CHAPTER I
INTRODUCTION

1.1. BACKGROUND

In the past 2 years, there have been many incidents where university students are dealing with mental health struggles and they seek professional help when they face mental issues. This is also in line with several researches on mental health awareness in Indonesia. Based on the results of descriptive analysis of 227 active students at Sebelas Maret University Surakarta, it was found that 26.9% (61 people) experienced mild depression, 18.5% (42 people) experienced moderate depression, and 9.3% (21 people) experienced severe depression. In addition, as many as 86.8% (197 students) were reported to experience very high levels of anxiety (Setyanto, 2023).

Students awareness of the importance of mental health is growing, as evidenced by their increasing interest in accessing professional help. Research by Putri at the Syarif Hidayatullah State Islamic University in Jakarta revealed that more than half of students expressed a desire to consult in which 64.1% were interested in counseling services, 55.6% were open to the option of seeing a psychologist, and 68.3% showed a tendency to seek psychiatric help (F. L. N. Putri, 2023).

Additionally, in the realm of education, mental health support has now been integrated as an essential part of school health service programs in Indonesia (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 also occured in Semarang City as the administrative capital of Central Java. As an administrative capital with a fairly growing economy, potentially influencing mental health awareness and service accessibility.

Educational institutions are now beginning to realize the urgency of mental health issues, as students are increasingly opening their eyes to the importance of professional help. In a study involving 101 students from the first to the last semester at various campuses in Indonesia, 69 females and 32 males, a new pattern is reflected where students no longer hesitate to seek help from counseling to treat their psychological conditions. Most of the respondents, namely 70.3%, were students of Sultan Ageng Tirtayasa University. Meanwhile, the remaining proportion was spread across various other campuses such as Semarang State University (8.9%), Padjadjaran University (6.8%), and several other universities (Mirawati et al., 2023). The study results revealed varying levels of student understanding of the cost aspect of app-based counseling services. As many as 25.7% of respondents were not aware of the operational costs, while the majority which is 75.2%, were aware of them. Interestingly, the decision to contribute financially was greatly influenced by the extent to which the service was directly related to their personal problems. Only 17.8% stated that they were ready to donate without further consideration, while the other 82.2% would consider contributing based on how relevant the service was to their own needs.

Furthermore, students preference for professional mental health services was clear, with 61.4% of respondents choosing paid counseling that offered a quick response indicating a high demand for services that are responsive and accessible. Meanwhile, 32.7% were more likely to choose free services despite potential delays, and another 6.9% made their choice based on the urgency of their problem. While financial considerations remained a factor, the majority of students indicated a preference for quality and timeliness of services. These findings underscore the growing awareness and real demand for professional mental health support among students.

In a survey conducted in Semarang on 54 respondents aged 18–24 years regarding preferences for counseling services, the majority of participants with 38.9% placed their interest at level 4, while 27.8% showed

very high interest at level 5 in seeking professional mental health services. This pattern reflects a positive signal, where increasing awareness of mental health issues goes hand in hand with the growing desire to actively access professional help.
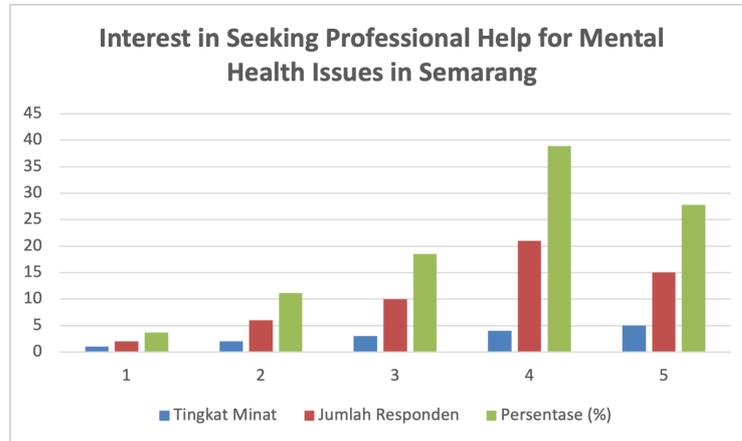
Figure 1.1. Mental Health Issues Survey
**Source:** Questionnaire Preference Survey of Counseling Service in Semarang

PKBI Central Java exists and is committed to empowering communities through various programs that focus on promoting sexual health, education, youth engagement, and social welfare. Since its founding, PKBI has believed that families are a key element in community welfare, with the aim of forming families who are responsible in carrying out their roles in education, health, and welfare. Some of the empowerment programs run by PKBI include 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) was launched to address the sexual and reproductive health needs of adolescents, is one of PKBI key empowerment programs. PILAR PKBI is designed to empower adolescents who face challenges in accessing important health information, and to help them make wise and responsible decisions. The program emphasizes Comprehensive Sexuality Education, which aims to facilitate discussions and training for adolescents in schools and communities. 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 its inclusive, compassionate, and responsible approach, PILAR PKBI strives to develop responsible youth who take an active role in managing their health and future, thereby fostering a more informed and healthier society.

PILAR PKBI has also been dedicated to offering a free counseling service called Sobat Sambat. This service, designed to be accessible and supportive for teenagers, features trained peer counselors from PKBI. The Sobat Sambat program has been a part of PILAR PKBI Central Java for several years, and over time, the number of clients seeking its help has grown significantly, with some presenting complex issues.

According to data from the Pusat Informasi Layanan Ramah Remaja Perkumpulan Keluarga Berencana Indonesia (PILAR PKBI), which compiles customer data from the Sobat Sambat (free) counseling service for 2023-2024, a total of 271 clients have utilized the service over two years. In 2023, the service assisted 130 clients, while in 2024, 141 clients sought counseling.
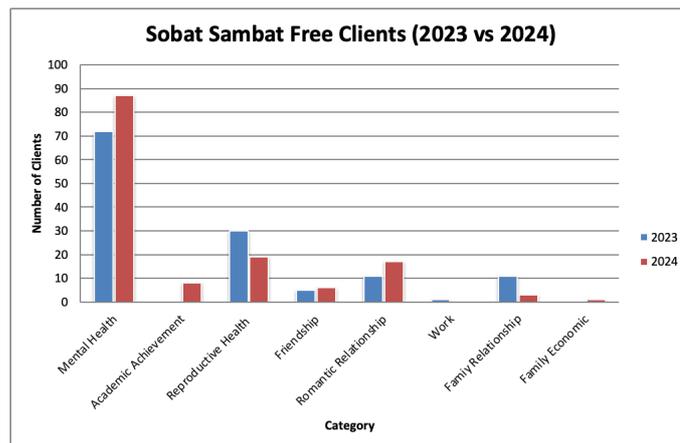
Figure 1.2. Data Chart Compilation of Sobat Sambat Clients 2023-2024
Source: Clients Data PILAR PKBI Central Java

Figure 1.2 illustrates the various topics that clients have discussed with counselors. These topics include Mental Health, Academic Achievement, Reproductive Health, Friendship, Romantic Relationships, Work, Family Relationships, and Family Economics. Between 2023 and 2024, the majority of discussions focused on Mental Health, with 159 clients addressing this issue. The second most common topic was Reproductive Health, which was discussed by 49 clients.

Table 1.1. Data Compilation of Sobat Sambat Clients 2023 -2024

Category of Clients Topic	2023	2024
Mental Health	72	87
Academic Achievement	0	8
Reproductive Health	30	19
Friendship	5	6
Romantic Relationship	11	17
Work	1	0
Family Relationship	11	3
Family Economic	0	1
TOTAL	130	141

Source: PILAR PKBI Central Java

Following numerous client consultations through the Sobat Sambat (free) program, PILAR PKBI Central Java introduced a new initiative called Sobat Sambat Pro. This program offers paid counseling services with professional psychologists at affordable rates. The proceeds from this service help fund the ongoing operations of PILAR PKBI Central Java, supporting its various empowerment programs.

Sobat Sambat Pro now offers both online and offline counseling options, in collaboration with two psychologists: Winti Windrati, S.Psi, S.M., M.M., Psychologist, and Irnida Terana, M.Psi, Psychologist. The cost for online counseling is approximately Rp100,000.00, while offline sessions are priced around Rp200,000.00. PILAR PKBI Central Java has set these

prices with consideration to maintain its reputation as a Youth-Friendly Service. However, despite the service's launch, Sobat Sambat Pro has only had one client purchase counseling services between December and February 2024.

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, several other psychological counseling platforms and applications are also widely recognized in Indonesia. According to the survey conducted on the demand for psychological services among individuals aged 18–24 in Semarang, respondents identified 10 mental health platforms listed in the questionnaire as the top services most commonly used by Indonesians (Angelia, 2022). There are four main applications that were mostly used by the respondents, these applications 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 offline consultation appointment, mental health quick check ups test, experienced psychologist >10 years for online and offline counselling.
Marketing Strategy	Partnership Health related brands: (Pepsodent, Organon), Instagram educational contents, Instagram Live with Psychologist, Talk Shows 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 from App Store	4.8/5 from App Store	No Rating	4.7/5 from App Store	Sobat Sambat Pro is a new service launched in December 2024, with only one client. However, Sobat Sambat (free) is already trusted by the clients, where Sobat Sambat gained 200+ clients but No Rating

Based on the competitor review, Halodoc and Alodokter offer 24/7 online consultations and medication services, while Psikologimu, Ibunda, and Sobat Sambat Pro provide flexible online scheduling. Additionally, Sobat Sambat Pro, Halodoc, and Ibunda offer free mental health checkups and offline appointments, highlighting Sobat Sambat Pro's competitiveness among leading mental health services in Indonesia.

Halodoc provided experienced psychologist for varied years and Sobat Sambat Pro is the only services that provides more than 10 years experienced psychologist and brings the brand message to be youth friendly, this can be seen from the brand message of Sobat Sambat Pro of *"Layanan Ramah Remaja"* aimed to be youth friendly service while other platforms such as Halodoc, Psikologimu, and Alodokter who focuses on simplicity, and Ibunda that focuses on growth.

For their marketing strategies, Halodoc, Alodokter, and Ibunda have implemented brand partnerships with health-related organizations. These platforms utilize Instagram to share educational content and promotional materials, with Halodoc and Ibunda further engaging audiences through Instagram Live sessions with psychologists and talk shows. Ibunda also collaborates with Key Opinion Leaders and has established partnerships with government entities. In contrast, Sobat Sambat Pro just launched in December 2024 currently relies solely on Instagram content for promotion.

In terms of pricing, online consultation fees vary among platforms: Halodoc ranges from Rp50,000 to Rp145,000, Alodokter from Rp100,000 to Rp150,000, Psikologimu from Rp75,000 to Rp300,000, and Ibunda from Rp199,000 to Rp399,000 for sessions lasting 30-60 minutes. Sobat Sambat Pro offers a 45-minute online session at Rp100,000, positioning it as moderately affordable. For offline consultations, Sobat Sambat Pro provides the most budget-friendly option at Rp200,000 for 45 minutes, while

competitors charge between Rp170,000 and Rp1,000,000 for 60-120 minutes. While the four competitors have strong user ratings above 4.5/5, Sobat Sambat Pro has yet to receive formal reviews. However, its free counseling, Sobat Sambat, has already earned public trust with over 200 clients served.

1.2. PROBLEM STATEMENT

Multiple studies show there is a growing trend of college students that seek professional support for mental health issues in recent 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 suggests a demand for counseling services, but Sobat Sambat Pro still lacks visibility, with only four respondents aware of the service. Over the past decade, PILAR has built a strong reputation through Sobat Sambat Free, offering peer counseling via trained PKBI counselors. In December 2024, PKBI launched "Sobat Sambat Pro," a paid counseling service with professional psychologists. However, by February 2024, it had only secured one client. Based on these 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 because it 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 (BPS) of Central Java Province in 2024, the economic growth rate for the third quarter of 2024 was 4.93% year on year (BPS-Statistics, 2025). Then, the City of Semarang was able to post the strongest economic growth in Central Java, with a 5.79 percent economic growth rate in 2023 compared to a 5.73 percent growth rate in 2022 (Badan Pusat Statistik, 2024). This implies that the general populace has the purchasing power to pay for counseling services because Semarang's economy is growing and evolving. In particular, the fact that Sobat Sambat Pro itself offers counseling services at youth-friendly rates ranging from Rp100,000 to Rp200,000 suggests that more groups in need of professional psychological services will be able to use the service.

1.3.1.2 Social

According to a study in the International Journal of Mental Health System found that social stigma and limited mental health literacy are the primary obstacles preventing access to 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). Based on the data above, Sobat Sambat has actively worked to increase mental health awareness and challenge the stigma that seeking help from a psychologist signifies weakness or a lack of resilience.

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 increased 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). PILAR PKBI Central Java has the opportunity to increase the promotion of Sobat Sambat Pro counseling services through social media due to the quick development of digital technology.

1.3.2 SWOT ANALYSIS

Table 1.4. SWOT Analysis

Strengths	Weaknesses
- PILAR PKBI has been established for 10 years in offering youth-friendly counseling services, which have gained 271 clients for	- Sobat Sambat Pro had low awareness with only 7.4% respondent know about the service. - Despite 20 years of establishment

the past two years. - Handled by an experienced psychologist with more than 10 years experience in handling youth problems. - Offer the cheapest price among its competitors with psychologists that had more than 10 years working experience.	in the public, PILAR PKBI also had low recognition with only 11.1% respondent according to the survey. - Sobat Sambat Pro lacked marketing promotion with only one promotional effort on Instagram.
Opportunities	**Threats**
- With the increasing 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 Sobat Sambat Pro paid counseling program by 12 clients in 2 months

1.5 CONCEPTS

Integrated Marketing Communication (IMC) Mix

Sobat Sambat Pro's marketing approach aligns with the principles of Integrated Marketing Communication (IMC), incorporating its

fundamental components. IMC is a research-driven, audience-specific communication strategy designed to achieve clear, measurable results. 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 approach is achieved by integrating various communication tools and platforms, while maintaining consistent and adaptable creative messaging across media to create a balanced impact. The primary goal of the marketing strategy was to generate revenue for PKBI Operation while also building long-term brand equity. However, executing an effective marketing communication strategy also meant overcoming audience differences. Major obstacles can include low product interest, minimal brand recognition among target consumers, and a lack of motivation that hindered their progression toward engagement or purchase.

In marketing, this journey is known as the sales funnel, where numerous barriers can disrupt the transition from awareness to purchase. To address these hurdles and improve outcomes, a strategic blend of tools was employed, capitalizing on their individual strengths. A successful Integrated Marketing Communication (IMC) strategy typically involves five essential tactics: (1) selecting marketing tools that complement each other, (2) utilizing cost-effective channels with broad reach, (3) ensuring a consistent visual and verbal identity across platforms, (4) developing engaging, shareable content, and (5) coordinating all marketing efforts for smooth and unified execution (Ang, 2021).
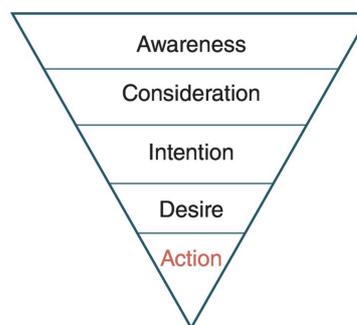
Figure 1.5. Sales Funnel
Source: Ang, 2021

Integrated Marketing Communication (IMC) plays a vital role in overcoming barriers within the sales funnel, especially those that hinder

consumers from moving beyond the awareness stage to making a purchase. One major issue faced by businesses is the absence of clear brand differentiation, which makes it difficult for consumers to distinguish between similar offerings which often leading to competition based solely on price and a decline in brand loyalty.

Integrated Marketing Communication (IMC) addresses this problem by clearly and consistently communicating a brand's unique selling proposition (USP) across multiple platforms. By leveraging advertising, experiential marketing, and compelling brand storytelling, IMC reinforces brand positioning, shapes positive consumer perceptions, and builds a strong, recognizable identity driving both engagement and purchase intent. Another key obstacle is ineffective creative execution; with consumers exposed to constant promotional content, message saturation can lead to disengagement. IMC counters this by maintaining cohesive creative themes across channels, employing emotional narratives, strong visuals, and synchronized messaging to keep audiences attentive and invested.

Moreover, the complexity of decision-making can hinder consumers from completing a purchase, often due to information overload, lack of trust, or perceived friction in the buying process. IMC addresses these challenges by integrating tools such as sales promotions, influencer partnerships, and multi-touchpoint marketing to create a more in depth and seamless customer journey from initial awareness to final conversion. By maintaining consistent messaging, enhancing engagement across platforms, and utilizing consumer behavior personalization, IMC delivers a strategic and measurable communication approach that strengthens brand equity and accelerates sales growth. In this project, IMC tactics were applied through channels such as promotions, public relations, advertising, event marketing, and social media campaigns.

1.6. COMMUNICATION STRATEGY

1.6.1 Segmentation and Targeting

1.6.1.1 Segmentation

1. Demographic

- Age: 18-24 years old
- Gender: Male, female, and others
- Job: University Students
- 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: Focuses on maintaining a balance between academics and mental well-being, open to counseling but prefers services that are inclusive and free of stigma, actively uses social media, and looks for content relevant to student 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.

1.6.2 Positioning, Branding, and Key Message

1.6.2.1 Positioning

PILAR PKBI presents itself as a non-governmental organization that offers youth-friendly services, with a program named Sobat Sambat Pro that focuses on providing paid counseling and mental health support for students. It emphasizes three core brand attributes:

1. Youth-Friendly: Shaped Sobat Sambat Pro services, branding, and communication to appeal specifically to young people especially in ways that make them feel safe, understood, and respected.

2. Affordable: Provided affordable price range so that everyone especially youth and students can access the service

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

The communication strategy reflected on the Brand Equity Pillars of Youth-friendly, Affordable, and Supportive Inclusivity as Sobat Sambat Pro's core identity. This position of Sobat Sambat Pro stands that the service is not just as a provider of mental health support, but also as a trusted companion for youth, especially students that are facing academic pressures.
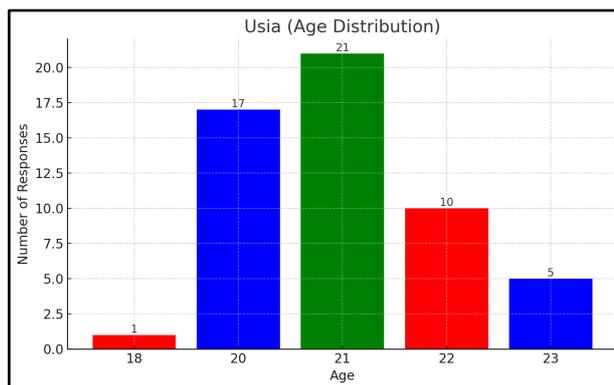
Figure 1.6. Questionnaire Result about Audience's Range of Age
Source: Questionnaire Preference Survey of Counseling Service in Semarang

Youth-Friendly can be one of the brand strengths because PILAR PKBI stands for Pusat Informasi dan Layanan Remaja, which has always been focused on teenagers. This shows that the brand's values match well with its target audience. Also, based on the survey, most respondents were between 18 to 23 years old which is an age group that's moving from teenage years to young adulthood. Since this is the main audience, using the Youth-Friendly label helps Sobat Sambat Pro feel more relatable and trusted. It shows that the service understands what young people are going through and what they need which help them to build a stronger emotional connection and more relevant experience.
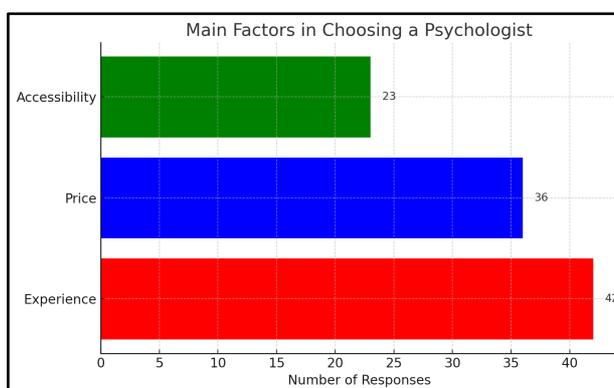
Figure 1.7. Questionnaire Result about Audience's Factor on Choosing Psychologist

The questionnaire showed the most important factor of students in Semarang when choosing a paid counseling service is the psychologist's experience. The first one is experience of the psychologist, in which the psychologist of Sobat Sambat Pro already has more than 10 years experience. However, the second most important factor is the price. This means that cost still matters, especially for teenagers who may not have much money. That's why promoting "Affordable Price" as one of the brand's strengths can help Sobat Sambat Pro look more youth-friendly and attract more young people who need mental health support but are trying to find a more affordable cost.
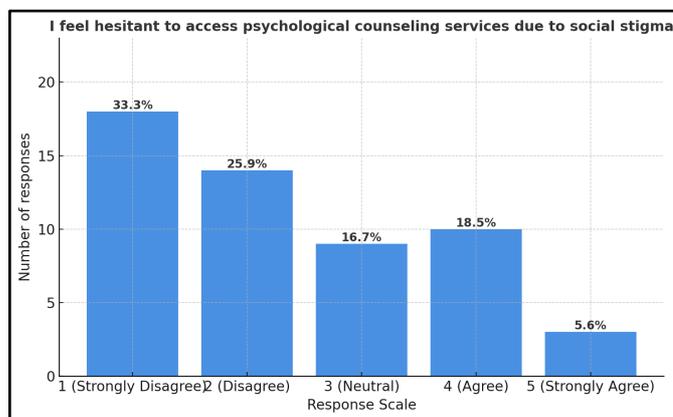
Figure 1.8. Questionnaire Result about Audience's Doubt on Accessing Counseling Service Due to Social Stigma
Source: Questionnaire Preference Survey of Counseling Service in Semarang

Lastly, the questionnaire asked whether social stigma made people hesitate to get counseling, and the results showed that some (10 respondents) did feel that way. This shows there's still a need

for mental health services that are open, inclusive, and free from judgment. Creating a welcoming and stigma-free environment is important so that anyone no matter their background or experience feels safe and comfortable getting the counseling help they need, especially through Sobat Sambat Pro.

1.6.2.2 Branding

PILAR PKBI Central Java has been promoting Layanan Ramah Remaja (Youth-Friendly Services) as a key part of their brand for a long time. This message emphasizes creating a welcoming and stigma-free space where teenagers feel comfortable and supported. It's been a central part of their branding strategy, and this focus on being youth-friendly is reflected in all their communication efforts.

Following the brand guidelines developed by PKBI Central Java, the design is meant to resonate with teenagers. It features a modern, simple, and clear style that feels youthful and approachable. The colors used are bright and soft, adding to the overall inviting and energetic feel of the brand.

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

Through this branding strategy, PILAR PKBI Central Java actually aimed to promote a youth-friendly, trustworthy, affordable and inclusive counseling service for everyone, especially young people who are seeking professional help.

1.6.2.3 Key Message

"#ASpaceWhereYOUthBelong"

This message creates a branding and strengthens PILAR PKBI Central Java's dedication to offering Youth-Friendly Services. By emphasizing the attributes of being Youth-Friendly, Affordable, and Supportively Inclusive, their paid counseling services are well-suited for young people seeking psychological support. These services not only provide professional psychologist help but also ensure accessibility, which is actually relevant to the needs of young generations especially students who like to find counseling who is respectful of diversity, a stigma-free environment, and an affordable price.

1.6.3 Media Strategy

Media strategy is the process of discovering the most balanced 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 Sobat Sambat Pro campaign strategy was split into online and offline media tactics, with each playing a key role in engaging potential clients and increasing awareness of professional psychological services.

1.6.3.1 Online Media Strategy

Paid Media: Advertising

Paid advertising is an essential element of the online media strategy, utilizing platforms such as Instagram Reels, Instagram

Stories, and teaser campaigns to connect with a specifically targeted audience. The primary purpose of these advertisements is to shape consumer behavior. In a business context, they are designed to encourage purchases by persuading potential customers to buy particular products or favor certain brands (Durkin et al., 2018). A 4-day paid teaser ad campaign on Instagram Stories and Reels introduced Sobat Sambat Pro, reaching an audience of 1,400 until 1,500 people at a cost of Rp135,000. This paid advertising strategy has boosted brand visibility and engagement, guiding potential clients toward 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 control a range of media types, such as influencers, sponsorships, product placements, and brand integrations. These owned media platforms provide effective ways to enhance a brand's visibility across different contexts.

For Sobat Sambat Pro, the Instagram account of @pilar_pkbi produced relevant and engaging content, including mental health tips, educational entertainment, and psychologist insights. The social media strategy on Instagram focused on delivering high-quality, consistent content that was engaging, relevant, and aligned with the interests of the audience, thereby fostering interaction and increasing brand awareness. By consistently posting informative content and videos, Sobat Sambat Pro successfully maintained ongoing 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 also collaborated with some media partners and some publications to raise awareness and generate more media coverage about the importance of accessible mental health services in which the audience can choose Sobat Sambat Pro.

1.6.3.2 Offline Media Strategy

Event Marketing titled "Writing from Within – *Kelola Stres dengan Menulis*" Offline event marketing is a powerful way to connect and engage with the consumers on a deeper level and enhance more 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 finally held a journaling event titled "Writing from Within – *Kelola Stres dengan Menulis*", and through this event, the team has encouraged participants to explore therapeutic journaling and 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. During this event, there was also the Sobat Sambat Pro booth in which some of the participants came and asked questions about Sobat Sambat Pro furthermore in person with the PILAR PKBI Central Java team.

1.7. TACTICS
1.7.1 Advertising

Advertising is a fundamental element of Integrated Marketing Communication (IMC), designed to enhance brand awareness, engage audiences, and ultimately lead to conversions. Consumers are drawn to advertisements that not only capture their attention but also challenge,

inform, and entertain them. Beyond simply educating, reminding, and persuading, advertising remains essential in building a brand, increasing its visibility, and strengthening its relationship with consumers within a controlled environment (Smith et al., 2011). As a key aspect of Sobat Sambat Pro's marketing strategy, advertising was employed to increase brand visibility and motivate clients to engage with professional mental health services. The primary tactics used included User-Generated Ads, Short-Form Ads, and Paid Advertising, which serve a unique purpose in capturing and maintaining the audience's 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, personal mental health journeys, and participate in interactive challenges related to Sobat Sambat Pro's services helped create organic word-of-mouth marketing. This not only boosted the brand's credibility but also strengthened its emotional connection 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, a 4-day teaser Reels campaign on Instagram, costing around Rp130,000 and reaching an estimated 600–1300 clients, was launched to effectively introduce the brand and its mental health services. These ads featured concise yet impactful, emphasizing 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 the use of Instagram Feeds and Stories as the content format and also create some promotional vouchers to encourage trial engagement,

added 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 offers several advantages over advertising. First, Public Relation actually provides free publicity, which means the organization gains media coverage without having to pay for it. Second, PR offers greater credibility; when an organization advertises its products or services, consumers often view these ads skeptically, as they are seen as self-promotional in which this is known as the "third-party endorsement effect." The third advantage is that publicity can positively impact sales; effective publicity tends to lead to an increase in sales. Finally, the fourth advantage is that free, positive publicity, combined with enhanced credibility and a boost in sales, is more likely to deliver a higher return on investment (ROI) compared to advertising (Ang, 2021).

a. Community Relation

Sobat Sambat Pro concentrated on building relationships with other communities and stakeholders to increase awareness, engagement, and credibility. The initiative focused on partnerships with relevant social organizations to expand the reach and effectiveness of mental health advocacy efforts.

In celebration of International Women's Day, content was created through Pilar PKBI's Instagram in collaboration with Her Sphere, a youth-led movement empowering young Indonesian women to embrace their ambitions. This aligned with Sobat Sambat Pro's mission to promote mental wellness and gender inclusivity.

b. Media Partner

Building strong media partnerships was essential for amplifying Sobat Sambat Pro's message and ensuring the efficient spread of information. The connection between public relations professionals and journalists was key, as successful media relations could greatly impact public perception and engagement.

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

c. Press Release

A press release is a formal statement sent to news media members with the intention of announcing something, giving information, or expressing a remark that was made public. Press releases are original information sources, which makes them

primary sources (DeFleur, & DeFleur, 2022). Press releases became an impactful and efficient role in announcing the brand activation event, which included the journaling event as the grand launch of Sobat Sambat Pro. The news media outlets used for publication were PKBI's affiliated platforms, such as *Akurat, LPM Manunggal,* and *Psikologi Jurnalistik.*

1.7.3 Sales Promotion

Sales promotion is one of the most established marketing strategies that continues to be effective. These activities are usually tied to a specific product or product line for a set period, such as during a product launch or when a product is being phased out. While their primary goal is to drive sales, the combination of focused marketing efforts and discount offerings may result in either breaking even or incurring a loss (Corcoran, 2023). In practice, sales promotion has the main goal to obtain an immediate response from consumers. The impact of sales promotion on purchasing behavior includes the acceleration effect, which is the encouragement for consumers or members of the distribution channel to make purchases faster than planned (Smith et al., 2011).

Based on the result from the Customer Preference towards Counseling Service and Mental Health questionnaire, it can be seen that the audience is significantly influenced by two main factors which are the information provided about the psychologists and the cost of the service. These factors play a crucial role in shaping their decisions when considering counseling services.
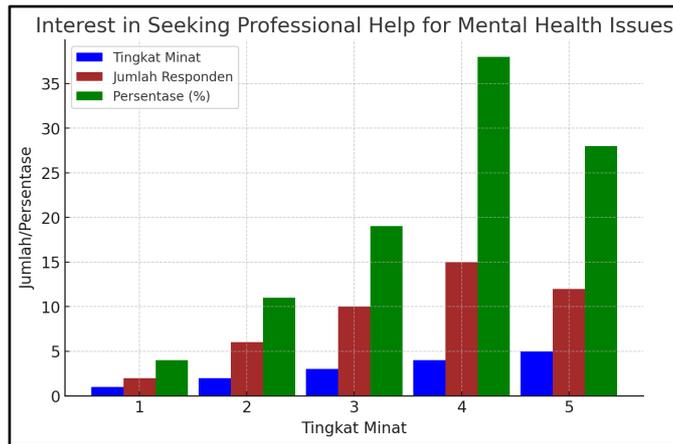
Figure 1.10. Price Feature that Audience feel important when looking for Psychologists
Source: Questionnaire Preference Survey of Counseling Service in Semarang

Sales promotions can take various forms, including discounts, vouchers, or other incentives, all aimed at capturing attention and boosting consumer engagement. For this project, the sales promotion tactics used were Voucher (price-off deals) and Booth Promotion.

1.7.3.1 Price-off deals

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

A discount was introduced to lower the price of paid counseling services by 20%. This reduction brought the online consultation fee down from Rp100,000 to Rp80,000, and the offline consultation fee from Rp200,000 to Rp160,000. The discount offer was promoted through the Instagram account of @pilar_pkbi, and was integrated with content marketing strategies and also instagram advertisement to reach and engage the target audience effectively.

1.7.3.2. Sobat Sambat Pro Booth Promotion

Offline marketing is marketing that meets directly with buyers, and buyers can communicate in two directions between the seller and the buyer where factors that influence offline marketing are the way marketers interact directly with potential customers and the messages conveyed are easy to understand (Winata et al., 2024). Sobat Sambat Pro set up a booth to take advantage of the benefits offered by booth promotions. This approach provided consumers with a direct, hands-on experience through face-to-face interactions with the Sobat Sambat Pro marketing team. The booth promotion took place during the Journaling Event hosted by PILAR PKBI, aiming to encourage participants to sign up for the paid counseling service. Additionally, participants had the opportunity to ask questions and receive more information, which helped create a more engaging and informative experience for the consumers.

1.7.3.3. Content Marketing

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

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

The Awareness stage was addressed through visually engaging content on Instagram, carefully crafted to stand out in the crowded digital space and boost brand visibility. To maintain

Interest, short-form videos featuring expert insights, user testimonials, and mental health tips were shared on Instagram Reels and TikTok, taking advantage of the high engagement rates typically associated with video content.

Moving on to Desire, interactive Instagram Stories and polls helped build personal connections by enabling real-time interactions between psychologists and clients, which reinforced credibility and trust. Lastly, the Action phase included strong call-to-action (CTA) elements, ensuring a smooth transition from engagement to conversion. By following this structured approach within the AIDA framework, Sobat Sambat Pro was able to improve brand recognition, strengthen relationships with the audience, and ultimately drive service adoption.

The campaign content was shared through the Pilar PKBI Central Java Instagram account (@pilar_pkbi), with content aimed at increasing Awareness, Interest, Desire, and Action for Sobat Sambat Pro. The content centered around the message of #ASpaceWhereYOUthBelong, focused on managing mental stress as a youth in Indonesia and assuring that Sobat Sambat Pro offers a safe space for counseling. The Awareness content, in particular, was dedicated to officially introducing Sobat Sambat Pro to the audience.
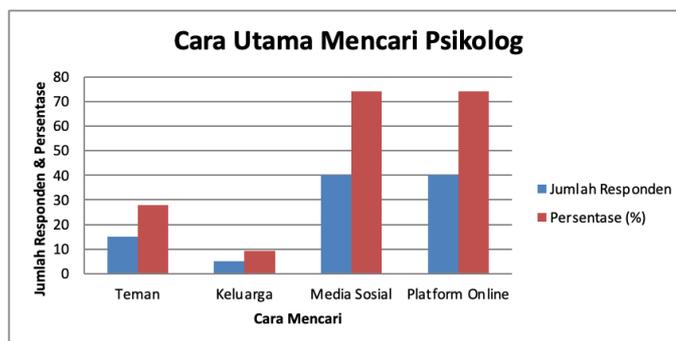
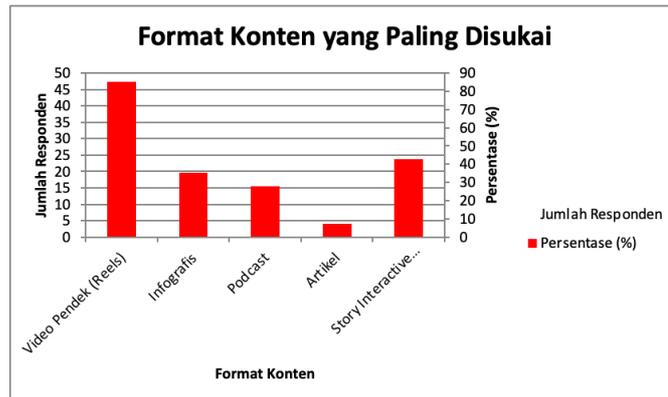**Figure 1.11.** Survey Result of Preferences of Counselling in Semarang
Source: Questionnaire Preference Survey of Counseling Service in Semarang

As part of the "Introducing Sobat Sambat Pro" content, information about the psychologists for Sobat Sambat Pro and their Instagram profiles was also shared. According to the Preference Survey Questionnaire on Counseling Services in Semarang, which gathered responses from 54 participants, 74.1% of respondents preferred to find information about psychologists through online platforms. This highlights the importance of sharing psychologist details on the PILAR PKBI Central Java Instagram account.
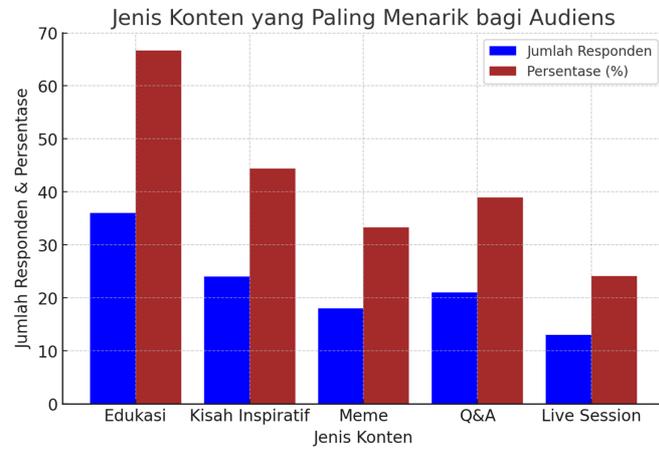
Figure 1.12. Survey Result of Preferences of Counselling in Semarang
Source: Questionnaire Preference Survey of Counseling Service in Semarang

The contents that created surrounded between education, inspirational stories, and interviews since based on a Survey Result of Preferences of Counselling in Semarang, the respondents responded that the most interesting type of contents are educational content (66.7%), inspirational story (44.4%), 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 majority of the content posted on PILAR PKBI Instagram accounts about the Sobat Sambat Pro campaign used the format of Infographics, Instagram Video Reels and also Instagram Story. The reason why those formats were chosen was because based on the survey of counselling services, 85.2% of respondents chose Instagram, Video Reels as their most favorite format of content by 85%, followed by Instagram story by 42.6%, and also Infographic Content by 35.2%.

1. **Feeds Post**

   a. **Baseline Data**:
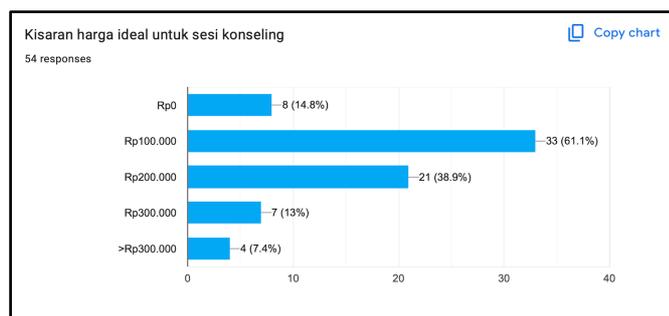
Figure 1.14. Survey Result
Content Description:

The content was posted in infographic format to promote Sobat Sambat Pro As A Whole (psychologist profile), price start from Rp100.000

Purpose:

Help audience decide, drive website visits

b. **Baseline Data**:

Figure 1.15. Survey Result

Content Description:

Gak semua hal bisa kamu kendalikan

Purpose:

The survey revealed that many people frequently experience anxiety. As a result, this content was created to offer reassurance to the audience, helping them understand that it's okay not to have everything under control in life. This content also aimed to highlight the differences between online and offline counseling, allowing the audience to choose the option that best fits their schedule and accessibility, using a relatable content hook to engage them.

c. **Baseline Data**:

Figure 1.16. Survey Result

Content Description:

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

Purpose:

The content was designed to educate the audience that life is not a competition and it's okay not to have everything figured out. Its purpose was to soft-selling promotion of journaling as a helpful coping mechanism, as well as to raise awareness of the Sobat Sambat Pro program.

d. **Baseline Data**:
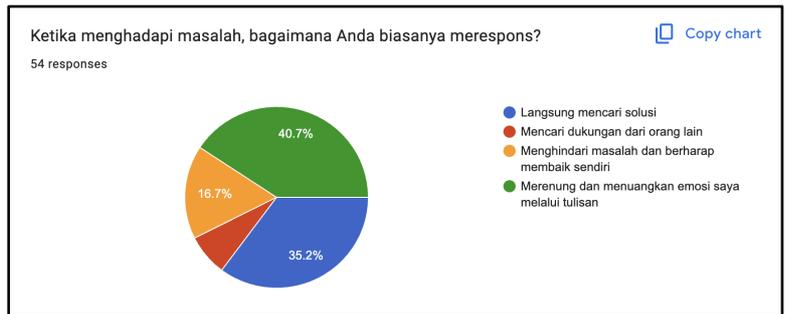

Figure 1.17. Survey Result

Content Description:

Stop membanding-bandingkan diri!

Purpose:

The content aimed to encourage the audience to stop comparing themselves to others and instead focus on understanding their own emotions and experiences through journaling.

e. **Baseline Data**:

Figure 1.18. Survey Result

Content Description: Open Registration Journaling Event Poster

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

f. **Baseline Data**:
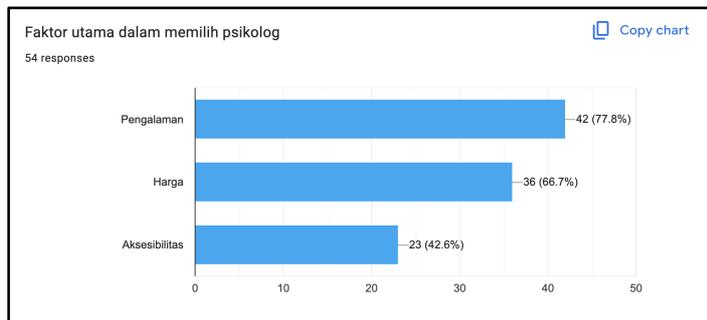
Figure 1.19. Survey Result

Content Description: Post-eid Voucher

Purpose: Promoted psychological counseling services with a special offer which is 20% discounted price through content voucher. This limited discount aims to attract new clients and encourage existing clients to take advantage of counseling services, both online and offline.

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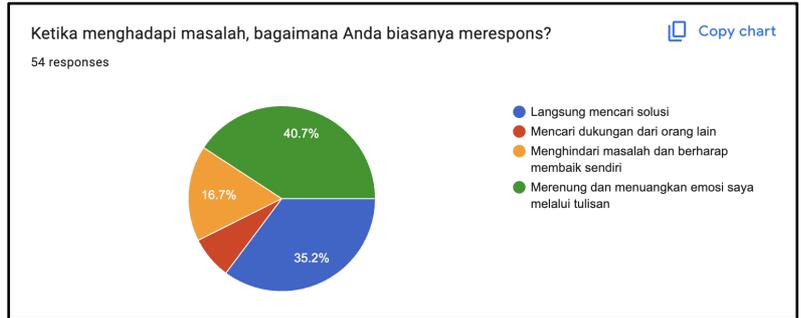
Figure 1.20. Survey Result

Content Description:

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

Purpose:

A carousel video was used to provide the audience with information about the parking space and location details for the Journaling Event, ensuring they were well-prepared for the event day.

2. **Instagram Reels**

  a. **Baseline Data**:

Figure 1.21. Survey Result

Content Description:

Sebanyak 41.5 sampai 54.7% mahasiswa mengalami prevalensi depresi

Purpose:

The goal was to build awareness and establish an emotional connection by positioning Sobat Sambat Pro as a safe space for all youth, particularly university students.

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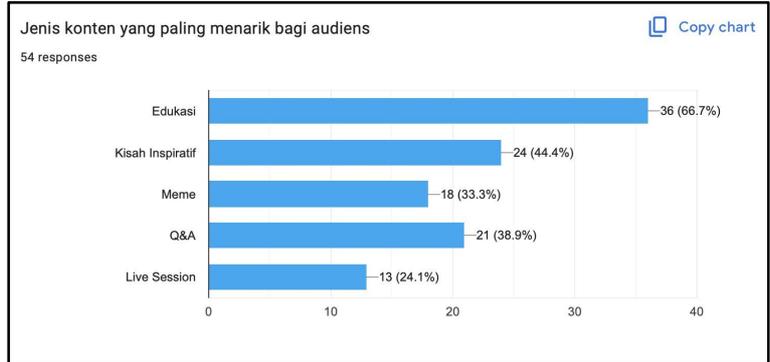
Figure 1.22. Survey Result

Content Description:

International Women's Day: Women Dare to Dream

Purpose:

To celebrate International Women's Day and give educational insight for women in the perspective of women from different fields. The KOLs consist of 1 lecturer, 1 PKBI Officer, 1 student from UNNES, and 1 student from UNDIP.

c. **Baseline Data**:

Figure 1.23. Survey Result

Content Description:

Writing from Within - *Kelola Stress dengan Menulis*

Purpose:

The purpose of this content is to introduce the concept of journaling as a self-care and therapeutic writing tool. To increase interest and engagement of the audience.

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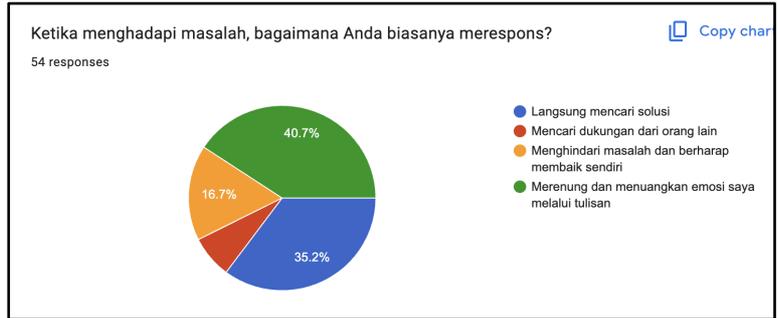
Figure 1.24. Survey Result

Content Description:

After Movie

Purpose:

This content is intended to produce entertainment video in the form of reels that document the journaling event to show the excitement and interaction during the event.

e. **Baseline Data**:

Figure 1.25. Survey Result

Content Description:

Kapan Lulus?

Purpose:

To encourage the audience that having one's own timeline is acceptable and the audience could try to do small talk with trusted people. This content also aimed to educate the audience so when they feel uncomfortable, they can talk to Sobat Sambat Pro.

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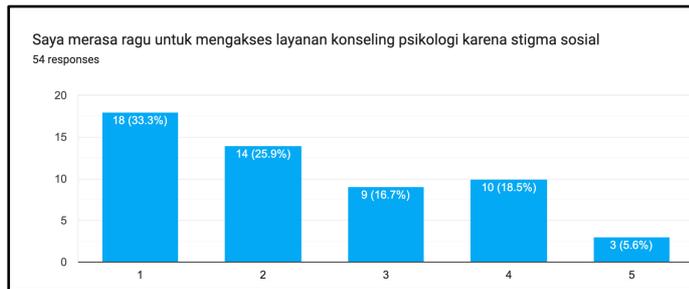
Figure 1.26. Survey Result

Content Description:

Break The Stigma: True or False from Psikolog POV

Purpose:

To give an inspirational story that can give the people more insight about some true or false stigma related with psychologist and enhancing trustworthiness of the audience.

g. **Baseline Data**:

Figure 1.27. Survey result

Content Description:

Underperformance Feeling

Purpose:

To encourage the audience about it is okay to feel underperformance and ensure that everyone has their own timeline so the audience won't feel bad for taking time to rest when studying.

3. **Instagram Story**

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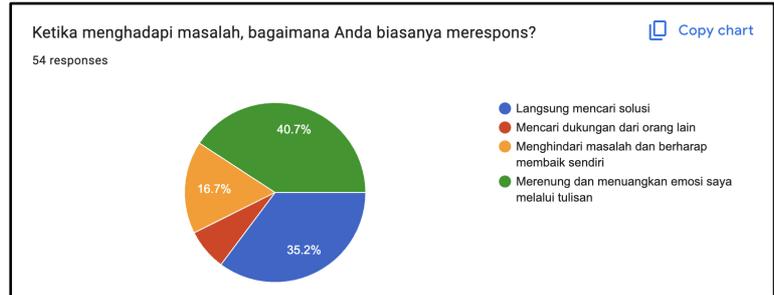
Figure 1.28. Survey result

Content Description:

Open Registration Sobat Sambat Pro

Purpose:

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

1.7.3.4. Event Marketing

In order to increase the awareness of the campaign and also the sales of Sobat Sambat Pro, The campaign have held an event of Brand Activation to promote Sobat Sambat Pro. The use of event marketing aims to create a deep and memorable experience for the target audience *(experiential marketing)* which not only helps to increase engagement of the program but also strengthens brand recall and touch points from the customer (Smith et al., 2011). Based on a preferences survey of counselling services by young adults age 18-24 years old, 40.7% majority of the respondents stated that these respondents tried to pour down their emotions through writing
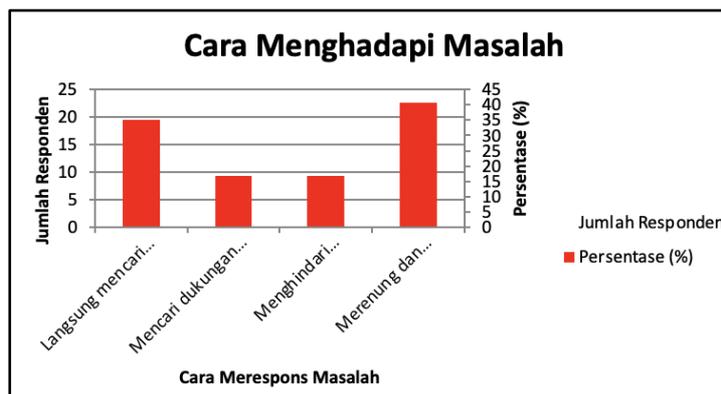
Figure 1.29. Survey Result of Coping Mechanisms
Source: Questionnaire Result about Counseling Service in Semarang

Based on an article by KlikDokter regarding increasing mental health, Journaling was proven to be an effective way to increase mental health (Nurmayani, 2022). which made the campaign chose Journaling as the event.

The event that was held was the Journaling Workshop and Mini Talkshow of Sobat Sambat Pro. The event marketing for Sobat Sambat Pro by PILAR PKBI Central Java will be conducted with these 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 1.5. Event Marketing "Writing From Within" Rundown

Writing from Within: Event Rundown		
Duration	**Activity**	**Description**

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

1.8.1 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		▓	▓									E I D · A L - F I T R								
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																	▓	▓	▓	

Table 1.6. Minutes

1.8.2 Media Plan (Instagram)

Table 1.7. 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 1.8. 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. 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

1.9.1.2 Journaling Event: Writing from Within

1. Achieve the target of 15 participants, which can be proven by the recap of registration data at the "Writing from Within" on Thursday, 20 March 2025.

2. Get 40% of the total number of participants to register for the Sobat Sambat Pro counseling service.

3. Collaborate with a minimum of 4 media partners to promote and collaborate for the event.

1.9.1.3 Sales Promotion: Booth and Voucher

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

1.9.1.4 Awareness

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

1.9.2 Key Indicator Performances

Table 1.9 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	15 hours

			promo) tailored to audience behavior, ensuring channel-to-funnel alignment.	52
			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 goal (140% redemption rate achieved).	10 hours
			Managed the planning and on-ground execution of a journaling booth activation, integrating emotional engagement tactics to convert 5 new service users.	10 hours
			Analyzed reach, engagement, conversion, and follower growth; implemented real-time adjustments.	7 hours
			Responded to unexpected issues such as social media access delays, speaker no-shows, and sponsor withdrawal by developing quick response strategies and contingency plans.	8 hours

			Led data analysis for post-campaign evaluation (n=104), authored the strategic reflection report, and formulated improvement strategies based on measurable outcome	18 hours
Total				120 hours
Syifa Alifia Zahra	14040121 190068	Account Executive	Identifies and secures strategic partnerships with organizations, cafés, and media outlets to enhance event engagement.	16 hours
			Drafts and negotiates partnership agreements, ensuring alignment between brand values and event objectives.	16 hours
			Prepares sponsorship and partnership proposals tailored to each potential partner.	10 hours
			Organizes and manages all media partnerships, collaborating with student organizations and online platforms for promotion.	20 hours
			Prepares and distributes press materials, including press releases and talking points for event speakers.	8 hours
			Engages with journalists and media outlets to secure press releases.	8 hours
			Develops a comprehensive event budget and allocates financial resources efficiently.	8 hours
			Tracks income and expenses throughout the event and campaign process, ensuring financial sustainability.	10 hours
			Manages sponsorship and ticketing revenue streams, ensuring funding targets are met.	8 hours
			Handles payment processing, invoicing, and contract compliance with vendors and partners.	8 hours
			Conducts post-event evaluations, including sponsor and media partner impact analysis, press	8 hours

			effectiveness, and financial reporting.	54
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