



**Figure 1.29.** Survey Result of Coping Mechanisms

**Source:** Questionnaire Result about Counseling Service in Semarang

Journaling has been shown to be a successful strategy for improving mental health, according to a KlikDokter article about the topic (Nurmayani, 2022). It led to Journaling being selected as the campaign's event.

The Journaling Workshop and Mini Talkshow of Sobat Sambat Pro was the event that took place. The following arrangements will be used for PILAR PKBI Central Java's event marketing for Sobat Sambat Pro:

- **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:** BTN Co-working Space, Muladi Dome
- **Audience Target:** University Students in Semarang

**Table 1.4.** Event Marketing “Writing From Within” Rundown

<b>Writing from Within: Event Rundown</b>		
<b>Duration</b>	<b>Activity</b>	<b>Description</b>
5'	Opening & Ice Breaking	<ol style="list-style-type: none"> <li>1. MC self-introduction</li> <li>2. Light ice breaking: asked how the participant feels today?</li> <li>3. A short explanation of today's agenda: Talkshow &amp; Grand Launching of Sobat Sambat Pro</li> </ol>
5'	Opening Speech From PKBI	<ol style="list-style-type: none"> <li>1. Opening Speech from the director of PKBI Central Java</li> </ol>
10'	Introduction : Launching Sobat Sambat Pro	<ol style="list-style-type: none"> <li>1. Conducting an introduction of Sobat Sambat Pro, where PILAR PKBI introduced Sobat Sambat pro</li> </ol>
30"	Guided Journaling Talkshow “Writing From Within”	<ol style="list-style-type: none"> <li>1. Talkshow from psychologist regarding journaling for stress management and therapeutic journaling.</li> </ol>
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"> <li>1. Promotion by MC regarding how to access their online counseling session</li> <li>2. Documentation</li> <li>3. Closing</li> </ol>

## 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																				
2	Market Research																				
3	Proposal Making																				
4	Client Pitching																				
5	Action Plan																				
6	Submission and Approval of Proposal																				
7	Content Execution																				
8	Event Open Registration																				
9	Main Event																				
10	Monitor and Event Evaluation																				
11	Social Media Performance Evaluation																				
12	Final Report																				

## 1.8.2 Media Plan (Instagram)

**Table 1.6.** Media Plan

Date	Type	Title	Purpose
1/3/2025	Video Reels	<i>“Sebanyak 41.5 sampai 54.7% mahasiswa mengalami prevalensi depresi”</i>	Build awareness and emotional connection, positioned Sobat Sambat Pro as a safe space for every youth, especially for university students.
5/3/2025	Infographic	<i>Kenalan yuk, dengan Sobat Sambat Pro!</i>	Build awareness and help the public know more about the Sobat Sambat Pro service.
6/3/2025	Infographic	<i>Gak semua hal bisa kamu kendalikan</i>	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	<i>Kalau kata Yura Yunita, “Jalan yang jauh, jangan lupa pulang”  Tapi gimana kalau aku tersesat dan bahkan nggak tau arah untuk pulang?</i>	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	<i>Writing from Within - 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	<i>Stop membanding-bandingkan diri!</i>	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	D-Day Journaling Event: @	Utilize carousel video to inform

	Post: Photo and Video	Muladi Dome, Coworking Space, BTN	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	<i>Kapan Lulus?</i>	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: <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	Rp1.000.000
2.	PKBI	1	Rp1.000.000	Rp1.000.000
3.	Ticketing	15	Rp35.000	Rp525.000
TOTAL				Rp2.525.000
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	3	Rp139.238.333	Rp417.715
2.	Transportation	1	Rp57.000	Rp57.000
3.	Transportation	1	Rp74.000	Rp74.000
4.	Snack Speaker	1	Rp64.000	Rp64.000
5.	Studio	1	Rp151.166	Rp151.166
TOTAL				Rp2.507.972

#### 1.8.4 Man

##### 1. Project Leader & Strategist (Naufal Abiy Zayyan)

###### Key Responsibilities:

1. Created a completely integrated marketing communication strategy that includes five IMC tools (content, advertising, PR, events, sales promo) suited to audience behavior, ensuring channel-to-funnel alignment.
2. Conducted primary and secondary research on Gen Z mental health behavior, and used the findings to alter message framing, emotional tone, and platform targeting.
3. Led content conception, format creation, and publishing cadence for 19 campaign pieces, including reels, infographics, and stories, ensuring relevance to campaign milestones and social trends.
4. Managed a four-member cross-functional team, held weekly stand-ups, provided clear role delegation, and handled workflow problems to fulfill all execution deadlines.
5. Served as a liaison with PKBI Central Java, promoting strategy alignment through weekly meetings, real-time updates, and collaborative decision-making throughout campaign stages.
6. Created, launched, and monitored a digital voucher incentive system that exceeded the campaign's customer acquisition goal (140% redemption rate achieved).
7. Managed the planning and on-site execution of a journaling booth activation, incorporating emotional engagement methods to convert five new service users.
8. Responded to unexpected challenges such as social media access delays, speaker no-shows, and sponsor withdrawal by developing quick response tactics and contingency plans.
9. Real-time monitoring of engagement, reach, conversion, and growth indicators, adjustments to media priorities and

content sequencing depending on ongoing performance analytics.

10. Led data analysis for post-campaign evaluation (n=104), wrote the strategic reflection report, and developed improvement strategies based on measurable outcomes.

## **2. Account Executive (Syifa Alifia Zahra)**

### **Key Responsibilities:**

1. Identified, developed, and secured strategic collaboration with organizations, brands, venues, and media outlets to increase event engagement.
2. Drafted and negotiated collaboration agreements to ensure alignment between brand values and event objectives.
3. Prepared and created sponsorship and partnership proposals offered specific to each potential partner.
4. Organized and managed all media partnerships, including collaborations with student organizations, workshop platforms, and media outlets for promotion.
5. Prepared and distributed press materials, such as press releases and talking points for event speakers.
6. Collaborated and negotiated with journalists and media outlets to secure press releases publication.
7. Created a thorough event budget and managed financial resources effectively.
8. Tracked income and expenses throughout the event process and whole campaign to ensure financial sustainability.
9. Managed sponsorship and ticketing revenue streams to ensure financing targets are reached.
10. Handled payment processing, invoicing, and contract compliance with vendors and partners.
11. Conducted post-event evaluations, including an examination of the influence of sponsors and media

partners, as well as press effectiveness and financial reporting.

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

#### **Key Responsibilities:**

1. Managed and coordinated event logistics, including timeline, booth, and operational execution.
2. Created seamless offline-to-online event integration by synchronizing activations, panel discussions, and audience involvement tactics.
3. Coordinated venue setup, technical needs, catering, and branding materials.
4. Managed coordination of Sobat Sambat Pro Booth.
5. Designed event flow, event marketing, from check-in to post-event wrap-up.
6. Led on-site interaction initiatives, such as Sobat Sambat Pro Booth.
7. Ensured that the attendance experience is optimized through efficient event registration, crowd control, and interaction opportunities.
8. Collected, analyzed, and reported event data, including:
  - a. Booth Sobat Sambat Pro Sales Registration Trends: Tracking sign-up rates of Sobat Sambat Pro and demographics.
9. Utilized data insights to optimize marketing strategies for event execution.
10. Conducted post-event impact assessment to determine attendance satisfaction and engagement outcomes.
11. Measured instagram engagement metrics: social media interactions, followers growth, and social media ads.
12. Optimizing meta-instagram advertising for contents in Pilar PKBI's instagram account.

#### **4. Creative & Copywriter (Angelita Valencia Turangan)**

##### **Key Responsibilities:**

1. Developed engaging content for Sobat Sambat Pro's Instagram (copywriting, storytelling, creative concepting).
2. Created content editing:
  - a. Infographics (Canva).
  - b. Reels (CapCut).
  - c. Story Promotion (Canva).
  - d. Event Aftermovie (CapCut).
3. Live reporting and documenting during events.
4. Video production for campaigns.
5. Collaboration with one external community for the International Women's Day campaign.
6. Client communication and coordination for content approval and schedule.
7. KOL communication and coordination for video production.
8. Designed an X-Banner and video bumper for the Journaling Event: Writing from Within
9. Researched content trends, visual references, and benchmark competitors.
10. Created and managed content calendar for Instagram posts and 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 intended to increase the number of clients by 12 people within 2 months. The evaluation was carried out by assessing

the effectiveness of promotional initiatives and audience engagement in each event. Through the activities planned and held, PILAR PKBI Central Java were expected to achieve the targeted goals.

#### **1.9.1.1 Instagram**

1. Upload 16 contents in 2 months on the @pilar\_pkbi's Instagram account.
2. Increase the total engagement rate by reach by 30% in two-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 create one piece of content for International Women's Day.

#### **1.9.1.2 Journaling Event: Writing from Within**

1. Achieve the goal of 15 participants, as evidenced by a summary of registration statistics at the "Writing from Within" event on Thursday, 20 March 2025.
2. Get 40% of the total number of participants to sign up for the Sobat Sambat Pro counseling service.
3. Collaborate with a minimum of 4 media partners to promote and collaborate on the event and counseling service.

#### **1.9.1.3 Sales Promotion: Booth and Voucher**

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

#### **1.9.1.4 Awareness**

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

## 1.9.2 Key Performance Indicator

Table 1.8. Key Performance Indicator

Name	Student ID	Role	Key Responsibilities	Working Hours
Naufal Abiy Zayyan	14040121 190058	Project Leader & Strategist	Created a completely integrated marketing communication strategy that includes five IMC tools (content, advertising, PR, events, sales promo) suited to audience behavior, ensuring channel-to-funnel alignment.	15 hours
			Conducted primary and secondary research on audience mental health behavior, and used the findings to alter message framing, emotional tone, and platform targeting.	13 hours
			Led content conception, format creation, and publishing cadence for 19 campaign pieces across Reels, infographics, and stories, ensuring relevance to campaign milestones and social trends.	15 hours
			Managed 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
			Served as liaison with PKBI Central Java, facilitating strategic alignment through weekly meetings, real-time updates, and collaborative decision-making across campaign stages.	10 hours
			Created, 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;	7 hours

			implemented real-time adjustments.	
			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	Identified, developed, and secured strategic collaboration with organizations, brands, venues, and media outlets to increase event engagement.	16 hours
			Drafted and negotiated partnership agreements to ensure alignment between brand values and event objectives.	16 hours
			Prepared and created sponsorship and partnership proposals tailored to each potential partner.	10 hours
			Organized and managed all media partnerships, collaborating with student organizations and online platforms for promotion.	20 hours
			Prepared and distributed press materials, such as press releases and talking points for event speakers.	8 hours
			Collaborated and negotiated with journalists and media outlets to secure press releases.	8 hours
			Created a thorough event budget and allocated financial resources efficiently.	8 hours
			Tracked income and expenses throughout the event and campaign process, ensuring financial sustainability.	10 hours

			Managed sponsorship and ticketing revenue streams, ensuring funding targets are met.	8 hours
			Handled payment processing, invoicing, and contract compliance with vendors and partners.	8 hours
			Conducted 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	Managed and coordinated event logistics, including timeline, booth, and operational execution.	5 hours
			Created seamless offline-to-online event integration, coordinating activations, panel discussions, and audience interaction strategies.	15 hours
			Coordinated venue setup, technical needs, catering, and branding materials.	10 hours
			Managed coordination of Sobat Sambat Pro Booth.	8 hours
			Designed event flow, event marketing, from check-in to post-event wrap-up.	12 hours
			Led engagement activities on-site, including Booth Sobat Sambat Pro.	5 hours
			Ensured attendee experience is optimized through smooth event registration, crowd control, and engagement points.	9 hours
			Collected, analyzed, and reported event data, including: - Booth Sobat Sambat Pro Sales Registration Trends: Tracking sign-up rates of Sobat Sambat Pro and demographics.	10 hours

			Utilized data insights to optimize marketing strategies for event execution.	15 hours
			Conducted post-event impact assessment, measuring attendee satisfaction and engagement outcomes.	11 hours
			Measured 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	Developed compelling content for Sobat Sambat Pro's Instagram (copywriting, storytelling, creative concepting)	15 hours
			Created 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
			Designed an X-Banner and video bumper for event Journaling: Writing from Within	5 hours
			Researched content trends, visual references, and benchmark competitors	10 hours

			Created and managed 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