

## CHAPTER II

### BY.U BY TELKOMSEL

In this chapter, the description of the client, namely by.U, and the proposed communication strategies in the roles of Media Planner and Account Executive are discussed. Understanding the client's profile will serve as the foundation for a series of effective and aligned events and media planning to strengthen consumer trust in by.U's services and also increase the conversion of by.U product usage. Additionally, there is a proposal for a communication program that includes event management created to support the success of the objectives of this Field Work

#### **2.1 by.U by Telkomsel**

Along with the increasing use of the Internet, especially in Indonesia, as evidenced by the results of the Indonesian Internet Penetration Survey, the national internet penetration rate in 2023-2024 has reached 78.19% of the total Indonesian population (Adi,2025). This shows that access to and dependence on internet services have become essential needs, especially for students who are increasingly accustomed to digital activities in their daily lives. The need for stable, transparent, and easily accessible telecommunication services is also increasing. However, the high intensity of internet usage among students is not accompanied by the same level of trust in service providers. Students tend to have concerns about connection quality, service speed, and package price stability, especially for relatively new providers.



Figures 2.1 by.U Brand Logo

In this context, by.U is presented as a prepaid card service developed by Telkomsel, and officially launched in 2019. This provider is designed as a digital product targeting the youth segment, with services such as pay-as-you-use without automatic

credit deductions, and also an unlimited active card policy. This approach aims to meet the needs of students who require clarity in costs, ease of use of cards, and services that align with their lifestyle. However, despite offering these various needs, by.U still faces several challenges such as students' concerns about the service and product consistency as a relatively new digital provider.

### **2.1.1 by.U Unique Selling Point**

In addition to basic telecommunications services, by.U also offers added value through its digital ecosystem features, namely entertainment services (U-Tainment) that provide games, music, videos, and other digital content. This service is designed to support the digital lifestyle of students and strengthen by.U's image as a provider that supports digitalization in this modern era. Based on these characteristics and services, by.U's Unique Selling Point lies in the combination of full digital services, flexible packages, price transparency, and most importantly, using the strongest provider signal in Indonesia, which is Telkomsel.

### **2.1.2 by.U Product Features**

#### **2.1.2.1 Fully Digital Provider**

by.U is design as a fully prepaid and digital telecommunication service where the users can access everything starts from purchasing the SIM card, activating the number and managing the packages all from one mobile application. Other than that, the users can also order the SIM card online and get it delivered directly to their household, makes it more flexible and effortless to buy a SIM card.

#### **2.1.2.2 Flexible and Customizable Internet Packages**

One of the key benefits of by.U is that it offers flexible internet packages for users. With the aid of the application, users can personalize their internet packages according to their requirements, including the volume of data, validity, as well as other features under the “topping” category. Personalization of internet packages enables users to better manage their internet usage in an efficient manner compared to other internet service providers that offer fixed data packages.

### **2.1.2.3 Transparent and User-Controlled Usage System**

by.U application provides a features to monitor the remaining data quota, usage history and package validity in real time. Moreover, by.U applies a pay as you use system where the users will not get charge automatically when their internet quota runs out. They ensures full control over internet spending and preventing unexpected bills and credit deductions.

### **2.1.2.4 Entertainment and Digital Lifestyle Features (U-Tainment)**

by.U integrates entertainment features named U-Tainment, it provides access to games, music,videos and comics. These features are design to suits the digital lifestyle of Gen Z users by giving the best internet access and also entertainment features along the side. This features strengthens by.U's identity as a digital lifestyle platform for a young generation users.