

Figure 4.1 Evidence of Content Upload Collaboration with Influencer	94
Figure 4.3 Evidence of Media Relations Upload	95
Figure 4.4 Proof of Content Influencer Upload	96
Figure 4.5 Evidence of Implementation of the "by.U Inter-School	97
Figure 4.6 Evidence of the "by.U On The Move"	98
Roadshow Implementation	98
Figure 4.7 Proof of Free Trial SIM Card by.U Participants	100
Figures 4.10 Figures of Interest in Use of by.U	104

# CHAPTER I

## INTRODUCTION

### 1.1 Background

The telecommunications industry in Indonesia is experiencing rapid growth in line with the increasing demand for internet access and mobile data services. Advances in digital technology and increased public activity in the digital space have led to more intensive use of communication and internet services. This situation has made competition among mobile operators in Indonesia increasingly fierce. Some of the major telecommunications service providers operating in Indonesia include Telkomsel, Indosat Ooredoo Hutchison, XL Axiata, and Smartfren.



Figure 1.1 Market share of operators in Indonesia

Based on Figure 1.1, which shows data on the number of customers for each operator, Telkomsel is still the market leader with approximately 158 million customers, or around 45% market share. The next position is occupied by Indosat Ooredoo Hutchison with around 100 million subscribers, followed by XL Axiata with around 57 million subscribers, and Smartfren with around 34 million subscribers. The data shows that the telecommunications industry in Indonesia is highly competitive, with each operator striving to maintain or increase its market share.

Competition among operators is not only in terms of total number of subscribers, but also in efforts to capture specific segments that are considered to have high growth potential. One segment that is of particular interest in the telecommunications industry is the younger generation, which is considered strategic because it has high internet data

consumption and is closely connected to digital technology, social media, and various internet-based platforms.

In line with this potential, various mobile operators have begun to develop products, services, and marketing strategies that specifically target the younger generation segment. Some operators that actively target this segment include Tri, XL Axiata, Smartfren, and Telkomsel through its digital service by.U. Each brand has a different approach to attracting the younger generation, ranging from relatively affordable data package pricing strategies, large internet quota offers, to the development of application-based services that provide a more flexible digital experience for users.

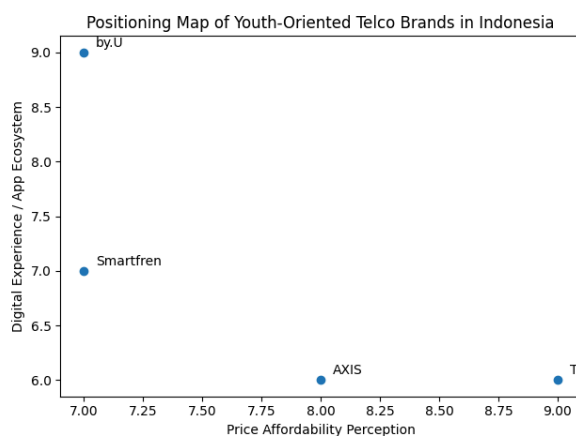


Figure 1.2 Positioning youth-oriented operators in Indonesia

As part of the company's strategy to reach the younger generation, Telkomsel presents by.U as a digital mobile service specifically designed to meet the needs of the digital generation. Unlike conventional mobile services, by.U carries a digital-first concept, where almost all service processes are carried out digitally through an application, from ordering SIM cards to customer service. This concept is designed to provide flexibility and convenience for users, especially the younger generation who are accustomed to using digital services in their daily lives.

With this positioning, by.U is expected to attract the interest of the younger generation who are digital natives, i.e., a generation that has grown up and developed alongside digital technology. Flexibility in choosing data packages, independent control of service usage through the app, and an integrated digital experience are added values offered by by.U in competing with other providers that also target the same segment.



Figure 1.3 by.U Cup in Semarang

In an effort to increase market penetration in the youth segment, by.U has carried out various communication and marketing activation programs designed to bring the brand closer to its target audience. One of the most notable programs is the by.U Cup, a student-level sports tournament that combines futsal and basketball competitions with entertainment elements and collaborations with public figures and content creators who are close to the younger generation.



Figure 1.4 Brand Ambassador by.U

In addition, by.U also utilizes a strategy of collaborating with public figures and musicians, such as Sintya Marisca's involvement as a brand ambassador and the #GakGituGituAja campaign with Isyana Sarasvati, which aims to encourage the younger generation to express themselves more freely.



Figure 1.5 "MASIH Bersama by.U" Roadshow

Another effort was made through school roadshows under the MASIH (Momen AkSI Hiburan or Entertainment Action Moment) program, which featured various activities such as sports coaching clinics, student art performances, and creativity competitions between students.



Figure 1.6 Social Media Posts by.U

In the digital realm, by.U also developed a communication strategy that leveraged the internet culture of the younger generation, such as the use of meme culture and hyper-localized content, so that brand communication felt closer and more relevant to the communication style of young people in various regions.

Provider seluler apa yang kamu gunakan saat ini?

814 responses

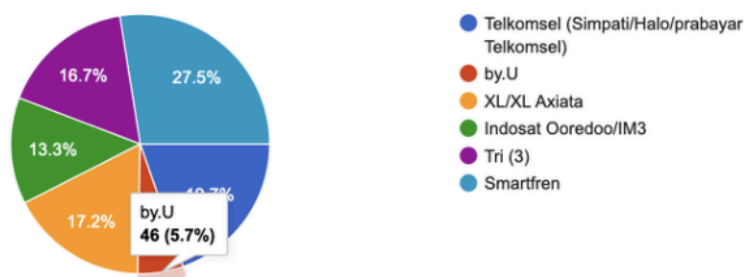


Figure 1.7 Number of by.U Users in 4 Target Schools

However, even though by.U promotes an innovative service concept and has made various efforts to reach the younger generation, by.U still faces challenges in increasing its market penetration, especially among the younger generation in Semarang. This can be seen in Figure 1.7, which shows that the number of by.U users only reached around 5.7%, or equivalent to 46 students registered as users. This figure was obtained from the results of a pre-survey of 814 respondents at four high schools in Semarang City associated with Skul.id.

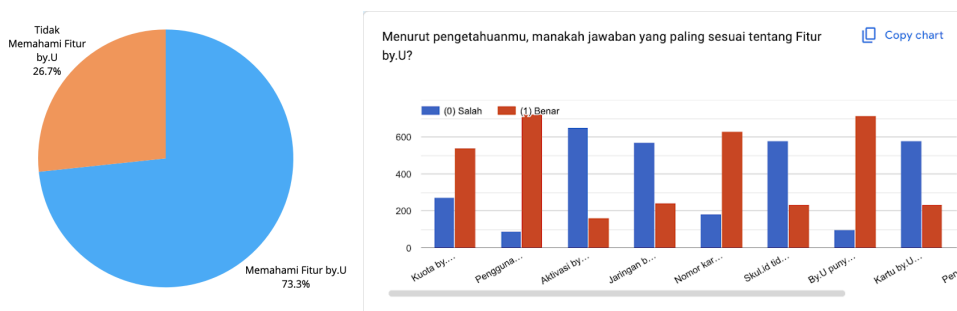


Figure 1.8 Feature Understanding Data by by.U

Although the number of registered users is relatively low, most students are familiar with and understand the main features offered by by.U. This can be seen in Figure 1.8, which shows that students' knowledge of by.U features is relatively high, reaching 73.3%.

<b>by.U Features</b>	<b>Answer</b>	<b>Amount of Right Answer</b>
by.U quotas are divided per application, such as social media.	false	272
Users can choose their own toppings according to their needs.	True	724
by.U activation is only available at physical counters..	false	651
The by.U network is different from Telkomsel, so it is slower.	false	570
You can choose your by.U card number through the app.	True	632
Skul.id cannot be accessed for free by by.U users.	false	578
By.U has a special promotion for access to Skul.id features.	True	716
The by.U card cannot be sent to your home.	false	578
Users must come to the counter to top up their internet data.	false	594
The by.U app can only be used on certain brands of mobile phones.	false	655
<b>Total Point</b>		<b>5907</b>

Table 1.1 Feature Understanding Points Calculation Table by.U

This percentage was obtained from the accumulation of correct answers related to by.U features and services. There were 10 questions given to 814 respondents, and each correct answer was worth 1 point, so the maximum total points that should have been obtained if all students answered correctly was 8,140 points (814 respondents x 10 points). In the pre-survey results, the total points for correct answers collected were 5,970 points.

The understanding level percentage was then calculated by dividing the total points obtained by the maximum total points, then multiplying by 100:

$$5,970 \div 8,140 \times 100 = 73.3\%$$

These findings indicate that the various communication efforts and strategies previously implemented by by.U have successfully increased product knowledge among high school students in Semarang City.

Pilihlah angka yang paling sesuai dengan pendapat kamu terhadap pernyataan di bawah ini. [Copy chart](#)

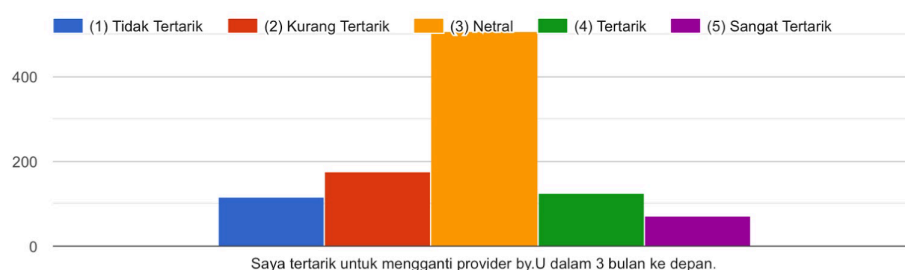


Figure 1.9 Data on Respondents' Interest in Switching Providers to by.U

Referring to Figure 1.9, although students' level of knowledge about by.U's features and services is relatively high, this pre-survey also found that only 20.8% of students expressed interest in switching to by.U in the next three months.

Pilihlah angka yang paling sesuai dengan pendapat kamu terhadap pernyataan di bawah ini. [Copy chart](#)

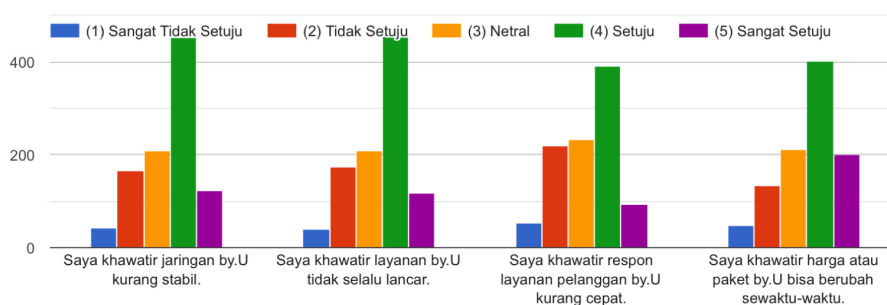


Figure 1.10 Data on Students' Concerns about by.U

This condition may occur because, based on the survey results in Figure 1.10, the level of student concerns about by.U services is still relatively high. As many as 56.5% of students are concerned about possible changes in package prices, 54.5% of students doubt the stability of the network, and 53.6% of students are unsure about the smoothness of the services provided.

Ideally, the various communication efforts and programs carried out by by.U should not only be able to increase brand awareness and product knowledge among the younger generation, but also be able to shape a more positive perception of by.U's services. However, based on the survey findings presented earlier, this has not been fully

achieved. Although students' knowledge of by.U's features and services is relatively high, there is still a considerable level of concern regarding these aspects. This condition indicates a gap between the audience's level of knowledge about the product and the perceived risk still felt by potential users. These findings are related to the concept of perceived risk in consumer behavior. According to Hutapea (2021), in his study on the behavior of financial technology (fintech) users in Indonesia, perceived risk has been proven to have a negative influence on the intention to use and the use of a digital service. In other words, the higher the level of risk perceived by consumers, the less likely they are to use the service.

Therefore, a strategically designed communication program is needed to increase the number of by.U users among high school students in Semarang. This effort is carried out by increasing students' understanding of by.U products so that they can form a more positive perception and increase their trust in by.U services.

## **1.2 Problem Statement**

The number of by.U users among high school students in Semarang remains relatively low, even though their level of product knowledge regarding by.U is quite high. This situation is influenced by students' high level of concern regarding several aspects of the service, such as package prices, network stability, and service quality.

## **1.3 Situation Analysis**

### **1.3.1 SWOT Analysis**

#### **1.3.1.1 Strengths**

- a. Flexible and efficient all-digital services, ranging from SIM card purchases and activation to data plan purchases, all available through the by.U app or official website.
- b. Affordable internet plans, with starter packs starting at Rp5,000 and data plans starting at Rp15,000 for 7GB over one week.
- c. Supported by Telkomsel's extensive and stable network infrastructure, with signal coverage reaching various regions, and backed by 4G and 5G networks that ensure a reliable connection for online learning and digital entertainment.

- d. Based on pre-survey results, students' level of product knowledge regarding by.U is already quite high, at 73.3%.

#### **1.3.1.2 Weakness**

- a. Based on the pre-survey results, actual usage of the by.U product at the four high schools remains relatively low, at only 5.7%.
- b. The pre-survey results also indicate that students' purchase intention for by.U remains low, at 20.8%.
- c. Furthermore, the pre-survey results indicate that students' perceived risk regarding by.U is relatively high, with an average of 52.2%, covering aspects such as changes in package prices (56.5%), network stability (54.5%), service reliability (53.6%), and customer service response speed (44.5%).

#### **1.3.1.3 Opportunities**

- a. Based on the pre-survey results, 87.2% of students stated that they need a stable internet connection for school-related purposes.
- b. The pre-survey results also indicate potential student interest in brand events at school, with 49.5% of students expressing a neutral stance. This presents an opportunity to boost engagement through engaging activation strategies that align with students' preferences.
- c. Furthermore, the pre-survey results indicate that the offline activities most preferred by students are the distribution of merchandise or souvenirs (65.8%), followed by promotional booths or stands (59.5%), and brand contests or competitions (49.7%). This suggests that activities offering hands-on experiences and tangible benefits for students tend to be more appealing.

### **1.3.1.4 Threats**

The concept of a fully digital experience and self-service telecommunications—which have been by.U’s key strengths—is now being adopted by competitors such as Smartfren, causing the brand’s uniqueness to fade. Meanwhile, increasingly aggressive pricing and promotional competition from providers like Tri (3)—which offer large data packages at low prices—is also eroding by.U’s competitive edge, particularly in the student segment with limited purchasing power.

## **1.4 PEST Analysis**

### **1.4.1 Politic**

The Indonesian government's policy in the telecommunications sector emphasizes equitable internet access, industry supervision, and consumer protection in order to create a competitive digital ecosystem. Regulations such as Law No. 36 of 1999 concerning Telecommunications and Government Regulation No. 46 of 2021 regulate the provision of telecommunications services and the supervision of networks and frequency spectrum by the Ministry of Communication and Information Technology. In addition, Law No. 8 of 1999 on Consumer Protection requires service providers to provide clear information about products and rates. However, among high school students in Semarang City, understanding of these regulations is still limited, so concerns about network stability and package price clarity remain and affect interest in using by.U services.

### **1.4.2 Economic**

By.U is part of Telkomsel's strategy to strengthen its position in the digital youth segment of Generation Z, as reflected in its placement in Telkomsel's brand portfolio as a strategic offering in the mobile market (Telkom Q3 2024 Financial Report). Telkomsel also continues to invest in expanding digital connectivity, with more than 50% of Telkom Group's capital expenditure allocated to developing networks and digital services that support products such as by.U (Telkom Q1 2025 Financial Report). However, among high school students who are price-sensitive and have limited purchasing power, cost considerations are still a major factor in

the use of internet services. Arthaniti's research (2021) shows that price is a dominant factor in young consumers' decisions, so even though by.U offers flexible packages, some students still perceive financial risk, which can hinder conversion from brand awareness to actual usage.

### **1.4.3 Social**

APJII data shows that teenagers have the highest internet penetration rate in Indonesia, resulting in relatively high exposure to various digital services, including by.U. However, students' decision to use a particular provider is not only influenced by brand exposure, but also by social environments such as peer recommendations and community experiences. The 2024 Indonesia Digital Report from We Are Social & Meltwater shows that peer opinions and collective experiences have a significant influence on the decision to adopt digital services among the younger generation. In this context, concerns about network stability or service quality can spread socially and hinder students' interest in trying by.U, even though their product knowledge of the service is already high.

### **1.4.4 Technology**

Technologically, by.U is supported by Telkomsel's network infrastructure, which covers more than 97% of Indonesia's population through its 4G network and 5G network development in various major cities. In addition, Telkomsel is also developing core networks, cloud infrastructure, and big data analytics to improve service quality and network stability (Telkom Annual Report). At the service level, by.U utilizes a self-service platform that allows users to manage data packages, monitor quota usage, and access customer services independently. This approach supports the development of an efficient digital customer experience that meets the needs of digital users.

## **1.5 Market Analysis**

The digital telecommunications service market in Indonesia continues to grow in line with increasing national internet penetration. APJII data shows that internet penetration in Indonesia has reached almost 80% and is dominated by the younger age group. The internet has become an important part of everyday life, whether for communication, entertainment,

learning, or social interaction, making the student segment one of the potential markets for the digital telecommunications industry.

High school students aged 15–18 are digital natives who use the internet intensively via smartphones. However, their limited purchasing power makes them cautious in choosing a provider, so price, ease of service, and benefits of use are the main considerations in their decision to use telecommunications services.

In addition, student consumption behavior is also influenced by the social environment, such as peer recommendations and community experiences. Positive experiences can encourage continued use, while negative experiences, especially those related to network or cost, can trigger a switch to another provider. This shows that trust and user experience play a greater role than mere brand exposure.

In this context, students' main needs focus on affordable, easy-to-understand internet services with stable network quality. When these needs are not clearly met, concerns arise regarding package prices, network stability, and service quality, which form perceived risk and hinder usage decisions.

In this landscape, by.U has a relatively high level of product knowledge among students and an image as a modern digital brand. However, this condition is not fully reflected in the actual usage rate and interest in continued use. The gap between product understanding and service adoption shows that by.U's main challenge lies in building trust and proving service quality in order to convert product knowledge into continued use.

## **1.6 Competitor Analysis**

In the context of the high school student market in Semarang, by.U faces a number of major competitors that have high actual usage rates among students. Based on a survey of 996 students from five high schools in Semarang, Smartfren was found to be the most widely used provider (26%), followed by Tri (3) (17.6%) and XL (16.7%). These findings form the basis for selecting these three brands as by.U's main direct competitors, as they factually dominate usage in the student segment.

Smartfren and Tri were chosen because they both offer affordable data packages and explicitly target young users. Meanwhile, XL was chosen even though it does not specifically position itself as a provider for students, because it has a strong user base in urban and

semi-urban areas and is perceived as having a fast and stable network. Indirect competitors include school or public WiFi, family packages purchased by parents, and long-standing providers already used by families, which often become default choices and reduce the urgency for students to try new providers.

Aspect	by.U (Telkomsel)	Tri (3)	Smartfren	XL
<b>Service Mode</b>	Full digital service provider based on an application with complete control over data packages, add-ons, and validity periods.	A hybrid service between digital and conventional, still using physical outlets for some transactions.	Digital service provider focusing on unlimited packages and entertainment.	Conventional hybrid digital based on 4G–5G technology with high network efficiency.
<b>Price</b>	Flexible (Rp25.000–30.000/10 GB).	Cheapest (Rp9.000–25.000/10 GB).	Affordable (Rp22.000–25.000/10 GB dengan akses unlimited).	Premium (Rp50.000–60.000/10 GB).
<b>Network Quality</b>	Very stable ( $\pm 29$ Mbps, Telkomsel's widest national network).	Fluctuating ( $\pm 15$ Mbps), performance decreases in suburban areas.	Good ( $\pm 10$ Mbps), uneven coverage in Central Java.	Very good ( $\pm 27$ Mbps), 5G-ready network in urban areas.
<b>Market Focus</b>	Students and Gen Z who are actively learning online and need targeted digital access	Price-sensitive students & budget-conscious prepaid users	Students and Gen Z social media users and digital natives.	Young urban and semi-urban users with needs for fast and stable networks.
<b>Main Strength</b>	The widest network, a fully digital experience.	Very affordable prices & flexible packages.	Affordable entertainment packages, active communities, and promotions for digital living.	Strong network, advanced technology, and national 5G readiness.

<b>Main Weakness</b>	High Awareness rate, but the actual adoption remains low. Some users believe speeds may decrease during bad weather; there is still a perception that the digital-only promise is not yet fully optimized in all areas.	Network quality was not yet stable in all areas. Users in outlying areas reported that the network often slowed down during peak hours. The app experience was not yet completely seamless and had minimal educational value.	Network perception is still poor; many users report speeds below 10 Mbps for streaming and online learning.	Perceived as a provider with relatively high prices, because its packages are more oriented towards premium network quality. In addition, XL is not yet known to have special programs for students or educational collaborations, so its brand communication is considered to be less relevant to the needs of the education segment.
<b>Position in the Student Market</b>	A digital-based educational provider with a strong reputation among Skul.id's partner schools.	A popular budget provider among students with low purchasing power, focusing on quota efficiency	A digital entertainment provider with community appeal and social activities among active online students.	A trusted premium network provider known for its high quality, but not yet focused on students.

Table 1.2 Competitor Comparison Analysis Table by.U among high school students in Semarang City

Referring to Table 1.1, in terms of service strategy, by.U and Smartfren both adopt a fully digital approach based on applications, while Tri and XL still combine digital services with conventional channels. This digital approach puts by.U in a position that is relevant to students' habits, as it offers convenience and flexibility in service management. However, the advantages of this concept have not been fully converted into a superior user experience, given the continuing complaints about application errors and network instability in certain conditions.

In terms of infrastructure, by.U has a structural advantage because it is supported by Telkomsel's extensive and relatively stable national network. However, in terms of student user perception, this advantage has not yet become a determining factor. Tri and Smartfren are still considered "sufficient" for daily needs because they offer low prices and large quotas, while XL occupies a different position with its image of fast networks and 5G readiness in urban areas. However, XL's relatively premium prices make it less relevant for students with limited purchasing power, thus creating a clear value differentiation among competitors.

In terms of advantages, each competitor has specific and different strengths. Tri is known as a quota-saving provider with very affordable prices and a high level of familiarity among students. Smartfren stands out through its large quota offerings, aggressive promotions, and

unlimited services that appeal to users with high usage intensity. Meanwhile, XL excels in terms of network quality and speed perception, especially in urban areas.

On the other hand, the weaknesses of competitors are also quite consistent. Tri and Smartfren face perceptions of fluctuating and uneven network coverage, with Smartfren still receiving many complaints regarding app performance. XL, despite its strong network, has limitations in terms of relatively high prices and a lack of focus on the specific needs of students. Additionally, most competitors have not yet fully delivered a seamless full digital experience, leaving friction in the service usage process.

In this landscape, by.U occupies the position as a digital provider for young people with full application-based services, flexible prices, and strong national network support. In terms of concept and positioning, by.U has the advantage of offering full control to users and a modern image that is relevant to Gen Z. However, this advantage has not been fully translated into a competitive advantage at the actual usage level. Complaints about network stability in certain situations and app errors create a perception of risk that hinders trust, so even though by.U's brand awareness is high, its service adoption rate still lags behind providers that are already trusted in the student social environment.

## **1.7 Objectives**

Based on the results of the pre-survey and situational analysis, it was found that actual usage of by.U remains relatively low, even though students' level of product knowledge regarding by.U is already quite high. This situation is caused by a barrier in the form of high perceived risk, which results in low purchase intention among students regarding by.U. Therefore, the primary objective of this program is to increase the number of new by.U users among students at four schools in Semarang from 5.7% to 12.2%.

### 1.7.1 SMART Objectives

To ensure that the program's primary objectives are achieved in a focused and measurable manner, SMART objectives have been established. These objectives are specific, measurable, achievable, relevant, and time-bound, serving as guidelines for the program's implementation.

Hierarchy of Effects		Objectives
<b>Awareness</b>	<i>Specific</i>	Improving the understanding of high school students at four schools in Semarang City regarding the features and services of by.U so that they can reduce their perception of risk.
	<i>Measurable</i>	The target increase in understanding is 20% from the initial condition, and the target decrease in concern is 30% from the initial condition as measured by the post-survey results.
	<i>Achievable</i>	This target was achieved through transparent communication about by.U prices and services through educational content, as well as experiential proof through the activation of the by.U network in schools.
	<i>Relevant</i>	Improving students' understanding was considered important because perceived risks regarding price, network, and service were major barriers to the use of by.U among high school students in Semarang.
	<i>Time-bound</i>	All of these targets are designed to be achieved within the 14-week program period.
<b>Interest &amp; Desire</b>	<i>Specific</i>	Increase interest among high school students at four schools in Semarang City to switch to using by.U services.
	<i>Measurable</i>	The target increase in interest is 30% from the initial condition, which is measured through post-survey results.
	<i>Achievable</i>	This target will be achieved through persuasive communication strategies based on social influence, such as student testimonials, school community activation, and campaign messages relevant to students' needs.
	<i>Relevant</i>	Increasing interest is considered important because it is a crucial stage before the adoption of services and actual use of by.U among students.
	<i>Time-bound</i>	All of these targets are designed to be achieved within the 14-week program period.
<b>Action</b>	<i>Specific</i>	Increase the number of active by.U users among high school students at four schools in Semarang.
	<i>Measurable</i>	The number of active users is targeted to increase from 5.7% (46 students) to 12.2% (100 students), as measured by post-survey results.
	<i>Achievable</i>	This target will be achieved through experiential activation strategies, clear calls to action to try the by.U service, and the provision of relevant incentives for initial use by students.
		The increase in the number of active users is the main indicator of the

	<b>Relevant</b>	program's success because it reflects the conversion from understanding and interest to actual use of the service.
	<b>Time-bound</b>	An increase in the number of active users is a key indicator of the program's success, as it reflects the conversion of understanding and interest into actual use of the service.

Table 1.3 SMART Objectives

## 1.8 Conceptual Framework

### 1.8.1 Integrated Marketing Communication (IMC) mix

Integrated Marketing Communication (IMC) is a strategic approach to planning and implementing marketing communications that emphasizes the integration of various communication channels to convey a consistent brand message. This approach combines several marketing communication disciplines such as advertising, public relations, and direct marketing to create messages that are clear, consistent, and have a stronger communication impact on the target audience (Ma'ruf & Anwar, 2024).

In this campaign, IMC was used as the basis for designing a communication campaign to increase the number of by.U users among students at four high schools in Semarang City. The campaign was designed to address the gap between the relatively high level of product knowledge (73.3%) and the still low level of actual usage (5.7%). This condition shows that even though students are quite familiar with the features and services of by.U, there are still obstacles that prevent students from switching to using by.U.

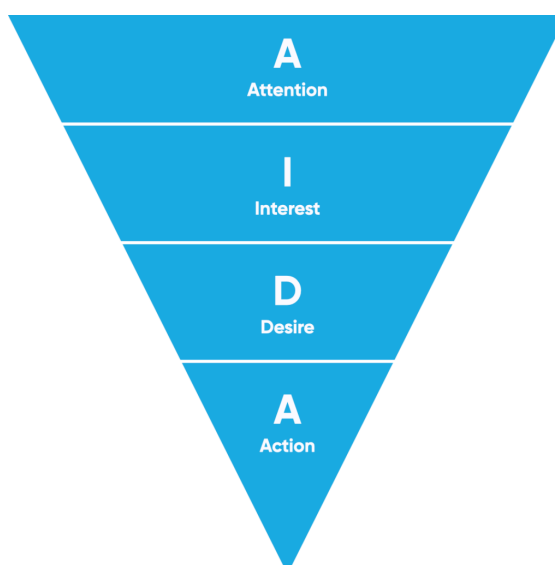


Figure 1.10 AIDA Model

These obstacles can be explained through the AIDA concept in the Hierarchy of Effects, which is a model that explains the stages of consumer response to marketing communications, starting from the cognitive stage to behavior. This model illustrates that consumers do not make purchases immediately, but rather go through several stages of the process, including awareness, interest, desire, and action (Megasari Manik & Siregar, 2022). Therefore, communication campaigns need to be designed by integrating various IMC tools such as public relations, social media marketing, influencer marketing, and event marketing to encourage consumers to gradually move from understanding the product to finally making a purchase.

Through the integration of various communication channels and consistency of messages in terms of awareness, interest, and desire, the IMC strategy is expected to create more effective and relevant communication with the digital lifestyle of students (Wono & Aji, 2020). This approach allows the by.U campaign to strengthen positive perceptions of the brand, increase interest, and encourage conversion of use.

## **1.8.2 Communication Strategy**

### **1.8.2.1 Segmentation, Targeting, and Positioning (STP)**

#### **1.8.2.1.1 Segmentation**

##### **1. Demographic**

- a) Age : 15-18 years old
- b) Gender : Male, female and others
- c) Job : High School Students

##### **2. Geographic**

- a) Location : Semarang City

##### **3. Psychographic**

- a) Interest: Internet, Affordable, Digitalization

##### **4. Behavioral**

High school students in Semarang City who belong to Generation Z are active in digital activities such as online learning, entertainment, and social media. They tend to choose providers that are stable, transparent, and easy to control through applications. As digital natives, they are more interested in campaigns that are interactive, relevant to modern lifestyles, and provide authentic and trustworthy digital experiences.

### 1.8.2.2 Targeting

#### 1. Primary target

- a) High School Students in Semarang specifically at SMAN 6 Semarang, SMAN 5 Semarang, SMKN 3 Semarang, SMK PL Tarcisius
- b) High School Students that are active on social media, high usage of Internet for studying and Entertainment

### 1.8.2.3 Positioning

#### 1.8.3.3.1 Positioning, Branding, and Key Message

by.U position itself as the first fully digital telecommunications providers designed specifically for Generation Z users. This provider offers flexible, reliable, and user controlled internet services. By.U focuses on providing a connection that aligns with the digital behavior of young users that values transparency, flexibility in managing their internet services.

By.U brand position are build based on the three key attributes that differentiate it from other providers that are also targeting the youth segments:

#### 1. Fully Digital Control

by.U focuses on a digital ecosystem that provides the users with complete control over their internet service through by.U application where the users can personalize their data package, topping features and control over their internet package.

#### 2. Transparent Pricing System

by.U user can access any information regarding their data package, validity, and quota usage directly from the application. They can monitor their internet usage in real time, which reduce concerns regarding any additional charges. Thus, this gives a trust boost for using by.U provider.

#### 3. Reliable Network Infrastructure

by.U provides users with access to Telkomsel Infrastructure as the highest average download speeds provider in Indonesia, reaching up to 34.1 Mbps.

The communication strategy of the campaign centers around the theme “Kuat Jaringannya, Jelas Harganya, Nyata Layanannya”. Positioning by.U as a digital lifestyle companion for the students. By this positioning, by.U aims to highlight its role in supporting students' daily digital activities.

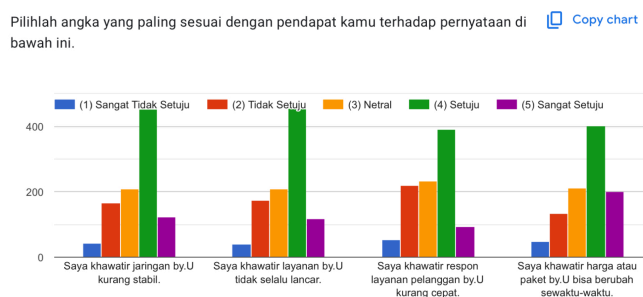


Figure 1.11 Survey Result on Student’s Concerns Regarding by.U Quality

These figures show the importance of the factors of network stability, service responsiveness, and price transparency for students to decide which mobile provider to use. This shows the importance of highlighting the importance of reliability and transparency for the brand positioning strategy. By addressing the students concerns through the communication messages of by.U campaign, the campaign is able to enhance the perception of the organization.

Additionally, the result of the perception mapping also revealed that by.U holds a balanced position in the competition in terms of the stability of services, price transparency and the stability of the network. Compared to Smartfren and Tri (3), by.U provides the flexibility of digital services and reliability of the Telkomsel Network infrastructure.

#### 1.8.2.4 Branding

As a digital sub-brand of Telkomsel, by.U positioned itself as the first fully digital cellular provider in Indonesia. Within the context of this campaign, the branding focuses on strengthening students' trust towards the by.U brand that highlights an authentic digital experience that are suitable with the needs of the Gen Z users.

In line with by.U brand guidance, the campaign design reflects the dynamic and energetic characteristics of the target audience. The logo adopts a

modern and playful visual styles that aligns with by.U's identity as the Generation Z digital provider.



Figure 1.12 by.U campaign logo

The dominant blue color represents the identity of by.U as the Telkom digital ecosystem, the color also symbolizes trust, stability and reliability. Blue is commonly associated with connectivity, which boost the campaign message that by.U is a provider that offers a dependable internet connection for the Young generation.

Through this branding strategy, by.U targeted itself to be a trusted digital companion for students. The campaign seeks to build a stronger brand credibility and emotional connection with the targeted markets. This branding approach supports the broader campaign objective of strengthening trust, reducing perceived risk and encouraging students to consider by.U as their internet provider.

### 1.8.3.5 Key Message

*"Kuat Jaringannya, Jelas Harganya, Nyata Layanannya"*

The key message of this campaign is focused on building trust by reducing levels of concern and encouraging intention to switch through messages that emphasize transparency, stability, and relevance. This Key Message represents by.U as a digital provider that can be trusted by students, using Telkomsel's

strongest network in Indonesia, smooth service, and transparent and stable pricing.

#### **1.8.4 Media Strategy**

A media strategy refers to the process of identifying the most effective and efficient combination of media platforms to deliver the right message to the right audience at the right time, in order to achieve predetermined communication objectives (Tyasari & Ruliana, 2021).

In this campaign, the approach used is divided into online and offline tactics, each of which plays a crucial role in reaching high school students as the target audience to achieve the established goals. This integrated approach enables the campaign to reach a broader audience and ensures that the message is consistently conveyed across various media channels.

##### **1.8.4.1 Online Media Strategy**

The online media strategy implemented in this program is based on the PESO model (Paid, Earned, Shared, Owned Media), which categorizes media into four main categories: Paid Media (paid advertising), Earned Media (organically generated publicity), Shared Media (content distribution via social media), and Owned Media (channels owned by the brand, such as websites or blogs) (Hamdani, 2022).

However, in practice, this campaign focuses on the use of Earned Media, Shared Media, and Owned Media, without optimizing Paid Media. This approach was chosen to align with the characteristics of the target audience of students, who are more responsive to organic and interactive communication, while also creating a more integrated, efficient, and effective communication strategy.

**Earned Media** : **User-Generated Content Through a Digital Competition “by.U Inter-School Digital Challenge”**

**Theme and Subthemes**

**Theme** : **Digital Creativity Video Challenge**

**Subtheme** : **Creative Video Creation showcasing digital lifestyles and authentic connections in the style of Gen Z**

**Pillars** : **Interactive- Informative- Engaging**

**Keywords** : **Gen Z-Style Connections, Digital Lifestyles**

***Event Timeline***

<b>No.</b>	<b>Date</b>	<b>Activities</b>	<b>Description</b>
1.	22/01/2026	Open Registration by.U Inter-School Digital Challenge	Online registration is now open via Google Forms
2.	29/01/2026	Close Registration by.U Inter-School Digital Challenge	Closing of Participant Registration Form
3.	03/02/2026	Closing of the Submission Period for Participants' Work	Deadline for Submission and Upload of Entries
4.	05/02/2026	Evaluation of Participants' Work	Entering judges' scores and selecting the winners
5.	08/02/2026	Awarding Night Inter-School Digital Challenge	Grand Finale & Awards Ceremony for Competition Winners

Table 1.4 “by.U Inter-School Digital Challenge”

**Earned media**, through user-generated content (UGC) from digital competitions plays a crucial role in boosting engagement and expanding the reach of the by.U campaign among students. Content created directly by users tends to be more relevant and closely aligned

with the daily lives of the target audience, making it easier to capture attention and build emotional connections (Aulia et al., 2025).

In this campaign, students are encouraged to participate in a digital competition by creating and sharing creative content related to by.U on social media. This content then spreads organically and creates a peer-to-peer influence effect among students. This approach not only increases the campaign's visibility but also reinforces by.U's image as a brand that is relatable and aligned with the lifestyle of the younger generation.

#### **Shared Media: Media Relations dan Influencer Marketing**

Social media in this campaign was leveraged through media relations and influencer marketing strategies to expand the organic distribution of content on social media. Through media relations, the campaign collaborated with student council accounts from four schools in the form of collaborative posts, ensuring that the campaign message was conveyed directly through channels that already had a close connection with students.

Additionally, influencer marketing is conducted by engaging creators relevant to the target audience to produce and share content related to by.U. This approach enables the campaign message to reach a broader audience while increasing engagement, as it is conveyed through figures who are trusted and closely connected to students' daily lives.

No	Username	Followers	Posting Date	Media Platform	Post Amount
1	@smalainnovation	5.237	8 - 9 December 2025	Instagram Story	4 Instagram Carousel posts featuring call-to-action content for a roadshow
2	@ostemgasmg	2.708	10 - 12 December 2025	Instagram Story	5 Instagram Stories featuring reposts of roadshow call-to-action posts
3	@osis.tarci	879	9 January, 19 January, 20 January 2026	Instagram Carousel	3 Instagram carousel

Table 1.5 *Media Relations Content Plan*

Social media in this campaign was leveraged through media relations and influencer marketing strategies to expand the organic distribution of content on social media. Through media relations, the campaign collaborated with student council accounts from four schools on joint posts, including Instagram Stories and Instagram Carousels. This was done so that the campaign's message could be conveyed directly through channels that already have a close connection with students.

No	Username	Followers	Posting Dates	Social Media Platform	Posting Amount
1	@andranettaangel	4.749	5 - 8 December, 11 December 2025	Instagram Story	4 Instagram Stories featuring reposted content with a call to action
			11 December 2025	Instagram Reels	1 Instagram Reel featuring a daily roadshow recap

Table 1.6 Influencer Marketing Content Plan

In addition, influencer marketing involves collaborating with creators who are relevant to the target audience to produce and share content related to by.U. This approach enables the campaign message to reach a wider audience while increasing engagement, as it is conveyed through figures who are trusted and closely connected to students' daily lives.

### **Owned Media: Social Media Marketing**

Owned media refers to communication channels owned and directly controlled by a brand, which can be leveraged to consistently convey messages to the audience. These channels enable brands to build closer relationships and maintain visibility through various forms of content relevant to the target audience (Sularno, 2025).

In this campaign, the Instagram account by.U serves as the primary owned media asset used to distribute campaign content. The social media marketing strategy focuses on creating content that is informative, interactive, and aligned with students' communication styles. Through consistent and engaging posts, by.U can foster ongoing interaction with the audience, boost engagement, and strengthen the brand's position as a digital service relevant to the needs and lifestyles of the younger generation.

No	Content	Date	Media Type	Content Brief
1	<i>Content Call to Action Roadshow</i>	4 December 2025	Instagram Carousel	Contains Content coming soon for the by.U On The Move roadshow
2	<i>Content Call to Action Roadshow</i>	4 December 2025	Instagram Reels	Contains CTA content designed to encourage students to attend the roadshow at four selected schools
3	<i>Content Call to Action Roadshow</i>	8 December 2025	Instagram Carousel	Contains information about the schools selected to host the by.U on the move roadshow
4	<i>Content Call to Action Roadshow</i>	8 December 2025	Instagram Reels	Contains reminders for the roadshow, intended to encourage students to attend the “by.u On The Move” roadshow
5	<i>Content Call to Action Roadshow</i>	9 December 2025	Instagram Carousel	Contains informative content for the booth and activities to be held at the by.u On The Move roadshow
6	Live Report	9 December 2025	Instagram Story	Contains a live report summarizing the roadshow held at SMAN 6 Semarang
7	<i>Content Call to Action Roadshow</i>	11 December 2025	Instagram Story	Contains informative content serving as a reminder for students at SMAN 5 to participate in BY.U On The Move

8	Live Report	11 December 2025	Instagram Story	Contains live coverage and a recap of the roadshow held at SMAN 5 Semarang
9	Content Daily Roadshow Recap	11 December 2025	Instagram Reels	Contains a video recap of the roadshow event held at SMAN 6 Semarang
10	Content Daily Roadshow Recap	11 December 2025	Instagram Reels	Contains a video recap of the roadshow event held at SMAN 5 Semarang
11	Live Report	12 December 2025	Instagram Story	Contains a live report summarizing the roadshow held at SMKN 3 Semarang
12	Content Daily Roadshow Recap	14 December 2025	Instagram Reels	Contains a video recap of the roadshow held at SMKN 3 Semarang
13	Live Report	15 December 2025	Instagram Story	Contains a live report summarizing the roadshow held at SMK PL Tarcisius
14	Content Daily Roadshow Recap	15 December 2025	Instagram Reels	Daily Roadshow Recap Day 4 SMK PL Tarcisius Contains a video recap of the roadshow held at SMK PL Tarcisius
15	Content Informative	7 January 2026	Instagram Carousel	Contains entertainment content that highlights the importance of having sufficient data allowance to support learning activities
16	Content Informative	9 January 2026	Instagram Carousel	Contains information about package pricing and the benefits of using by.U
17	Content Informative	13 January 2026	Instagram Reels	Contains information about by.U, presented

				in an engaging and entertaining way
18	Content Trend Viral	16 January 2026	Instagram Reels	Contains entertainment content that conveys the message that by.U is always there and will address all customer questions and concerns
19	Content Informative	19 January 2026	Instagram Carousel	Provides information regarding the connection strength of the by.U provider, which is supported by Telkomsel.
20	Content Informative	20 January 2026	Instagram Carousel	Provides information about by.U services that can be accessed online via the app, as well as instructions on how to use the app for top-ups and customer service.
21	Content <i>Call to Action Roadshow</i>	21 January 2026	Instagram Carousel	Contains introductory content about the by.U Interschool Digital Challenge
22	Content <i>Call to Action Roadshow</i>	22 January 2026	Instagram Carousel	Contains informative content in the form of a poster announcing open registration for the by.u Interschool Digital Challenge
23	Content <i>Call to Action Roadshow</i>	23 January 2026	Instagram Reels	Contain a reminder to follow and register for the BYU Interschool Digital Challenge
24	Content <i>Call to Action Roadshow</i>	26 January 2026	Instagram Reels	Includes a reminder to follow and register for the BYU Interschool Digital Challenge
25	Content Interactive	7 February 2026	Instagram Story	This section provides a "Question Box" for asking questions about by.U and submitting

				complaints regarding by.U services
26	Content Interview	20 February 2026	Instagram Reels	Includes testimonial videos for the by.U On The Move campaign and by. products
27	Content Aftermovie	20 February 2026	Instagram Reels	Contains aftermovie content summarizing the entire campaign roadshow
28	Content Educative	21 February 2026	Instagram Carousel	Provides information on how to activate your by.U card online via the by.U app or website
29	Content Educative	22 February 2026	Instagram Carousel	Provides an explanation of the benefits and advantages of by.U for young people and students
30	Content Educative	22 February 2026	Instagram Carousel	This section explains the benefits of by.U, which offers flexible options for purchasing and topping up data plans
31	Content Educative	23 February 2026	Instagram Carousel	Provides informative details about by.U package prices and various package options tailored to your needs.
32	Content Informative	24 February 2026	Instagram Carousel	This section explains the benefits and advantages of by.U products, which are designed to last a lifetime
33	Content Interactive	26 February 2026	Instagram Reels	Includes responses or answers from the Q&A box and answers to the 6 main questions

Table 1.7 Influencer Marketing Content Plan

In this campaign, by.U's Instagram account serves as the primary owned media channel used to distribute campaign content. The social media marketing strategy focuses on creating content that is informative, interactive, and aligned with the communication style of students. Through consistent and engaging posts, by.U can build sustained interaction with its audience, increase engagement, and strengthen the brand's position as a digital service relevant to the needs and lifestyle of the younger generation.

#### **1.8.4.2 Offline Media Strategy**

Event marketing, particularly through offline activities, provides brands with the opportunity to interact directly with their audience in a more personal and meaningful way. This approach allows the audience to have a more meaningful experience and build a stronger connection with the brand (Winata et al., 2024).

In this program, this approach was implemented through a series of roadshows at four high schools in Semarang. Activities included interactive open booths and various activities involving direct student participation, allowing them to learn more about by.U's features and services firsthand. This approach not only increased audience engagement but also helped foster a closer connection with the brand. Additionally, these activities reinforced by.U's positioning as a digital service that is relevant, easily accessible, and tailored to students' needs.

#### ***Roadshow "by.U On The Move"***

Theme	: Kuat Jaringannya, Jelas Harganya, Nyata Layanannya
Subtheme	: Building honest, open, and authentic communication between by.U and students as the digital generation.
Pillars	: Interactive – Educational – Engaging
Keywords	: Real connections, openness, digital communication, trust, student lifestyle.

Place : SMA di Kota Semarang  
 Day/Date : Monday, December 9, 2025  
 (Semarang 6 High School)  
 Wednesday, December 11, 2025  
 (Semarang 5 High School)  
 Thursday, December 12, 2025  
 (Semarang 3 Vocational High School)  
 Monday, December 15, 2025  
 (Tarcisius Vocational High School)  
 Time : 7:30 AM – 11:30 AM WIB

### Event Rundown

No	Time	Activites	Description
1	07.30 - 08.00	Opening Remarks & Icebreaker	Remarks from a representative of by.U
2	08.00 - 08.30	Sponsor Product (Kahf Adlips)	Kahf Product Description
3	08.30 - 09.00	Roadshow Explanation	Roadshow Overview
3	09.30 - 9.50	Introduction to the Game Booth Session and the Student's Wall of Trust	An interactive educational game with prizes, where students can share their aspirations, suggestions, and feedback for the by.U campaign
	10.00 - 11.00	Free Session	The students visited all the available booths to gain hands-on experience and new knowledge
4	11.00 - 11.30	by.U App Demo Session	Demonstration of how to use the by.U app and interaction with students to provide a hands-on experience with the by.U Card
6	11.20 - 11.40	Closing & Documentation	Event Documentation

Table 1.5 *roadshow* “by.U On the Move”

## 1.9 Tactic

Hierarchy of Effects	Objectives	Tactics		Total
Awareness	Successfully increase students' understanding of by.U products by 20% from the initial condition and reduced concerns by 30% from the initial condition as measured through a post-survey.	Informative Content	Instagram Carousel, Instagram Reels Instagram @byu.onthemove	4 Content
		Educational Content	Instagram Carousel, Instagram Reels Instagram @byu.onthemove	4 Content
		Interactive Content (Q&A)	Instagram Story @byu.onthemove	1 Content
			Instagram Reels @byu.onthemove	1 Content
		Media Relations	Collaboration with the school's social media accounts OSIS/MPK	3 Content
		Event & Experience	Darts the Facts Booth	-
by.U Booth				
<i>Student's Wall of Trust</i>				
Interest & Desire	Successfully increase student interest in switching to by.U by 30% from the initial figure of 19%, as shown by the post-survey results.	Informative Content & Storytelling	Instagram Carousel @byu.onthemove	2 Content
		Viral Trend Content	Instagram Reels @byu.onthemove	1 Content
		Influencer Marketing	Collaborate with content creators/influencers in schools through Instagram Reels	5 Content
		Event & Experience	by.U Game Centre	-
			Booth Produk by.U "by.U Inter-School Digital Challenge"	
Action	Successfully increase the number of new by.U users by 12.2% from the initial figure of 5.7% as measured by post-survey results.	Informative Content	Instagram Carousel & Reels on the @byuonthemove account regarding roadshow information and digital competitions	4 Content
		Media Partner	Collaboration via Instagram Story with the student council and student representative council accounts of five schools in the form of flyers for the "by.U On The Move" roadshow and flyers for the "by.U Inter-School Digital Competition."	20 Content
		Call to Action (CTA)	Instagram Carousel, Instagram Reels, & Instagram Story @byuonthemove	
		Live Report	Instagram Story Instagram @byuonthemove	6 Content
		Interview Content	Instagram Reels @byuonthemove	1 Content
		Daily Recap Content	Instagram Story @byuonthemove	5 Content

Table 1.5 Tactics Table

### 1.13 Action

#### 1.13.1 Timeline

Activities	Activities Timeline																					
	Sept		October				November				December				January				February			
	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Reachout Client																						
Event Research																						
School Licensing																						
Branch Office Licensing																						
Pre-Survey																						
Approach Media Relations																						
Approach Influencer																						
Drafting Proposal																						
Roadshow Preparation																						
Uploading Social Media Content																						
Roadshow																						
by.U Inter-School Digital Challenge																						
Monitoring & Evaluation																						
Post-survey																						
Post-survey data																						
Final Report writing																						

Table 1.10 *Timeline*

### 1.13.2 Budgeting

ROADSHOW BY.U ON THE MOVE			
Description	Qty	Price	Total
Backdrop Photobooth	1	Rp400.000	Rp400.000
HT	7	Rp8.000	Rp 56.000
Door Prize Mini Game (Hokben Voucher)	120	Rp15.000	Rp1.800.000
Nintendo Switch	1	Rp4.500.000	Rp4.500.000
Nintendo Switch Console	2	Rp800.000	Rp1.600.000
PS5	1	Rp8.000.000	Rp8.000.000
PS5 Console	2	Rp1.200.000	Rp2.400.000
TV LED 50–55 inch	1	Rp6.500.000	Rp6.500.000
Photobooth Camera	1	Rp3.000.000	Rp3.000.000
Tripod Camera	1	Rp300.000	Rp300.000
Speaker	2	Rp800.000	Rp1.600.000
Mic	4	Rp150.000	Rp600.000
Booth by.U	2	Rp1.500.000	Rp3.000.000
Table	1	Rp200.000	Rp200.000
Plastic Chair	8	Rp50.000	Rp400.000
Event MC	2	Rp500.000	Rp1.000.000
Event Crew	6	Rp150.000	Rp900.000
Foods	12	Rp35.000	Rp420.000
Charging Station	1	Rp2.000.000	Rp2.000.000
Cable Extension	3	Rp150.000	Rp450.000
HDMI/AUX	2	Rp100.000	Rp200.000
Cable Extension Port	2	Rp75.000	Rp150.000
Darts	1	Rp45.000	Rp45.000
Lanyard	4	Rp5.500	Rp22.000
MMT Student Wall of Trust	1	Rp57.000	Rp57.000
Spidol	6	Rp1.500	Rp9.000
Sticky Notes	5	Rp5.000	Rp25.000
Tent	2	Rp50.000	Rp100.000
BY.U INTER-SCHOOL DIGITAL CHALLENGE			
Description	Qty	Price	Total
Cash	1	Rp250.000	Rp250.000
Judges' fees	2	Rp300.000	Rp600.000
Operational & Admin	1	Rp300.000	Rp300.000
<b>Grand Total</b>			<b>Rp40.884.000</b>

Tabel 1.11 Tabel *Budgeting* “by.U On The Move”

### 1.14 Control

Member	Role	Responsibility
<b>Nayyara Aisyah Mahdiya</b>	<b>Project Manager</b>	Coordinate the collection of pre-survey data to map the initial conditions of the target audience. The findings from the survey are used as a basis for formulating issues, determining activity objectives, and developing communication strategies to be implemented in the campaign.
		Coordinate a cross-functional team consisting of four team members to ensure that all stages of the campaign run according to the established timeline and are in line with the program objectives.
		Managed the planning process through to the implementation of campaign activation in the form of roadshows and digital competitions designed to increase audience understanding of the campaign program, successfully converting 54 new users.
		Directing creative concept planning and visual identity for Instagram social media campaigns, as well as coordinating the production process of visual content on a regular basis to maintain consistency in messaging and design quality for campaigns.
		Coordinate the preparation of visual campaign materials used in activation activities, including print media production, roadshow visual equipment, and promotional material design to support the implementation of digital competitions.
		Coordinate the collection of participant registration data at roadshows and digital competitions as a basis for mapping audience participation levels during the campaign.
		Coordinating the collection of post-survey data and analyzing the survey results involving 814 respondents as a basis for evaluating the effectiveness of the campaign.
<b>Viola Prameswari</b>	<b>Account Executive</b>	Contacting the clients and External Stakeholder for campaign execution
		Contacting and arranging meetings with External Stakeholder and Internal Stakeholders
		Coordinating the campaign execution with the team and clients, as well as schools and student union
	<b>Social Media Specialist</b>	Publish campaign content on social media platforms according to the predetermined schedule.
		Monitor the performance of published content to see the reach, interaction, and audience response.
		Document and summarize social media performance results as

		material for evaluating campaign effectiveness.
		Determine the selection of social media platforms to be used to support the dissemination of campaign messages.
		Manage cooperation with media partners to expand the reach of campaign publications.
		Arrange paid promotions to increase the visibility and reach of campaign content on social media.
<b>Tegar Ilham Hamzah</b>	<b>Creative Director</b>	Direct and carry out visual documentation during the roadshow series to ensure that all campaign activities are well documented.
		Manage and archive documentation of activities as material for reports and campaign publications.
		Capturing footage during the event for documentation purposes and as content for social media campaigns.
		Performing editing and post-production processes to produce campaign video content that is ready for publication on social media platforms.
	<b>Sponsorship</b>	Identifying and proposing potential sponsors to obtain support for the implementation of the campaign
		Preparing sponsorship proposals as a form of offering collaboration and support for the campaign activities.
		Conducting communication and negotiation processes with prospective sponsors to secure support for the campaign.
		Managing and supervising the implementation of sponsorship collaborations to ensure all forms of support and agreed benefits are delivered as planned.
<b>Nadya Syafiq</b>	<b>Copywriter</b>	Developing campaign communication messages that are aligned with the program's objectives and the characteristics of the target audience of high school students
		Composing communication texts for various campaign materials, such as social media captions, content headlines, and promotional materials for roadshows and digital competitions.
		Developing narratives or scripts to support campaign content production, including text for video content, educational materials, and calls-to-action for audiences.