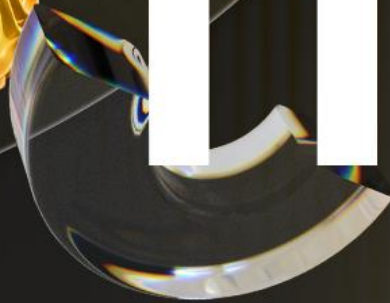




CRE DEN TIALS

2025



Hello!
We're YK

Since 2016, YK has **grown from a small team of thinkers** into a **collaborative hub of consultants, writers, and creative designers** under one roof — converging skills, crafting solutions, & making ideas happen.

We are visual thinkers with analytical minds — balancing creativity and logic to deliver outcomes that matter for brands, audiences, and businesses.

*Converging skills,
Creating impact.*



Who we are

YKK TEAM



We value sharp thinking, collaborative energy, and practical outcomes.

Big ideas are great. Big follow-through? *Even better.*

Who we are

YK PARTNERS



Winda Yong
Founder

15+ years of communication
& branding experiences

Bachelor degree from
Tarumanegara University



Steven A. Kurniawan
Founder

10+ years of management consulting
experiences

Bachelor degree from
Curtin University



Ayu Amanda S.
Partner

8+ years of consulting experiences

Deep Expertise in **HR advisory**

MBA from **Edinburgh University**

Our Business Units

We operate through specialized business units, each designed to support different kinds of challenges — with one shared goal: **real-impact.**

COMMUNICATIONS & BRANDING

We craft clear, intentional messaging and visuals that help brands speak consistently and connect meaningfully — across every channel.

EVENT MANAGEMENT & EXPERIENCE

We design events that are more than just well-run — they're well-thought. From concept to execution, we create brand moments that engage, align, and deliver lasting impact.

MANAGEMENT CONSULTING

We work with leadership teams to identify key gaps and design practical, scalable strategies. It's about solving the right problems, with the right expertise.

CORPORATE TRAINING

We deliver engaging, insight-driven sessions that empower teams with relevant tools — made to stick and ready to apply.





HOW WE WORK

and Why It Matters

*When the plan meets pressure,
YK stays fully present.
Fully invested.*

From the first spark to the last detail — we care like it's ours.

We believe creativity isn't just about what looks good — **it's about what works, and lasts.**

We think.

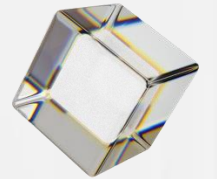
Deep, analytical, and always connected to purpose.

We create.

Campaigns, identities, and experiences that feel cohesive and true.

We make it happen.

Because ideas are only as good as how they land in the real world.



We've worked with forward-thinking clients across industries

— from national banks and lifestyle brands to state-owned enterprises and social campaigns.





YK's creative team moves in **two focus arenas** —where brand presence is shaped, stories are told, and real engagement happens:

COMMUNICATIONS & BRANDING

Social Media Management (Digital Campaign & KOL)
Communications Strategy
Integrated Branding
Advertising
Publications
Web & App Development

EVENT MANAGEMENT & EXPERIENCE

360 Marketing (Events & Social Media)
Exhibition & Production



HERE'S A
LOOK AT HOW
WE **BRING**
IDEAS TO LIFE



WHETHER THROUGH
*brand storytelling or
real experiences*

EVENT MANAGEMENT & EXPERIENCE

360 * MARKETING

**From events to
its social media
management.**

End-to-end ideas that keep
your audiences engaged on-site
and online.



MLBB Golden Month – Road To Victory Bringing MLBB Closer to Communities During Ramadan

The Challenge

MLBB aimed to create meaningful community engagement during Ramadan by connecting with audiences in everyday public spaces. The challenge was to design a high-visibility activation that combines **community interaction, gaming experiences, and Ramadan moments** across multiple cities.

Our Role

We developed and executed **MLBB Golden Month – Road To Victory**, a multi-city activation that brought MLBB directly to the streets through mobile truck experiences, community gaming activities, and Ramadan takjil distribution.

- End-to-end management
- Campaign concept & activation development
- Multi-city event coordination (Jakarta, Bandung, Surabaya)
- Showcase truck production & branding
- On-ground gaming activation & fun match management
- Community engagement & cosplayer activation
- Takjil distribution program management
- Social media engagement support





Mobile Legends: Bang Bang Greation League (MGL) Kurafest 2024

Connecting Surabaya MLBB Greation League's Creative Communities

We transformed fan passion into active participation, uniting Surabaya's gaming and pop culture communities.

The Challenge

As a community, Moonton's MLBB Greation League (MGL) empowers fanartists, writers, cosplayers, and animators. To grow this community, Moonton partnered with YK Consulting to engage large base of creative students and Japanese pop culture fans through MGL Kurafest 2024.

The goal: turn passive attendees into active creators who would fuel the future of MGL community.

Our Role

For a 2 days event, we designed MGL Kurafest 2024 as a one stop creative festival not only by gathering growd but feed the MGL creator ecosystem:

- Transforming a one-time event into a recruitment platform for creators.
- Empowering the community to gather, collaborate, network, and show talent.
- Bridging gaming and pop culture through authentic, shareable moments.
- Making Surabaya's massive fanbase feel seen, heard, and activated.



Bringing fandom to life through **bold direction, collaborative energy,**
and **creator-first experiences.**





We crafted a memorable experience designed to live in attendees' heart.



10.000++
Visitor

1.5M
Engagement

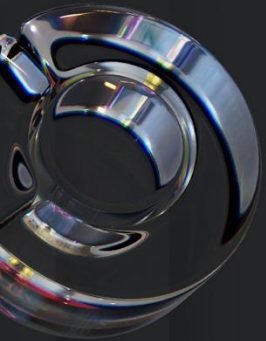
48 Team
Elementary School

36 Team
Junior High School

Atrium
Tunjungan
Plaza 3

Scope of Work:

- End to End Management
- Content & Concept Development
- Design 3d & Mockup
- Managing Pre-Event, Event & Post Event
- Media Buyer & Amplifier
- Activity Coordinator (Stampbook, Photobooth, Doorprize, etc)



Destinations

M7, Seaworld, Monas,
Museum Nasional, Kota Tua, Museum BI

1st Winner

Elementary &
Junior High School

10 Teacher

Batch 1 TA



Link Documentation: [Click Here](#)

Powering Competitive Mobile Gaming with **OPPO Reno15 Series**

The Challenge

OPPO aimed to strengthen its presence in the mobile gaming ecosystem by engaging university gamers and the broader MLBB community, while showcasing the **OPPO Reno15 Series** as a reliable smartphone for competitive gameplay.

Our Role

We led the development and execution of **OPPO Hyper Legend Cup 2026**, from tournament concept development to on-ground event production.

- End-to-end management
- Event concept development
- Broadcast asset design
- Social media design adaptation (based on OPPO master design)
- Crew coordination and management
- Player accommodation & travel coordination



Turning competitive gameplay into a high-energy campus esports experience.



360 Marketing – OPPO Smooth Cup Legend (Feb 2025)

358

Team registered

>2000

Visitor

1.6 M

Total Views

502K

Total Likes

8 Cities

Surabaya, Medan, Bali, Depok, Makassar, Bandung, Yogyakarta, & Jakarta

Scope of Work:

- End to End Management
- Content & Concept Development
- Design 3d & Mockup
- Managing Coordination with crew
- Managing Pre-Event, Event & Post Event
- Managing Broadcasting
- Media buyer & management
- Activity Coordinator (What Do You Know About Reno13 5G, Fun Match, Photobooth, Cosplay Competition)



City	Tiktok			X	Youtube	Total
	Views	Likes	Engagement			
Surabaya	58,100	43,000	536	189,000	5,187	295,823
Medan	71,500	79,200	1,070	90,600	3,163	245,533
Bali	61,900	40,000	643	169,000	3,815	275,358
Depok	62,700	49,500	665	87,300	3,435	203,600
Makassar	59,900	26,300	817	162,000	4,969	253,986
Bandung	46,800	18,900	359	51,653	3,274	120,986
Yogyakarta	65,000	66,000	727	123	3,306	135,156
Jakarta	56,200	59,200	599	85,200	5,048	206,247
Grand Final	163,700	120,000	1,993	127,000	31,103	443,796
Total	645,800	502,100	7,409	961,876	63,300	2,180,485



360 Marketing – OPPO Smooth Cup Legend (Feb 2025)



360 Marketing – **OPPO Smooth Cup Legend (Feb 2025)**

Surabaya



Medan



Bali



Depok



Makassar



Bandung



Yogyakarta



Jakarta



360 Marketing (Digital Campaign) – C40 Cities & Pemerintah DKI Jakarta

1 Nearer than you think! #MelajuBersamaJakarta

Link High Resolution: https://drive.google.com/drive/folders/1H0wApsuNsIP_gf0BwLX3BpCXDUH07upnshare_3k

Billboard/vidotron

Social Media Carousel Post

2 What's Better? #MelajuBersamaJakarta

Link High Resolution: https://drive.google.com/drive/folders/1B1BwXoX3ZKqjRt2k401Y8pck0vZG07upnshare_3k

Billboard/vidotron

Social Media Carousel Post

3 Integrated Transportation #MelajuBersamaJakarta

Link High Resolution: <https://drive.google.com/drive/folders/1NBEA1V8kVnNwUzJ7pT3KTDmCHKTS0em>

Billboard/vidotron

Social Media Carousel Post

5:08

#melajubersamajakarta

100+ posts

Follow

See a few top posts each week

Top Recent Reels

Dokumentasi Event

#melajubersamajakarta

188 posts

Link Dokumentasi: <https://drive.google.com/drive/folders/156z26aw7Vom8Yt5ab4>

Actual Post IG Feeds on Social Media Partners

@pt_transjakarta: 1,072 total likes, 120 total comments

@mrjakarta: 1,118 total likes, 12 total comments

@jaklingkaindonesia: 471 total likes, 7 total comments

4 Main Ideas #MelajuBersamaJakarta

- GENERAL INFORMATION**
Nearer than you think!
Informasi general/bahas angkutan umum kini tersedia untuk warga Jakarta setiap 500 meter.
- INTEGRATED**
What's better?
Memberikan informasi perbandingan angkutan umum vs angkutan pribadi.
- AFFORDABLE**
Integrated Transport
Memberikan informasi bahwa transportasi umum di Jakarta telah berkembang & terintegrasi.
- CLIMATE CHANGE**
Change starts with Us!
Angkutan umum dapat mengurangi emisi gas dan polusi udara.

FOR ILLUSTRATIVE PURPOSE

360 Marketing (Offline Event Production) – C40 Cities & Pemerintah DKI Jakarta



#melajubersamajakarta

138 posts

Follow



FOR ILLUSTRATIVE PURPOSE

ID Card Crew



Souvenir: Tumbler



Souvenir: Sticker



Souvenir: Lanyard



Souvenir: Handsanitizer



10

500k++

Media

Reach & Engagement

Scope of Work:

- Content & Concept Development
- End to End Event Organizing
- Pre-event & event management
- Media Buying & Organizer



4.900++

Visitor

1.5M

Engagement

3 Cities

Surabaya, Malang
& Sidoarjo

8 Venue

Kogu Space, Warkop Sippo, Warkop STK,
Warkop Bening Plus, Kopisae, Kedai Tepi
Teras, Bukit Delight & Critasena

Scope of Work:

- End to End Management
- Content & Concept Development
- Design 3d & Mockup
- Managing Pre-Event, Event & Post Event
- Media buyer & management
- Activity Coordinator (Funmatch, M6 Watch Party & KOL Sharing Session)



Malang



Surabaya



Sidoarjo

3D Design & Mockup



Merchandise Production



360 Marketing (Digital Campaign & Event Production) – **MLBB: Beyond The Clouds at Impactnaction (July 2023)**

6763-9150

Visitor Booth*

1117

Challenge Participants

109

New MLBB User

>200

Beyond The Clouds
Hashtag Post



*Estimation calculation includes margins of errors.

7076-9574

Visitor Booth*

2499

Challenge Participants

60

New MLBB User

>400

Beyond The Clouds
Hashtag Post



*Estimation calculation includes margins of errors.

6 Cities



FOR ILLUSTRATIVE PURPOSE

4628

Visitor Booth**

902

Challenge Participants

28

New MGL Community

>200

#MGLMLBBID Hashtag Post



Cara Ikutan:

- 1 Yuk scan QR di atas untuk ikutan kegiatan di booth
- 2 Kalau udah isi, jangan lupa screenshot untuk kasih tau ke panitik yaa
- 3 Bebas ikut 2 activity di booth supaya bisa gacha hadiah
- 4 Gacha di Registration Desk yaa!

Activity di booth:

1 Photobooth

Foto di photobooth, upload ke IG, mention @mgl_id dengan hashtag #MGLMLBBID!

3 Mabab

5 vs 1 dan 1 vs 1 daftar di registration desk yaa

5 Join MGL

Yuk daftar di Meja Registrasi dan Jadi bagian dari keluarga MGL

2 MGL Fanart

Gambar fanart salah satu dari 3 karakter (Martia, Yin, Fanny)

4 Quiz

Tunggu quiz seputar MGL di booth!



FOR ILLUSTRATIVE PURPOSE

2.486

Visitor Booth**

686

Challenge Participants

59

New CH&MSL
Community

>600

#MLBBatGACC
Hashtag Post



FOR ILLUSTRATIVE PURPOSE



EVENT MANAGEMENT & EXPERIENCE

EXHIBITION & PRODUCTION



**Spaces, stages, and moments
that turn your message
into an experience.**





Pop Mart Christmas Town

Where Collectibles Meet Christmas Fantasy

We brought holiday magic to life — with playful installations, joyful interactions, and a collectible experience for all ages.

The Challenge

Pop Mart entrusted us to design a holiday experience that stayed loyal to their collectible identity — while delivering the warmth, magic, and cheer of Christmas.

Transform *Labubu*, a fan-favorite figure, into the face of the entire season. It had to feel festive enough to connect with holiday shoppers, visual enough to go viral, and branded enough to speak fluently in Pop Mart's visual language — all without diluting its iconic charm.

Our Role

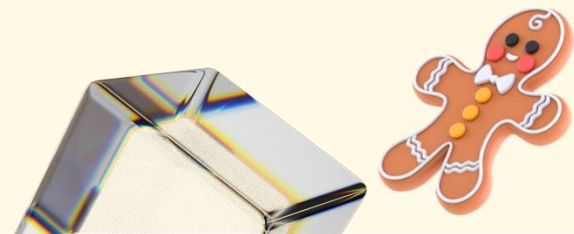
To make that vision real, YK worked closely with Pop Mart's team and local partners — listening to what the brand needed and what the audience would love. We studied Pop Mart's signature look, feel, and fan culture to reimagine it as a **seasonal experience** that still felt 100% collectible.

- A Christmas-themed space that stayed playful and brand-authentic
- Stand designs and activity zones that blended installations, fan interactions, and shareable moments
- Details crafted to keep Pop Mart's iconic charm alive — but dressed up for the holiday season.

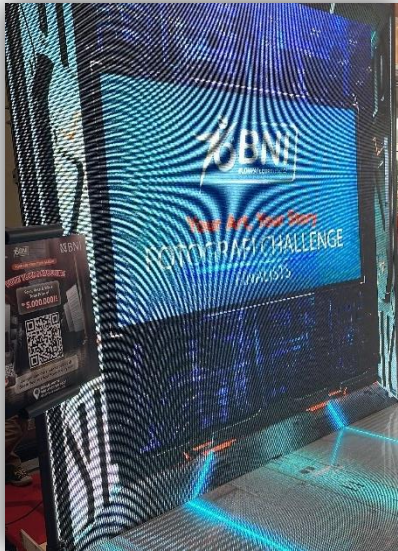




Good ideas start with **listening** — and **come to life** in every corner of the experience.



Event Production (Photobooth & Gallery Photography)– BNI Loudfest



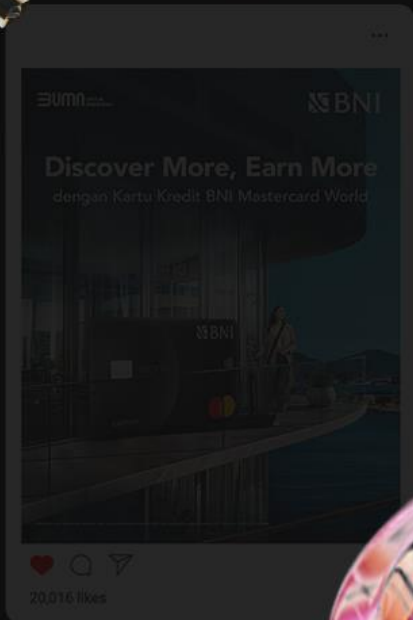
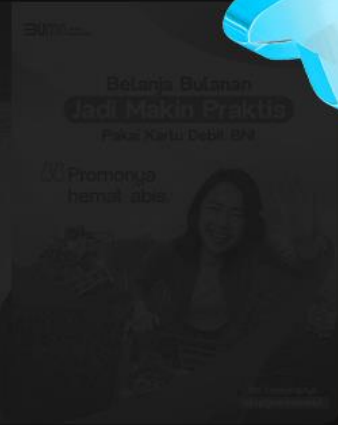
FOR ILLUSTRATIVE PURPOSE

COMMUNICATION & BRANDING

SOCIAL MEDIA MANAGEMENT

**Digital Campaign
& KOL Management**

Campaigns that connect,
content that sticks —
built for relevance, reach,
and rhythm.



JungoJam of Nuverse Games, Bytedance
Soft Launch in SEA (Indonesia-focused)

When Strategy Meets Roleplay Gaming

More than just visibility, we built a creative community of players through in-depth market research and creative execution.

The Challenge

Indonesian Roleplay gaming market were already loyal to previous giants. But with this never-seen-before blend of *both* Roleplay and world-building genre, YK Consulting knew JungoJam could *break the meta* and *win them over*. **The goal: build a loyal players base hungry to play, create, and grow as a community.**

Our Role

We built a world where anyone could be anything. Our #BeAnyoneDoAnything campaign grew a thriving JungoJam Indonesian player base in just **2** months by:

- Partnering with **17** top KOLs to promote the launch
- Bringing **13** community nano to micro creators and **2** dedicated moderators for JungoJam's Discord and Facebook community
- Prioritizing roleplay-heavy content and livestreams
- Activating **15** events on JungoJam's community channels
- Driving hype with **10** media partner collabs and community seeding

JUNGOJAM



As a result, we won players' hearts with a game, made *really* just for them.

Through creator-made content that resonated with the audience's drive to imagine and create, we achieved impressive content reach across platforms and pulled in new members to JungoJam's community channels.

42,8M views

433K engagements

42K community members

29 FYP content

#1 most active text channel on JungoJam's Discord (#jungo-chat-indonesian)

Big Names. Big Hype.



We collaborated with MiawAug, the most subscribed Indonesian gaming YouTuber (24,2M)

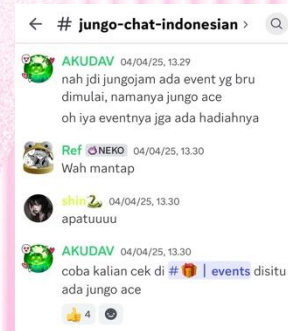


Fanny Tjandra's video became **#48 Top Trending video in Indonesia**



Our top KOL content from Fahrezaos. It reached **17M views!**

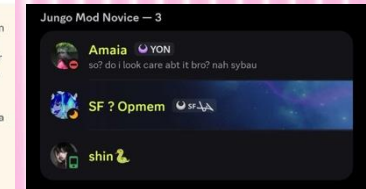
We kept the community alive 24/7



KOL & community creators interaction



Content & event announcement



Our moderators handled daily community maintenance & reports.



We crafted and posted social media design with caption.

Community-Building through Content & Livestream



Livestreamed roleplay events of our community creators.



Our top community content. It reached **9M views!**

Media Blitz



They build the hype and kept players talking.

Events That Kept Players Grinding



One of our 15 events: JungoJam Building Challenge



Participants of the events, they built these in just one week!

Our Star Collaborators, at a Glance:

17 KOLs

No	KOL Name	Subs/Folls	
1	MiawAug	24,2M	
2	AKUDAV	6,0M	
3	Fanny Tjandra	3,3M	
4	Fahrezaos	2,4M	
5	Bangboy Gaming	1,3M	
6	Less Sugar	1,3M	
7	KeiKei	1,2M	
8	Enonoms	1,1M	
9	Ghaly	835K	
10	Shasyaalala	777K	
11	Daniel Bieje	584K	
12	Arayobo	480K	
13	Agmal Hong	420K	
14	Rashif Gaming	441K	
15	Teguh Sugianto	137K	
16	Riel Berto	234K	
17	Arthesuri	92K	

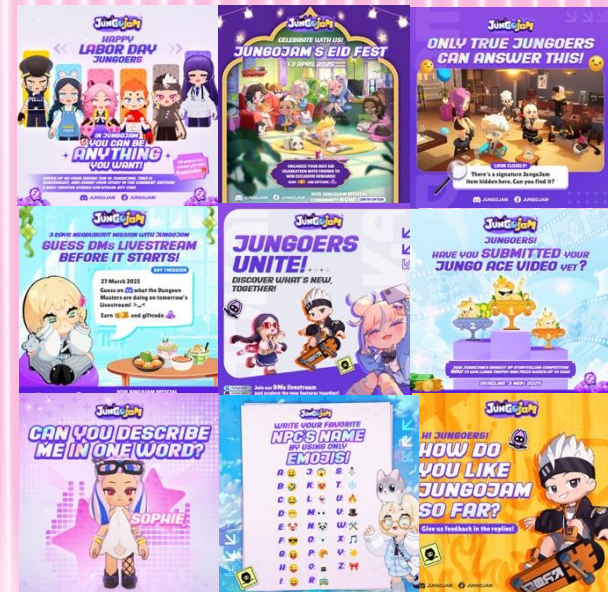
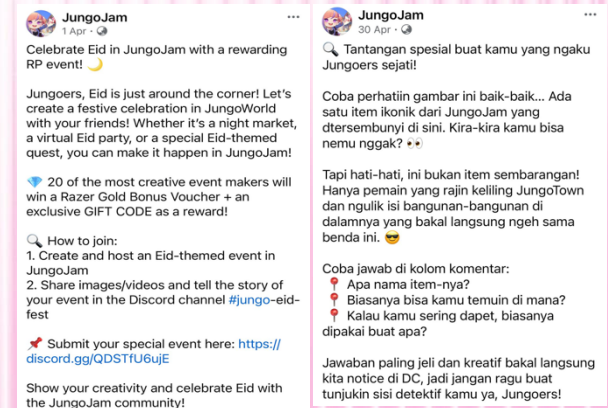
10 Medias

No	KOL name	Subs/Folls	
1	Kodok Palsu	377K	
2	Gamerystation	282K	
3	Veniccio_story	248K	
4	Yuee Game	223K	
5	The Lazy Monday	134K	

15 Community Leaders

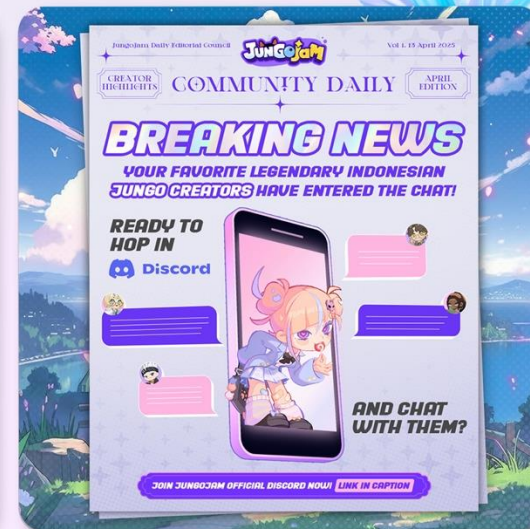
No	KOL name	Subs/Folls Count	
1	Cimel	168K	
2	Boozlee	143K	
3	YasyfiKun	140K	
4	Zanhoof	94K	
5	Jill	91K	

Creative Community Posts We Brought to Life:



We created and posted these on Discord & Facebook, JungoJam's official community channels.

We **successfully** fuelled JungoJam passion for storytelling, world-building, and creativity.



Daimler Truck Vehicles Indonesia

From Driver's Seat to the Digital Feed

A journey of digital transformation to take the lead in Indonesia's commercial vehicle industry.

The Challenge

Making DCVI's product stand out in a crowded commercial vehicle market while shifting perception of its trucks and buses to be more approachable and relatable.

The goal: building positive sentiment to strengthen DCVI's presence in the commercial vehicle industry.

Our Role

To bring the #RoadToTransformation message to life, we rolled out a digital strategy over **2 years of collaboration:**

- Unified DCVI's social media channels with a refreshed tone and visual
- Approached communities through relevant content, event activation, and collabs
- Turned exhibitions into full-funnel digital campaigns with lasting impact
- Collaborated with dealers, customers, and KOLs across different audience segments to reach and engage a wider audience.
- Ran targeted ads to support every campaign to reach



As a result, DCVI's social media didn't just exist – we transformed it.

The campaign became a strategic brand asset that drove visibility, community loyalty, and digital performance in a competitive market.

>15M views
across all platforms

>50 FYP contents

Instagram
>7,5M total reach
+27K followers **(+113.3%)**

Facebook
>9,5 total reach
+8,3K page likes **(+44.7%)**

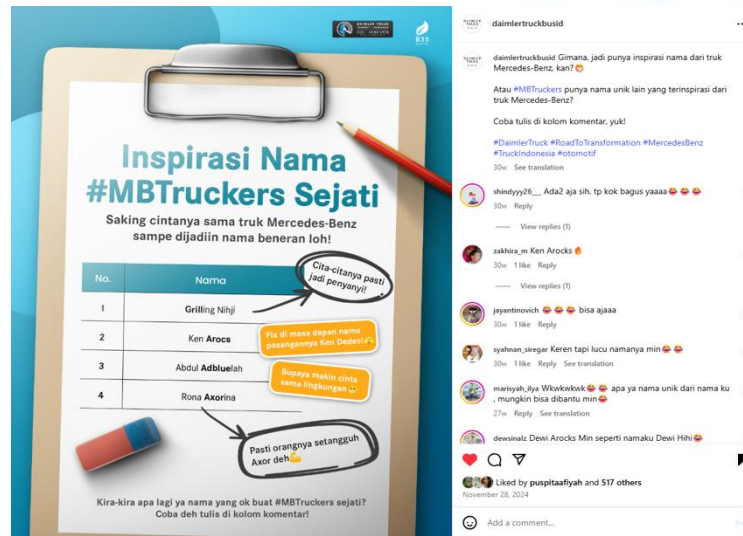
LinkedIn
>168K total reach
+13K followers **(+75.4%)**

REVVED UP AND REVAMPED

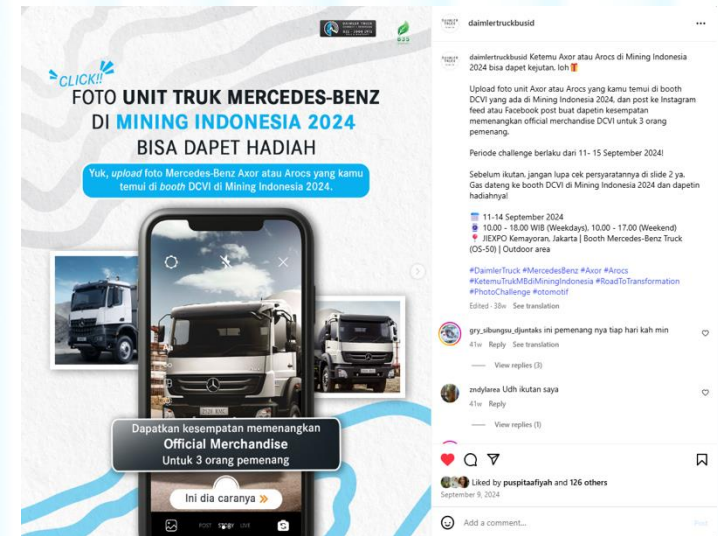


We rebuilt DCVI's brand voice to resonate with real people.

PUTTING COMMUNITY AT THE CENTER



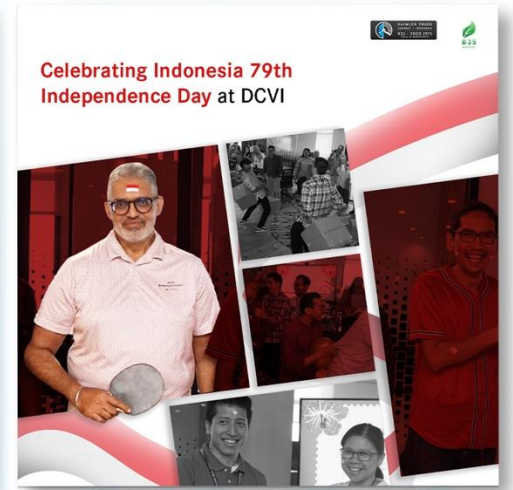
We created content that reflected our niche audiences' world.



Rewarded community activations for those who keep things moving.



We turned DCVI's transformation journey into **a story worth following.**





Rumah Sakit Mitra Keluarga (2021-2024)

Educating with Heart, Caring with Purpose

We built Mitra Keluarga's image as a healthcare known as trustworthy, caring, and approachable.

The Challenge

Mitra Keluarga aimed to be the trusted, top-of-mind source for clear, meaningful health education. With 26 branches, they needed one unified message and consistent visual branding.

The goal: deliver meaningful, accessible health education that feels human, light, and easy for everyone and every branch.

Our Role

YK Consulting helped Mitra Keluarga find its heart and voice. Over 3 years of partnership, we brought creative and strategic solutions through the slogan "Life, Love, Laughter" by:

- Managing Mitra Keluarga's and its 26 branch social media accounts
- Revamping visual, copy, and design tone to reflect a clear, unified brand.
- Launching multiple campaigns: **Sleep Clinic Tour with @JKTGo** and the engaging DR Reaction segment,
- Collaborating with Realfood and Timnas Indonesia
- Running targeted ads to amplify reach and impact



As a result, we gave the ease that everyone deserves: a conversation about health that felt human, not clinical.

Through engaging content and close collaboration with doctors, we strengthened Mitra Keluarga's connection with its audience as a reliable and caring healthcare partner.

5.6M
Total reach

1,8M
Total engagement

Instagram
3,5M reach (536,6%)
100K followers (58,3%)

Facebook
>2,1M reach (+45,6)
+36K page likes (+3,3%)

Relatable Education Content



Bright, welcoming visuals defined the official Mitra Keluarga account content.

Informative Branch Content



Content for 26 branches was designed with consistent branding across all channels.

DR Reaction



We launched DR Reaction segment that remains active to this day.

Content Collaborations



With Realfood for DR Reaction content

With @JKTGo on Sleep Clinic hit 1.2M views.

We made health education gentle, understandable for all.

Mitra Keluarga

SELAMAT HARI IBU

Kesehatanmu berharga dan akan selalu kujaga, agar engkau dapat mengiringi setiap langkahmu.

Mitra Keluarga International Women's Day

INTERNATIONAL WOMEN'S DAY

Teruslah menjadi perempuan hebat yang selalu menebarkan inspirasi dan tingkatkan pentingnya kesadaran akan gangguan kesehatan pada wanita dengan selalu menjaga pola hidup sehat

Mitra Keluarga world diabetes day

DIABETES

BUKAN CUMA SALAH "SI MANIS"

Yuk, mulai cegah diabetes dari sekarang!

Mitra Keluarga

Selamat Hari Natal

25 Desember 2022

Semoga damai Natal senantiasa membawa kebahagiaan dan kedamaian untuk kita semua

Mitra Keluarga

#QuizMIKA CARI KATA TERSEMBUNYI

Ada hadiah @200.000 Untuk 5 orang pemenang!

Slide untuk ikut quiznya

Mitra Keluarga

SELAMAT HARI RAYA IMLEK 2573

Nikmati kebersamaan dengan penuh sukacita dan harapan agar keberuntungan selalu menyertai langkahmu.

Mitra Keluarga

SELAMAT TAHUN BARU

Jadikan tahun baru sebagai langkah awal untuk memulai hidup yang lebih sehat.

Mitra Keluarga

#QUIZMIKA CARI JALAN KE CABANG BARU

Ada hadiah @ Rp. 200.000 Untuk 5 orang pemenang!

Periode Quiz: 5-16 Desember 2022

Mitra Keluarga

MOOD NAIK-TURUN SEPERTI ROLLER COASTER SAAT HAID

Mitra Keluarga

MITOS ATAU FAKTA PRIA YANG KESERINGAN MASTURBASI BERISIKO IMPOTENSI?

Cek di slide selanjutnya, yuk!

Campaign BNI x Bangsa Buatan Indonesia

Rooted in Culture, Shared Through Content

A digital journey through Indonesia's colors, cultures, and craftsmanship

The Challenge

BNI was trusted to lead a special *Bangsa Buatan Indonesia (BBI)* campaign celebrating MSMEs in West Kalimantan and Sulawesi.

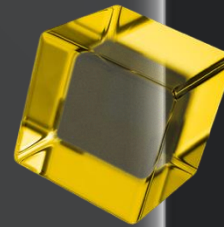
The goal: bring the richness of local culture to life through a relevant, rhythmic, and nationally visible digital campaign.

Our Role

To turn that vision into a strategy.

We built a **3-month digital plan** that mapped out:

- The campaign's narrative flow
- Themed content pillars based on people, craft, and culture
- A tactical format mix — from Reels to carousels to stories — a posting rhythm that stayed on-brand for BNI, while tapping into social trends



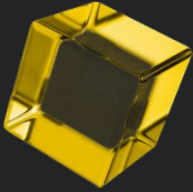
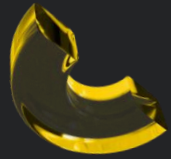
2021



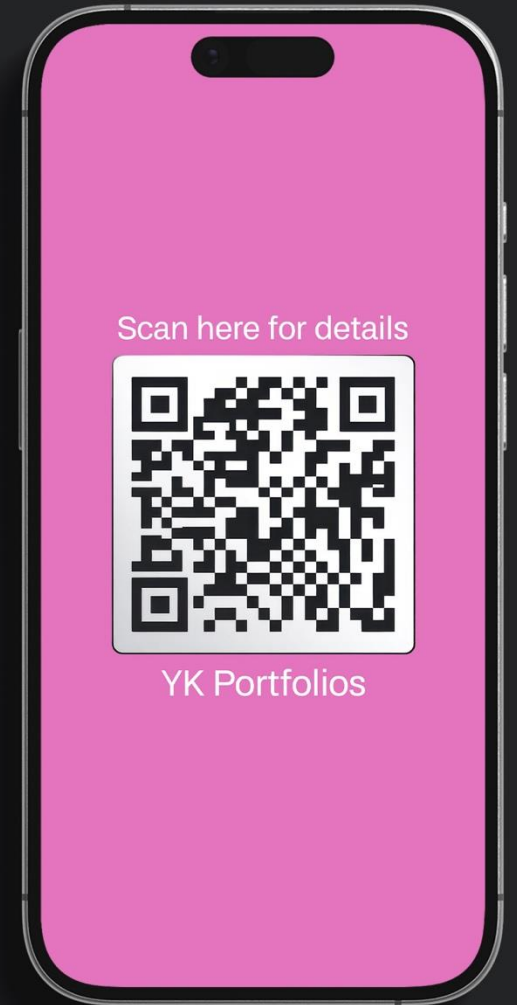
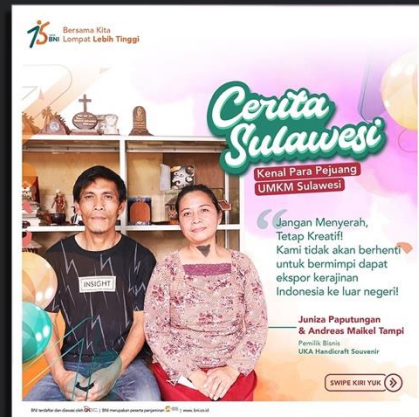
2022



The challenge was cultural.
The work was creative.
The thinking was strategic.



As a result, BNI didn't just show support for local business – we activated it.
 The campaign created a consistent and emotionally resonant presence across digital channels, helping local makers take their stories beyond the region.



+100M

Reach

>200K

Total Engagement

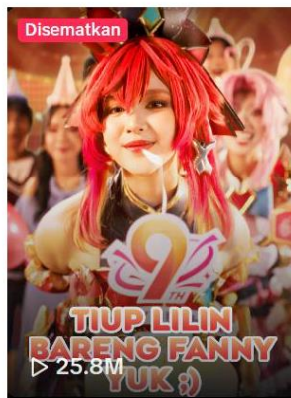
6

KOL

Scope of Work:

- Develop creative concepts for the campaign
- Create content concepts for Mega & Hygiene KOL activation
- Define key messaging and content direction for each KOL tier
- Manage KOL coordination and content alignment throughout the campaign
- Produce campaign video content from pre-production to final delivery
- Develop content filler concepts to sustain campaign visibility

1. MLBB 9th Anniversary Campaign & Production



Output	Tiktok
Views	27,411,230
Likes	20,000
Comments	1,686
Share	1,606
Save	1,428
Engagement total	24,720
Date Post	Oktober 2025

Mega KOL - Tiara Andini



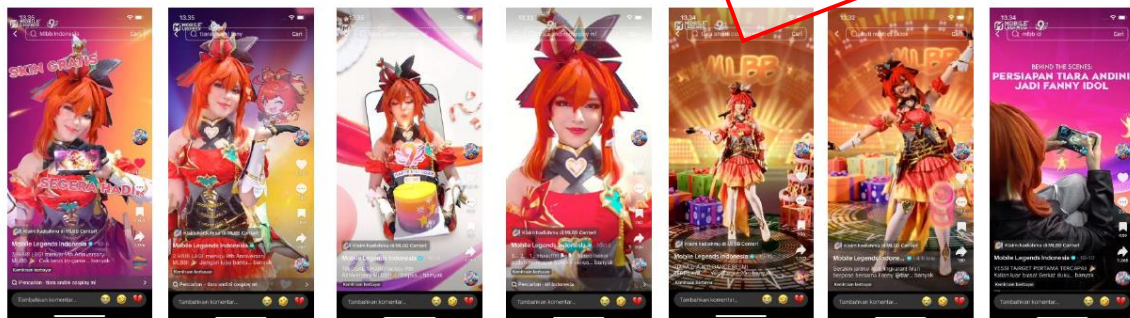
Teaser 1 Collab Post with Tiara Andini



Main Video Collab Post with Tiara Andini

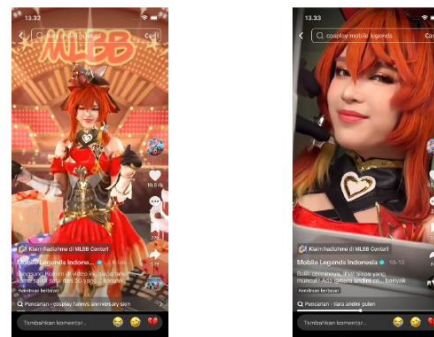
2. 7 Content Filler TikTok

FOR ILLUSTRATIVE PURPOSE



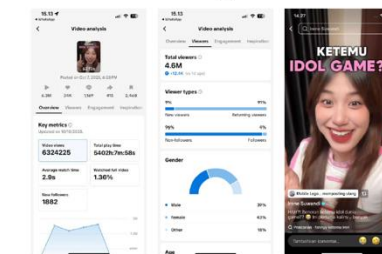
BTS 1 Countdown 1 BTS 2 Countdown 2 BTS 3 Countdown 3 BTS 4 Blowing screen Interaction BTS BTS 5 Finger Interaction BTS BTS 5 Bang Bang Dance BTS BTS 7 Tiara Yuliyanti MLBB & Do Quick Interview

3. 2 Trend TikTok



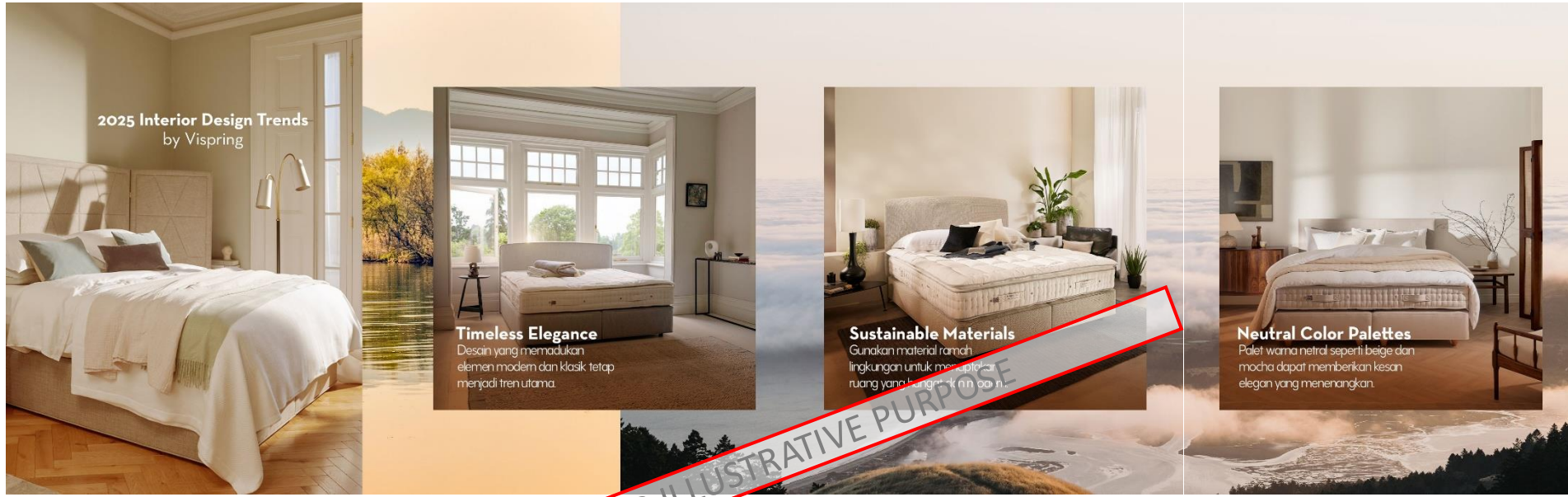
Trend Tiktok Tabole Bale Dance Trend Tiktok Outfit Transition Trend (Casual to Cosplay Looks)

6. Mega KOL - Irene Suwandi



Output	Tiktok
Views	6,324,225
Likes	34,000
Comments	1,169
Share	415
Save	2,468
Engagement total	38,052
Date Post	7 Oktober 2025

DIY Lolita's Lightstick (Post on irene's personal account)



FOR ILLUSTRATIVE PURPOSE



Uji Kelayakan Konten KY – Ensuring Emerald Future
Berikut memberikan informasi yang dapat diterima secara umum, konten yang digarap tetap dengan suasana dengan BNI Emerald tetapi dengan tone copywriting yang sesuai.

Design	Headline	Caption
A.1	Investing is now simple!	<p>Caption: Investasi memiliki banyak jenis produknya. Dari yang rendah risiko sampai yang sangat tinggi. Untuk itu, sangat penting untuk Anda memahami produk investasi mana yang sesuai dengan Anda.</p> <p>BNI Emerald siap memberikan solusi dengan fitur pengendalian profil risiko investasi. Dengan mengetahui profil risiko, Anda dapat lebih mudah menentukan produk investasi yang tepat untuk Anda.</p> <p>Cari tahu profil risiko di https://bniinvest.id/</p> <p>#TakingCareofYouSeamlessly #InvestaSimpleBNI #EnsuringEmeraldFuture</p>



TIMELINE CAMPAIGN

	Jul	Agst	Sept	Oktr	Nov	Des
Ensuring Emerald Future	Let's Find Our Style	Start with Emerald	Start with Emerald	Start with Emerald	Start with Emerald	Start with Emerald
Mature Investor	Choose Our Own Benefits	Special for You	Special for You	Special for You	Special for You	Special for You
Newly Empowered White Collar	Hardwork Pay Off	Planning Our Future	Planning Our Future	Planning Our Future	Planning Our Future	Planning Our Future
Newcomer Club	Fun Investing	The Newbie BNI Emerald	The Newbie BNI Emerald	The Newbie BNI Emerald	The Newbie BNI Emerald	The Newbie BNI Emerald
Ladies of the Future	My Typical Investments	Caring for Others	Caring for Others	Caring for Others	Caring for Others	Caring for Others



COMMUNICATION & BRANDING

COMMUNICATION STRATEGY

Strategic thinking meets expressive execution.

Clear, structured messaging that helps brands speak with purpose — and be heard.





Creative Execution Pillar

Dalam upaya mengaktifkan audiens untuk memakai BNI Mobile Banking ataupun produk lainnya, Pilar dalam digital campaign ini dibagi menjadi 5 dengan fokus yang berbeda, yaitu:

- 1 BISA TRANSAKSI SEMUA (BTS)**
Pilar ini akan fokus pada penggunaan produk dan layanan BNI yang bisa mempermudah hidup, bahkan tanpa bisa dilakukan kapanpun, dimanapun, dan oleh siapapun.
- 2 Keren KAN (Keseharian Anak Sultan)**
Memperlihatkan kemudahan yang diberikan oleh produk dan layanan BNI membuat RANS Entertainment terus menerus menggunakan produk mereka bahkan untuk kebutuhan anak-anak mereka sehari-hari.
- 3 BESTIE BESTIE SULTAN (BBS)**
BNI bukan hanya memiliki produk dan layanan untuk bertransaksi, tetapi mereka juga menjadi solusi finansial masyarakat Indonesia. Konten tersebut akan diperlihatkan dalam pilar ini.
- 4 PALING HEPI PREN (PHP)**
Ngeflix menjadi salah satu kegiatan paling bestari di masa sekarang. Karena itu, pilar ini memperlihatkan BNI dapat men-support hal itu!
- 5 TUNJANGAN HEPI RAKYAT (THR)**
Menyajikan layanan BNI di yang dapat mempromosikan hubungan sosial antar audiens.
- 6 Kawan UMKMnya RANS (KUYS)**
Program yang ditargetkan untuk meningkatkan penggunaan produk-produk BNI kepada UMKM melalui konten-konten RANS.

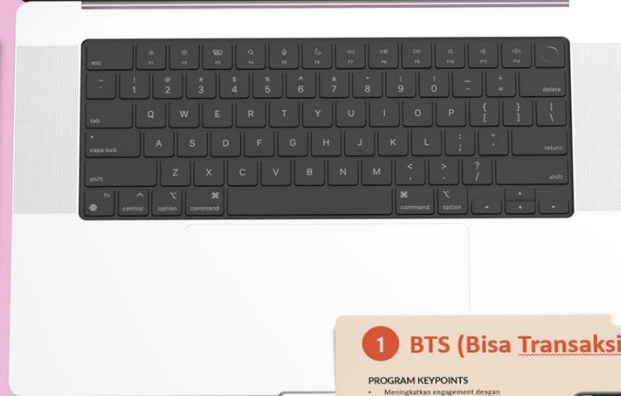


#BukanPekerjaBiasa

Meneruskan kolaborasi BNI X RANS Entertainment, **webséries #BukanPekerjaBiasa** akan hadir dengan tetap mengimplementasikan **umbrella campaign** utama didalamnya dan mengaktifkan masyarakat terus menggunakan produk BNI.

Highlight Webséries

- 1 Soft Selling Fitur-fitur BNI Mobile Banking**
Webséries ini akan memperlihatkan fitur BNI sebagai bagian dari solusi permasalahan Beni secara soft selling karena BNI menemani kapanpun dimanapun!
- 2 Pop up Highlight Cerita**
Akan muncul pop up interaktif seperti box, balok, dan lain-lain lainnya dengan tujuan menarik audiens dan mengaktifkan beberapa informasi. Contohnya "Ternyata ekspor jadi mudah Bersama Agensi ya! Uar Beni, 27 tahun, Pinter banget tapi suka sia!"
- 3 Breaking The Fourth Wall**
Perman dalam webséries ini akan menyajikan eksklusivitas audiens sebagai penonton dan terhubung bersama kepada mereka.



DIGITAL MARKETING TIMELINE AUG 2023 - JUL 2024

STRATEGY	AUG'23	SEP'23	OCT'23	NOV'23	DEC'23	JAN'24	FEB'24	MAR'24	APR'24	MAY'24	JUN'24	JUL'24
BTS	Who Wants to be a RANS				Gaji vs Jajan							
Keran KAN		Dandan Rayansa				Rumah Andara Di Tangan Ruffahar						
BBS				Carpool RANS			Hidup Itu Sulit, tapi Ekspor Itu Mudah!					Nagita's Corner: Update Clesset
PHP				MKB				Sultan Touring				Garuda atau Angka?
THR	BayARAN 5								Berkah Sultan		Kosongsi Hwangsi Belanja!	
KUYS				The Next Entertainer					Jadi Agen 46, Jalan Makin Cuan		Ngeiokal	RANSuka

1 BTS (Bisa Transaksi Semua)

Program Description:
BNI sukses menjadi salah satu bank pilihan masyarakat Indonesia. Apalagi dengan layanan dan produk yang mempermudah transaksi dan hal itu diperlihatkan dalam program ini. Merupakan RANS Entertainment sebagai salah satu influencer terbesar, konten didalamnya akan memperlihatkan penggunaan BNI Mobile Banking beserta produk lainnya kapanpun, dimanapun dan praktis, seperti penggunaan produk BI-Fast, Kartu Kredit dan sebagainya.

Concept Ideas:

Concept Ideas	Description	Channel	Core Content Format	BNI's Product
RANS Get Lost: Beli Makanan di Luar Galaksi	Nagita tiba-tiba ingin makanan yang jauh dari Andara, di belahan RANS Team diajarkan untuk menggunakan transportasi umum saat membelinya.	• Youtube	• Video	• BNI Mobile Banking (QRIS, Tap to Pay, QRIS & E-Wallet)
Daily Vlog: Berhenti di Nitten	Sebagai Sultan BNI, Sultan 3 hari Ruffi & Nagita belanda ke mall diantar oleh citra Instagram melalui fitur BNI Mobile Banking.	• Youtube • Instagram	• Video • Instagram polling	• BNI Mobile Banking (Top Up E-Wallet, Bi-Fast, QRIS)
Who wants to be a Sultan BNI	Ruffi akan mengadakan perlombaan hanya jawab dengan RANS Team sebagai peserta, dan yang menang akan menjadi sultan BNI dalam sehari.	• Youtube	• Video	• BNI Mobile Banking

1 BTS (Bisa Transaksi Semua)

PROGRAM KEYPOINTS

- Meningkatkan engagement dengan mempromosikan layanan BNI
- Meningkatkan kegiatan transaksi RANS dengan BNI Mobile Banking

1.1 BNI Mobile Banking
Gerceped (BI-FAST)
Dengan menggunakan BNI Mobile Banking untuk Fast, setiap hari yang dapat mempermudah kegiatan transaksi harian kami.

1.2 BNI Mobile Banking Kartu Kredit
Gaji vs Jajan
Program ini mengajak audiens melihat berapa banyak transaksi yang RANS dan BNI lakukan melalui BNI Mobile Banking dengan kartu kredit BNI yang terhubung dengan mempromosikan fitur BNI Mobile Banking per bulanan.

1.3 BNI Mobile Banking
Sarasi Sultan
Ruffi akan membuat konten khusus untuk audiens Nagita di Instagram dan TikTok dengan konten yang berkaitan dengan BNI Mobile Banking dan produk lainnya.

1.4 BNI Mobile Banking
Breaking The Fourth Wall
Akan ada digital attraction di dalam webséries.



Scope Campaign akan menasar pada 3 target key persona audiens yaitu:

01

EKSPORTIR MAPAN

- Eksporir mapan yang mempunyai tingkat penjualan yang tinggi
- Memanfaatkan platform digital yang tinggi
- Jaringan Domestik & International yang luas
- Nominal penjualan & volume yang tinggi

02

EKSPORTIR PEMULA / BARU

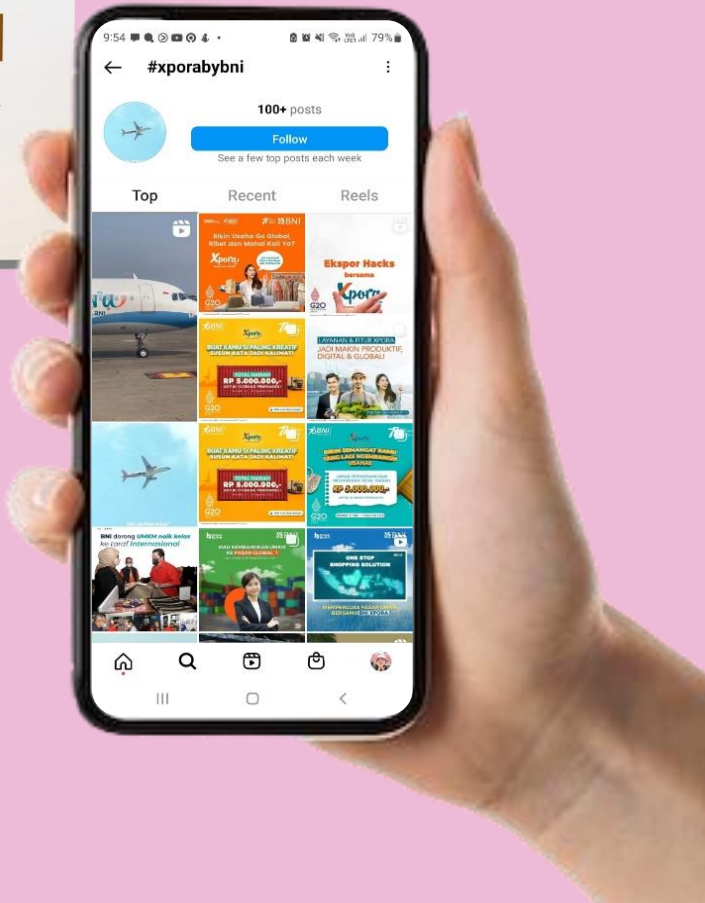
- UMKM berorientasi Ekspor
- Pemanfaatan platform digital yang terbatas
- Jaringan Domestik yang sedang hingga besar
- Nominal penjualan & volume yang rendah hingga sedang (hiperlokal)

03

PENDUKUNG EKSPORTIR/EKSPORTIR TIDAK LANGSUNG

- UMKM yang menjadi pendukung bagi para eksporir
- Pemanfaatan platform digital yang tidak moderat
- Jaringan Domestik terbatas
- Tidak memiliki pengetahuan ekspor tetapi mampu mendukung eksporir

YKCONSULTING
The contents of this document is confidential and is not to be reproduced (printed and otherwise), without explicit agreement from PT. Yong Kurniawan Akselera.

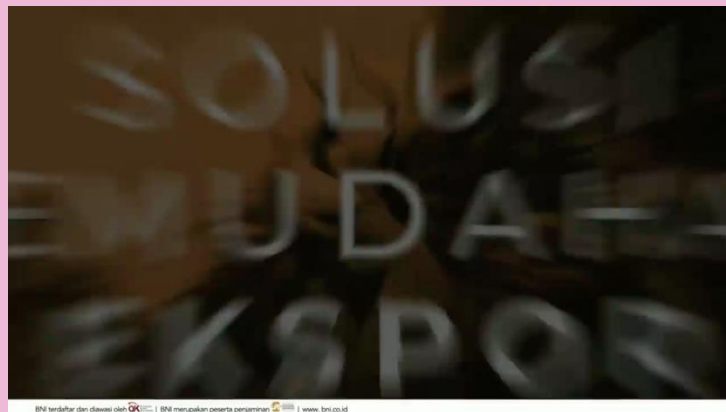




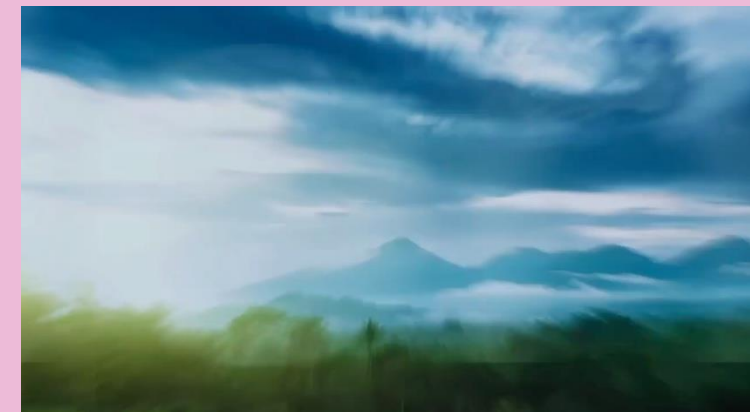
Scan here for details



YK Portfolios



Click for play



Click for play



Let's Dive into Branding

Xpora by BNI





COMMUNICATION PILLAR

#1 **REALFOOD, REAL YOUTH**

Hasil assessment menunjukkan bahwa customer Realfood didominasi oleh Fit & On The Go Youth (54%); Selain itu Realfood juga memiliki goals yang sejalan agar kesehatan dapat dijaga sejak muda. Oleh karenanya, pilar utama dikembangkan untuk membangun lebih dalam potensi Realfood di segmen anak muda usia <30 tahun.

Dalam pilar ini, program akan bergerak ke arah budaya anak muda yang dinamis, instant, fun, dan cerdas. Untuk menjangkau segment tersebut, kami fokus untuk mengembangkan konten yang lebih ringan dan relatable.

PROGRAM

1 Health is Fun

Program Description:
Pola hidup sehat sering kali dinilai sebagai pola hidup yang sulit untuk konsisten dijalan. Perlu adanya pesan komunikasi yang menarik perhatian audience untuk menunjukkan bahwa pola hidup sehat merupakan hal yang fun untuk dijalani. Melalui pendekatan-pendekatan yang fun dan populer, Realfood dapat menanamkan value dari pola hidup sehat.

Concept Ideas:

Concept Ideas	Description	Target Audience	Core Content Format	Channel
Pop-Up	Mendemonstrasikan produk saat mengadakan program sosial pertama kali untuk brand Realfood diukir, seperti Green Pop Song Challenge songs for special day Christmas, Valentine, dll.	Fit & On The Go Youth Fit & Sporty Men	Video	Instagram YouTube TikTok
General Kalendar	Mengajak para jemaah interactive oleh yang berkaitan seperti filter & sticker, memfasilitasi mempromosikan ke-luar, event, dan tips konten trending, membuat engagement konten oleh orang-orang di Indonesia, dll.	Fit & On The Go Youth Fit & Loving Mom	Interactive Filter & Stickers Video	Instagram TikTok Twitter
12 Questions with	Mengajak influencer atau public figure untuk menjawab 12 pertanyaan singkat seputar healthy lifestyle. Pertanyaan singkat yang diajukan dapat mengungkap trend atau topik populer saat ini, seperti: how often you exercise, health foods, dll.	Fit & On The Go Youth Fit & Loving Mom Fit & Sporty Men	Video	Instagram YouTube

DIGITAL MARKETING TIMELINE SEP 2020 - DEC 2020

STRATEGY	SEP 2020	OCT 2020	NOV 2020	DEC 2020
COMMUNICATION PILLAR	Realfood as a way of life	Realfood as a way of life	Realfood as a way of life	Realfood as a way of life
REALFOOD, REAL YOUTH	Realfood as a way of life	Realfood as a way of life	Realfood as a way of life	Realfood as a way of life
FIT WITH REALFOOD	Realfood as a way of life	Realfood as a way of life	Realfood as a way of life	Realfood as a way of life
CREATE THE REAL COMMUNITY	Realfood as a way of life	Realfood as a way of life	Realfood as a way of life	Realfood as a way of life
STRONGER WITH PARTNER	Realfood as a way of life	Realfood as a way of life	Realfood as a way of life	Realfood as a way of life

FEATURE HIGHLIGHTS

Reliable & efficient performance
dengan mesin OM 400 LA dan OM 473 LA (EURO 3)

Mercedes PowerShift 3: transmisi otomatis untuk performa yang lebih baik

Kapasitas pendingin tinggi didesain untuk temperatur luar sampai 50 derajat

Hemat konsumsi bahan bakar sampai 9%*

Struktur kabin yang lebih kuat: warm-fogpod, 4 lapisan perlindungan korosi

Sasis 9mm dari bahan High Tensile SCA600MC untuk menanggung berbagai beban berat

Fitur-fitur protektif: radiator, knalpot, lampu depan, tangki bahan bakar

Arocs 4045 AK (6x6)

Selamat Hari Baik Nasional
Happy National Bath Day

TEBAK GAMBAR
Guess the picture

Trucks you can trust

Temukan Bedanya!
Find the Differences!

BARANG WAJIB SAAT BERPERGIAN

- Jaket
- Buku
- Scarf
- Earphone
- Topi
- Kacamata hitam
- Nasi kotak
- Masker
- Bantal leher
- Powerbank
- Minuman
- Tisu
- Makanan/camilan
- Laptop/tablet
- Obat pribadi
- Kamera
- Minyak angin
- Permen

#TBT

TEBAK ELEMEN

TRAVEL TIPS

- PERUTUP MATA
- AIR MINUM
- CAMILAN
- EARPHONES

STRATEGY	CATEGORY	OCT	NOV	DEC	JAN											
		CW 42	CW 43	CW 44	CW 45	CW 46	CW 47	CW 48	CW 49	CW 50	CW 51	CW 52	CW 1	CW 2	CW 3	CW 4
CONTENT: 1. 5x a week post 2. Content: event & thematic non-event 3. Working semi formal, emotional, subtle on video, soft request 4. Picture size 5. Mood: semi formal	Event	• GOVET / EKONID • BUKU • Experience Jakarta Batik	GOVET / EKONID	GOVET / EKONID												
	Non-Event	Daily Post	Daily Post Kampung Ajar	Sumbang Permuda Kampung Ajar	Maulid Nabi	Hari Pahlawan	Daily Post	Daily Post	Daily Post	Daily Post	Daily Post	Hari Natal	New Year 2023	Daily Post	Daily Post	Daily Post
PLATFORMS: Omni Channel Social Media 	Event	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
	Non-Event	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook
SOCIAL PROOF: 1. Ads 2. Promote Account 3. Collaboration 4. Event Support 	Ads		★		★		★		★		★		★		★	★
	Promote		★		★		★		★		★		★		★	★
	Collab			★			★									★
	Event Support		★													

DIGITAL MATRIX MAP

DIGITAL MEDIA GOAL	BUSINESS OBJECTIVE	STRATEGY	ACTIVITY	MEASUREMENT	BUSINESS
IMPRESSION	• Create Awareness • Audience Growth	Expose target audience to brand content	Posts, promotions (boosts)	Impressions, reach	Top of Mind Awareness
ENGAGEMENT	• Brand Loyalty • Brand Awareness	Generate engagement of target audience with brand content	Post, responses, quiz	# of engagements, types of engagements	Positive mentions, customer loyalty
TRAFFIC	• Revenue Generation • Conversion	Drive target audience to brand offers	Posts, promotions	Link clicks	Visitors/traffic
CONVERSION	• Revenue • Customer Growth	Drive target audience to brand offers	Post, Promotions, outreach to influencer	Link clicks	Conversions (purchases, lead submissions)
FOLLOWER GROWTH	Brand Awareness	Activate customer influencers	Posts, outreach to influencers	# of followers	Top of Mind Awareness

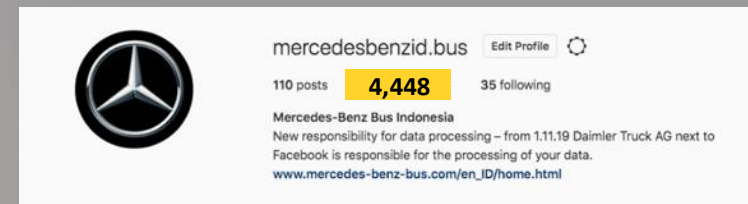


Although number of followers continue to be a key indicator, it is often not the most important factor. Upon closer study, the success rate of influencing followers can be measured by the **engagement rate** – as it shows the level of familiarity and closeness between the audience and the brand.

In which case, DCVI's channels have **significantly higher rates than its competitors**, showing that there is real connection to the brand and content.



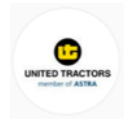
Avg Likes: **205**
Engagement Rate: 15%
 Avg. Comments: **6**
 Post frequency: **3-5** post/week



Avg Likes: **810**
Engagement Rate: 21%
 Avg. Comments: **17**
 Post frequency: **3-5** post/week



Hinoid
 Avg Likes: **182**
 Engagement Rate: **3%**
 Avg. Comments: **2**
 Post frequency: **1-2** post/week



Unitedtractorsofficial
 Avg Likes: **1.454**
 Engagement Rate: **7%**
 Avg. Comments: **128**
 Post frequency: **1-2** post/week



Mitsubishifuso.id
 Avg Likes: **349**
 Engagement Rate: **2%**
 Avg. Comments: **6**
 Post frequency: **2-4** post/week



Scaniabusindonesia
 Avg Likes: **1.462**
 Engagement Rate: **2%**
 Avg. Comments: **5**
 Post frequency: **10-20** post/week

Divisi Corporate Secretary

Berdasarkan *outcome message* yang perlu disampaikan, strategi komunikasi yang selaras dengan fokus bisnis BNI dibutuhkan untuk menghadapi dinamika di tahun 2024, melalui *umbrella communications strategy* dan beberapa *core objectives*, yaitu...

Real Impact, Global Solutions

Real Impact menegaskan komitmen BNI terhadap perubahan konkret di Indonesia dan global melalui inovasi produk dan layanan yang memberikan dampak positif bagi masyarakat.

Global Solutions menggambarkan BNI sebagai solusi finansial global dengan ekspansi internasional yang didukung oleh layanan perbankan yang optimal.

ALIGNMENT GLOBAL CORPORATE STRATEGY
Membantu seluruh ekosistem perusahaan lebih memahami dan *in line* dengan strategi bisnis BNI yang sekarang juga fokus ke global.

INCREASING SYNERGY & COLLABORATION
Memperluas wadah kolaborasi dan sinergi antara BNI dengan subsidiaries serta pihak eksternal seperti stakeholder atau BUMN. Meningkatkan performa kerja perusahaan.

SUSTAINABILITY DRIVEN BUSINESS
Menggambaran komitmen BNI sebagai bank yang mendukung serta menjadi solusi permasalahan keberlanjutan.

FOSTER INNOVATION CULTURE
Inovasi sebagai bagian dari budaya kerja BNI. Menciptakan produk dan layanan terbaik yang mentransformasi kehidupan masyarakat.

Alternative *umbrella strategy*: Membangun Keberlanjutan Bersama, Bersama Berkembang Semakin Global, Banking Elevated

PT BANK NEGARA INDONESIA (PERSERO) TBK

Divisi Corporate Secretary

BNI Communication Strategy 2024

Terdapat 5 pilar komunikasi strategi yang dapat mendukung *umbrella strategy* yang telah ditentukan.

Umbrella Strategy

Real Impact, Global Solutions

Strategic Communication Pillars

- Comprehensive banking ecosystem
- Transformational banking
- Global solutions
- Sustainable banking
- Collab, connect, celebrate

Focus Pillar

	1	2	3	4	5
1	<ul style="list-style-type: none"> Menekankan integrasi dan sinergi antara berbagai layanan dan entitas di bawah naungan BNI, termasuk anak perusahaan dan mitra bisnis. Memperkuat hubungan dan mengoptimalkan potensi kolaborasi/sinergi antara BNI dan entitas lain. Memberikan layanan terbaik bagi nasabah secara grup. 	<ul style="list-style-type: none"> Berfokus memperhatikan inovasi dan evolusi produk dan layanan. Memperlihatkan nilai tambah yang diperoleh BNI. Mengembangkan kesadaran digital dan eksistensial terhadap perubahan positif yang dihadirkan oleh BNI. Sinergi dengan anak perusahaan untuk publikasi kampanye. 	<ul style="list-style-type: none"> Meningkatkan keterlibatan dan kontribusi BNI di panggung global. Strategi komunikasi ini membentuk narasi yang menggambarkan peran BNI sebagai pelaku utama dalam menyediakan solusi perbankan yang bersifat global. Memperkuat citra BNI sebagai bank internasional yang proaktif. 	<ul style="list-style-type: none"> Upaya keberlanjutan dan <i>sustainability</i> yang BNI terus terapkan melalui programnya. Memperlihatkan penerapan ESG di dalam model bisnis, budaya kerja dan seluruh lini operasi. 	<ul style="list-style-type: none"> Program untuk seluruh stakeholder. Meningkatkan kolaborasi, koneksi, dan mendukung perayaan, dari skala nasional hingga internasional. Merayakan hari besar bersama BNI.
2		<ul style="list-style-type: none"> Sinergi dengan anak perusahaan untuk kampanye publikasi. Launching Hibank Mobile Banking. 	<ul style="list-style-type: none"> Kolaborasi KLN dengan Diaspora dan komunitas Indonesia. Launching KLN Sydney dan Los Angeles. 	<ul style="list-style-type: none"> BNI Hi-Movers Social Media Performance Quarterly Awards. Tanam Pohon Bersama BNI Hi-Movers. 	<ul style="list-style-type: none"> BNI-Republika Go Global BNI-Tempo Bilateral Forum Bisnis Indonesia UMKM Festival

Program *umbrella strategy*: BNI Investor Daily Summit

PT BANK NEGARA INDONESIA (PERSERO) TBK

Divisi Corporate Secretary

... Aligned with internal & external momentum drivers to create engagement all throughout 2024.

	Q1	Q2	Q3	Q4
Eksternal	<ul style="list-style-type: none"> Tahun Baru 2024 Pemilu World Water Forum 2024 	<ul style="list-style-type: none"> Hari Raya Idul Fitri Indonesia Open 2024 	<ul style="list-style-type: none"> HUT RI Paris Olympics 	<ul style="list-style-type: none"> COP29 KTT G20 Brazil 2024 Hari Raya Natal
Rationale	Memfaatkan momen Tahun Baru 2024 dan Pemilu Umum Indonesia sebagai platform untuk memperkuat citra BNI. Komunikasi fokus kepada inovasi, pertumbuhan, dan dedikasi BNI dengan optimisme baru.	Mengintegrasikan komunikasi dengan perayaan besar serta ekspansi bisnis BNI hingga internasional. Beberapa momentum seperti Idul Fitri dapat diintegrasikan dengan layanan utama, untuk mendukung kegiatan mudik.	Menyelaraskan komunikasi dengan perayaan besar nasional dan internasional serta HUT BNI ke-78. Di tengah tahun yang sibuk, audiens akan menantikan momentum perayaan besar seperti HUT RI dan Paris Olympics.	Dengan berakhirnya 2024, BNI dapat menggunakan berbagai momentum dan perayaan besar untuk <i>highlighting</i> pencapaian. Selain itu, komunikasi dapat diarahkan lebih emosional dan <i>soft selling</i> untuk membangun engagement dengan audiens.
Internal	<ul style="list-style-type: none"> Public Expose Q4 2023 Hasil AR BNI 2023 RUPS BNI Expo 2024 	<ul style="list-style-type: none"> Public Expose Q1 2024 Peluncuran BNI Mobile Banking Baru Peluncuran BNIDirect Baru 	<ul style="list-style-type: none"> Public Expose Q2 2024 HUT BNI ke-78 BNI Loud Fest Pembukaan Representative Office BNI Sydney & Los Angeles 	<ul style="list-style-type: none"> Public Expose Q3 2024 Peluncuran Mobile Banking Hi Bank & Sea Limited BNI Investor Daily Summit 2024 Strategi Komunikasi 2025

*Milestone bersifat indikatif dan dapat disesuaikan dengan realisasi kegiatan bisnis.

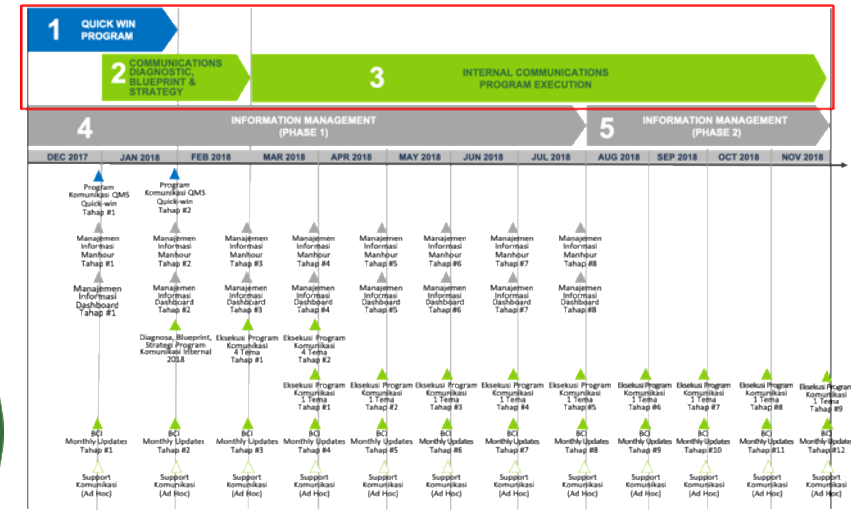
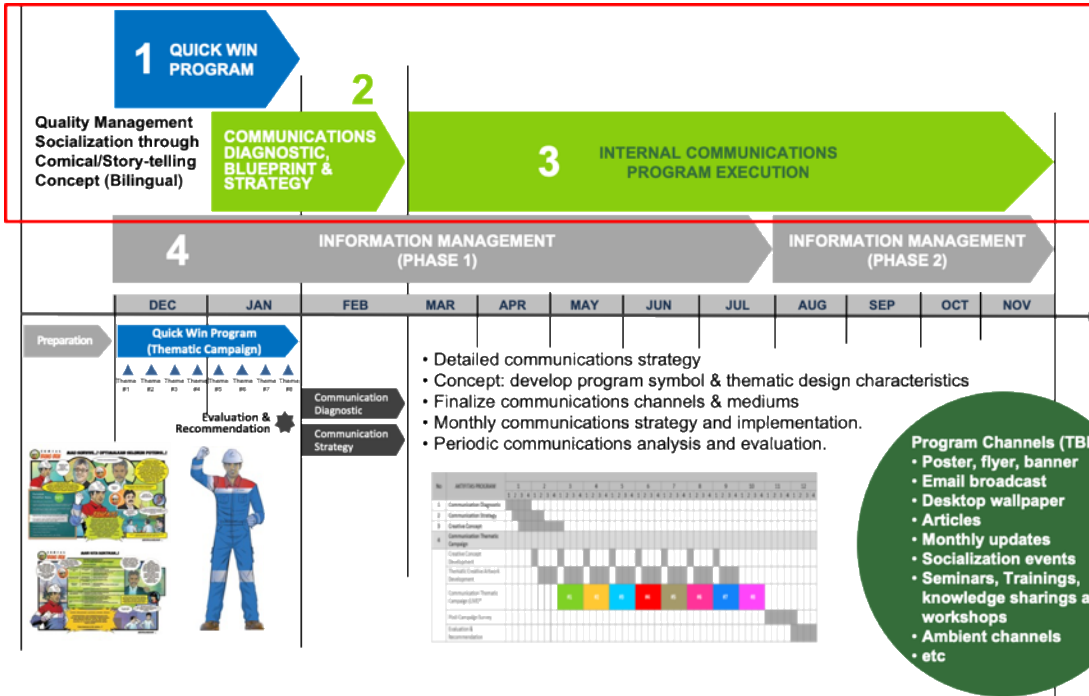
PT BANK NEGARA INDONESIA (PERSERO) TBK

Divisi Corporate Secretary

Strengthening & accelerating BNI's content engine...

Aspect	Internal	External
Content Segments	<ul style="list-style-type: none"> Stakeholders termasuk BOD, BOC, BNI Hi-Movers, dan Anak Perusahaan. Increasing Published Press Release & Content <ul style="list-style-type: none"> Penambahan <i>copywriter</i>. Centralized <i>information gathering</i>. Social Media Rangers <ul style="list-style-type: none"> Membangun kebijakan yang komprehensif untuk BNI Hi-Movers dalam berkontribusi aktif di media sosial. Membuat sistem rewards. Group Wide Collaboration <ul style="list-style-type: none"> Berkolaborasi dengan channel yang dimiliki oleh Corporate Division, Wilayah, Kantor Cabang Membangun kebijakan yang komprehensif untuk anak perusahaan dan komunitas. 	<ul style="list-style-type: none"> Stakeholder termasuk Kementerian BUMN, Nasabah, Investor, Mitra Bisnis, Vendor, Bank Indonesia, OJK, dan lembaga pemerintahan lainnya. Bekerja sama dengan media untuk penulisan artikel (paid dan non paid) Kolaborasi bersama KOL (Macro, Mid, Micro Influencer) untuk membuat konten seputar BNI. <ul style="list-style-type: none"> Konten <i>soft-selling</i>. Optimalisasi distribusi secara terintegrasi dan sistematis. Mengoptimalkan Ads di social media BNI. <ul style="list-style-type: none"> Traditional media (TV, Radio, dll.) Online media platforms (Publikasi online) Social media advertising
Content Examples	<ul style="list-style-type: none"> Technical & Corporate Oriented <ul style="list-style-type: none"> Pelaporan peristiwa yang bersifat penting dan aktual (terbaru) Membuat publikasi seputar: <ul style="list-style-type: none"> Event Pencapaian & penghargaan Kolaborasi dengan stakeholder. Tone & Manner direct dan factual. Platform: News, Website, Email, Pertemuan Rutin, Video Conference 	<ul style="list-style-type: none"> Soft-Selling <ul style="list-style-type: none"> Publikasi bersifat <i>timeless</i> atau tidak terikat waktu. Membuat konten seperti: <ul style="list-style-type: none"> <i>Human-centered stories</i>. <i>Creator-oriented</i>. <i>Relatable content</i>. Tone & manner lebih ringan dan kreatif. Platform: News, Social Media, Website, Email, SMS, WA Blast, Aplikasi e-Sinergi, Aplikasi BNI Mobile Banking, Aplikasi BNIDirect

PT BANK NEGARA INDONESIA (PERSERO) TBK





COMMUNICATION & BRANDING

INTEGRATED BRANDING

End-to-end branding that
aligns look, feel, and
voice across
every touchpoint.

Creating Logo & Brand Visual

Branding That Makes Sense – and Sticks

A digital journey through Indonesia’s colors, cultures, and craftsmanship

The Challenge

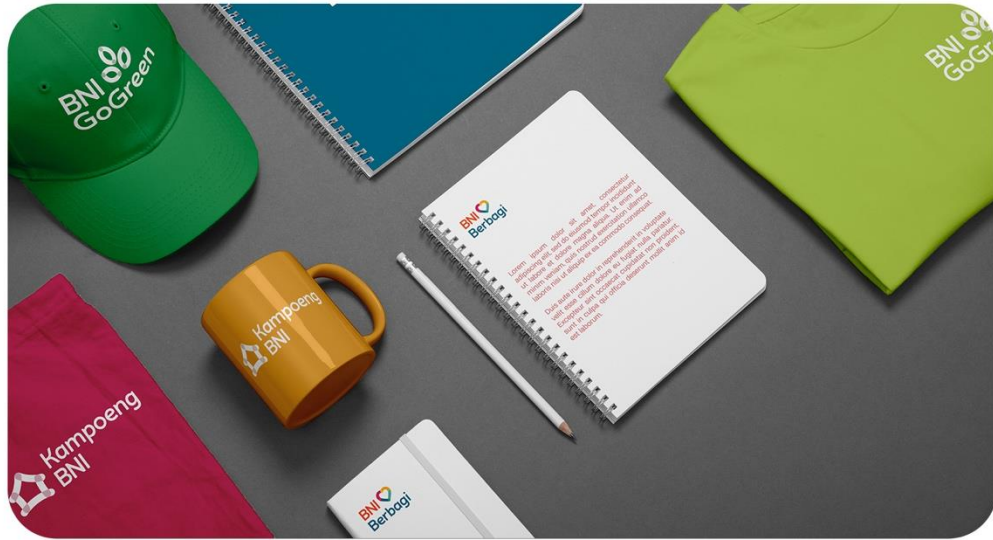
A brand isn’t just a logo – it’s how you sound, look, and stay remembered. **Many companies struggle to keep their identity clear and cohesive across teams, channels, and moments.**

Our Role

YK helps shape brands from the inside out – from strategy and positioning to visual identity and day-to-day tools. We build brand systems that grow with you and stay true in every detail.

Good branding doesn’t just get noticed – it gets **understood, trusted, and remembered.**





Let's Dive into Branding

BNI Berbagi | BNI Go Green | Kampoeng BNI





Let's Dive into Branding
Marbel
Chicago Popcorn
Damn I Love Indonesia



Let's Dive into Branding

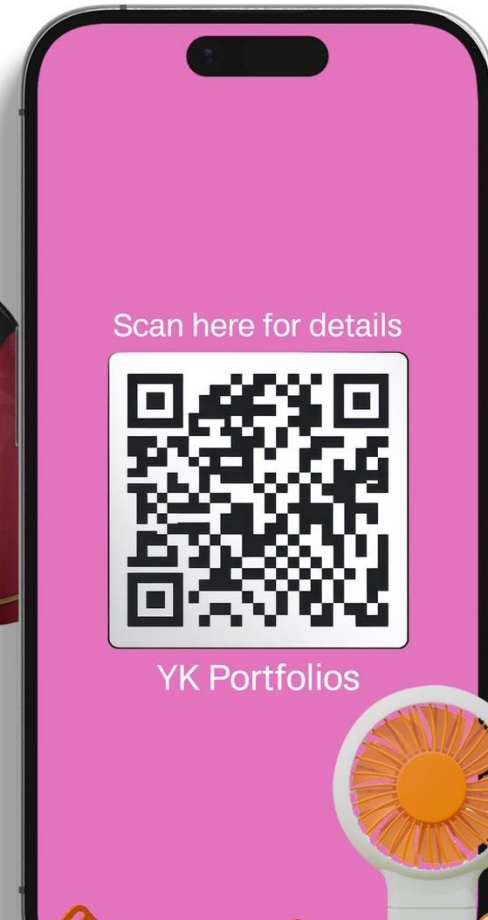
Merchandise



Wondr by BNI Merchandise



M5 Mobile Legend Jersey



COMMUNICATION & BRANDING

PUBLICATION

Turning numbers and narratives
into well-designed reports —
annual, sustainability,
or performance —
clear, engaging, and on-brand.



STATE-OWNED ENTERPRISE & PRIVATE SECTOR COMPANY

Where Data Becomes Visually Proof of Performance

Turning complex reports into clean, credible pages — balancing info, design, and brand consistency from cover to back page.

The Challenge

Turning dense data, long tables, and corporate results into reports that people actually read is never simple. Most companies struggle to make big information clear, structured, and visually on-brand — without losing the credibility the numbers demand.

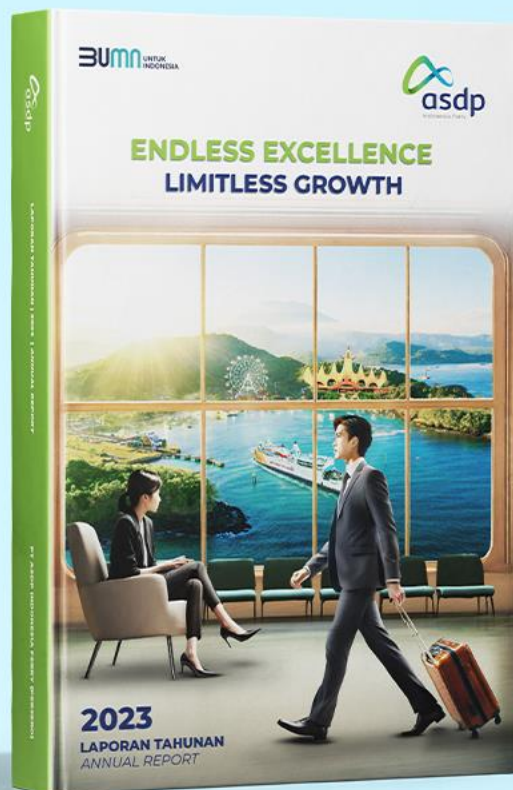
Our Role

We help shape all that data into pages that flow well, look polished, and build trust.

From layout and infographics to tone and visual rhythm — we make sure every report is clear, credible, and worth sharing.



From annuals to sustainability, here's how we design reports that do more than inform — they make performance visible and credible.





PT Patra Drilling Contractor
Annual Reports 2021

PT Patra Drilling Contractor
Annual Reports 2019



PT Upstream Technical Center
Performance Report 2021



Upstream Directorate of PT Pertamina (Persero)
Performance Reports 2019



PT Pertamina (Persero)
Monthly Bulletin



Pertamina Internasional EP and Subsidiaries
Annual Reports 2018



JEC Eye Hospitals
Monthly Bulletin





Upstream Directorate of PT Pertamina (Persero)
Technical Service Catalogue

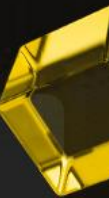
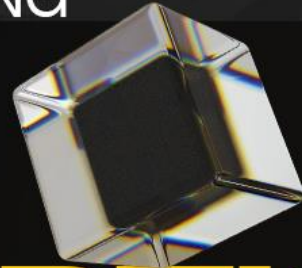


Mercedes-Benz Indonesia
Corporate Solutions Catalogue

COMMUNICATION & BRANDING

DESIGN & ADVERTISING

Creative work that
doesn't just look good —
it drives attention, clicks,
and action.



Design That Do More Than Look Good

Visuals that tell the right story, hit the right audience, and stay true to the brand.

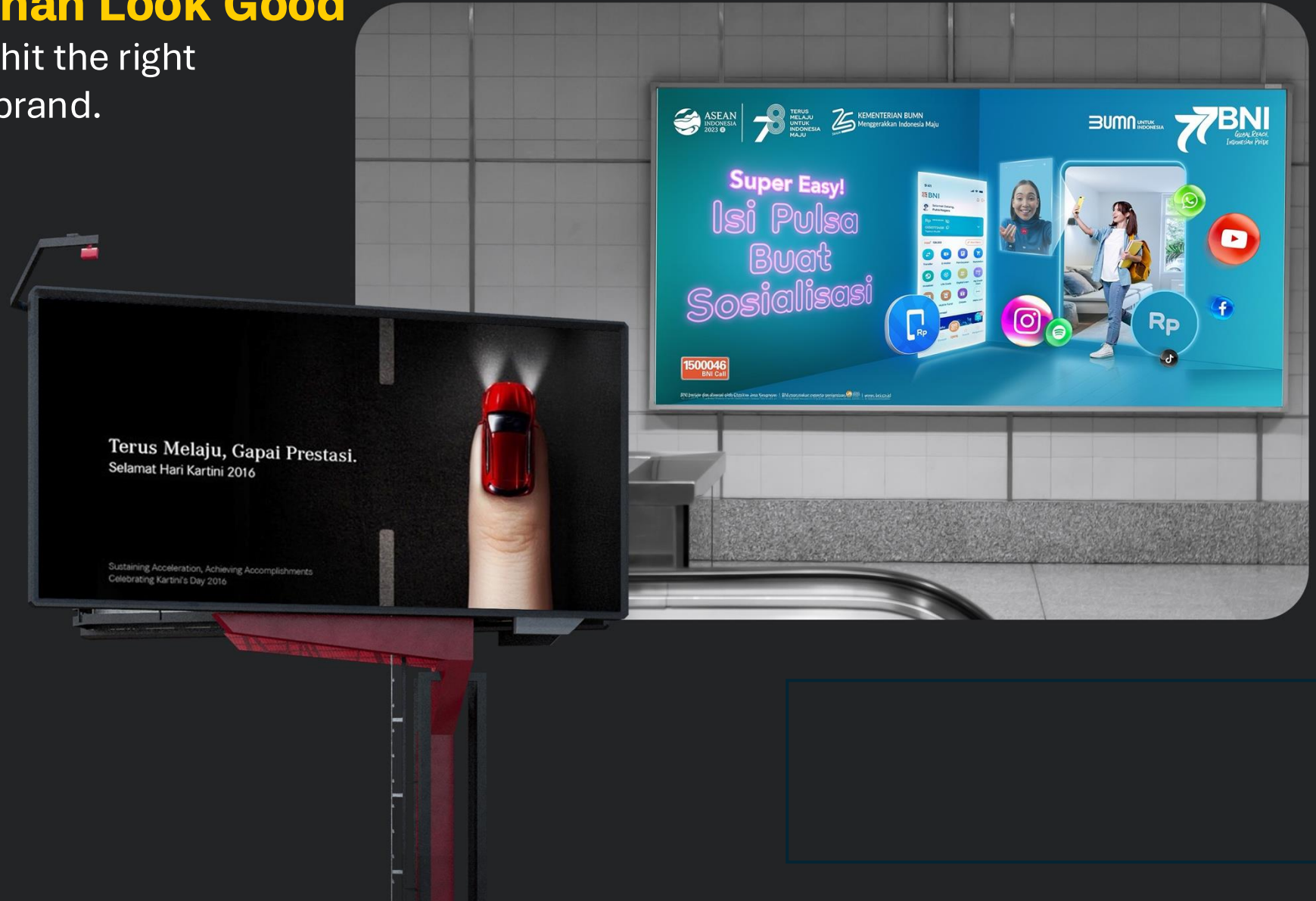
The Challenge

Every brand needs visuals that do more than look good — they have to feel right, fit the strategy, and answer what the client truly needs.

Creating fresh key visuals that stay relevant and meaningful is always the test.

Our Role

YK crafts concept-driven, adaptable key visuals and campaign assets that help brands connect — from big ideas down to production details. We make sure every output is clear, consistent, and made to work across channels.



Creative direction that shapes campaigns, builds recall, and keeps brands relevant.



Cover-Edisi 01

Cover-Edisi 02

Cover-Edisi 03

Cover-Edisi 04

Cover-Edisi 05

Cover-Edisi 06

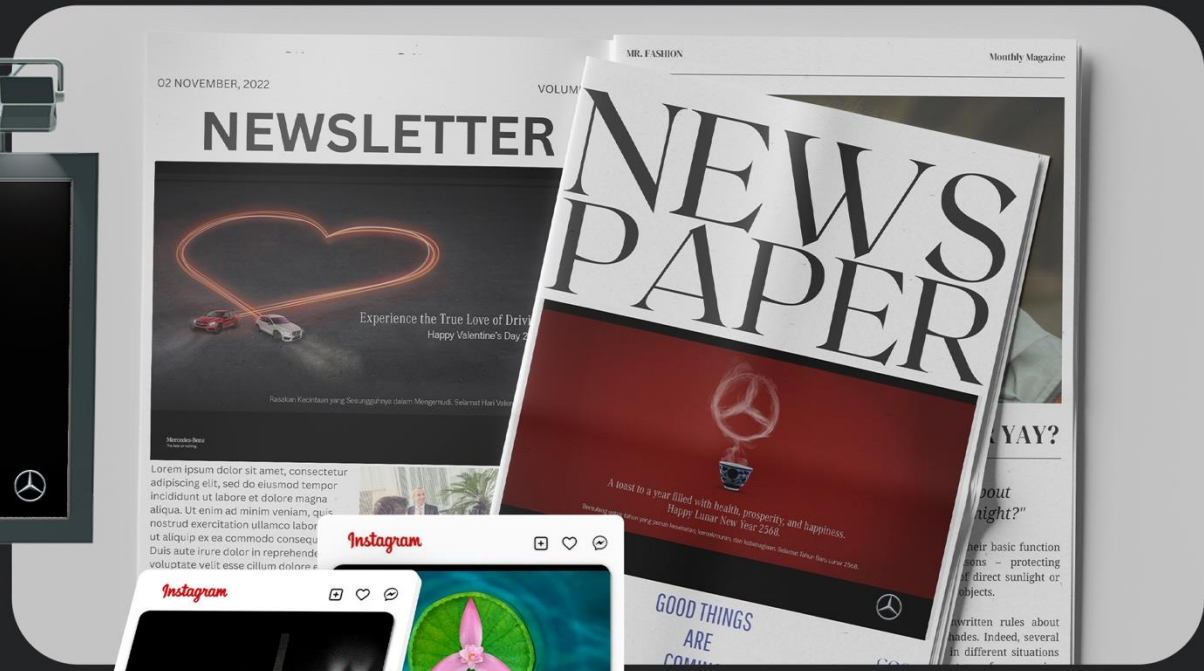
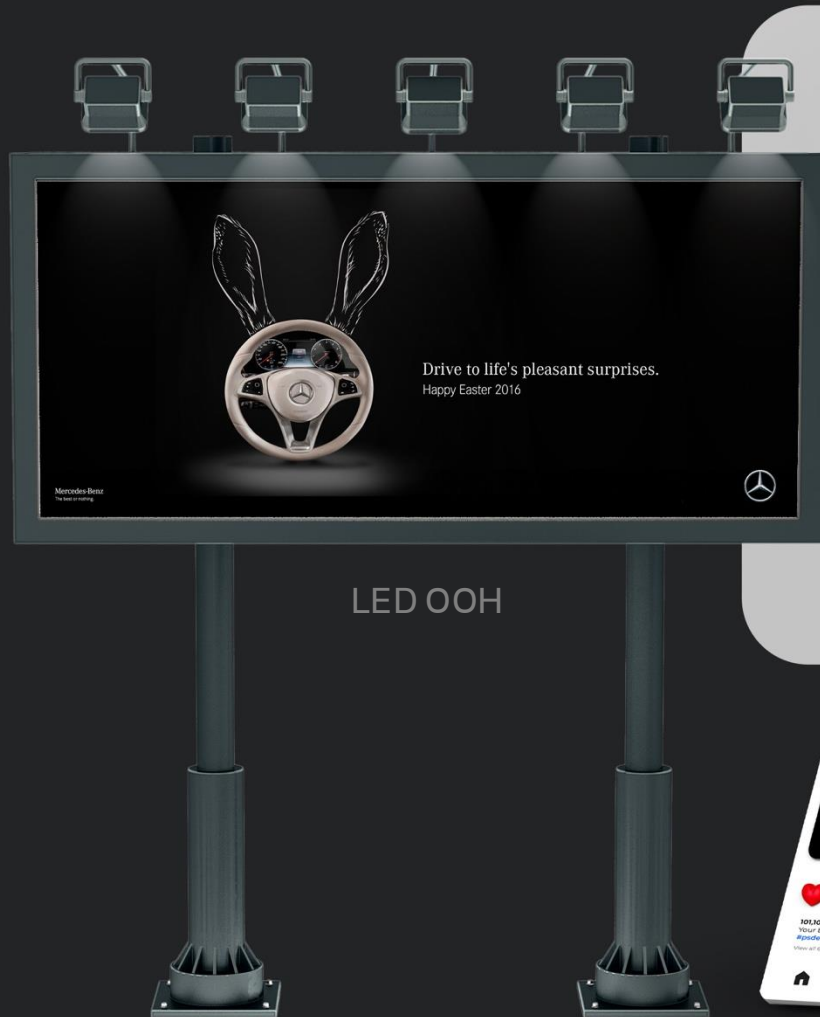


WARNA46 Edisi 04



Creative direction that shapes campaigns, builds recall, and keeps brands relevant.

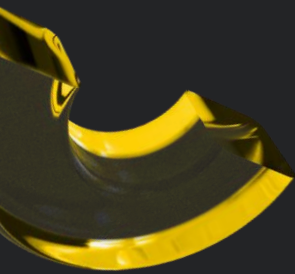
Mercedes Benz
Print Ads and Social Media



Newspaper



Instagram



Where concepts
turn into visuals
that work —
anywhere.

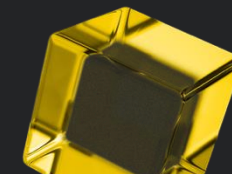


BNI
*Print Ads and
Social Media*

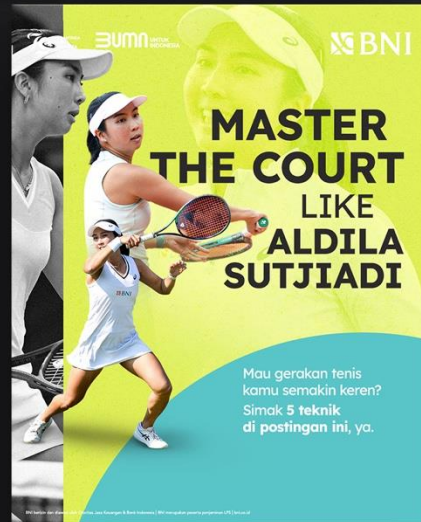
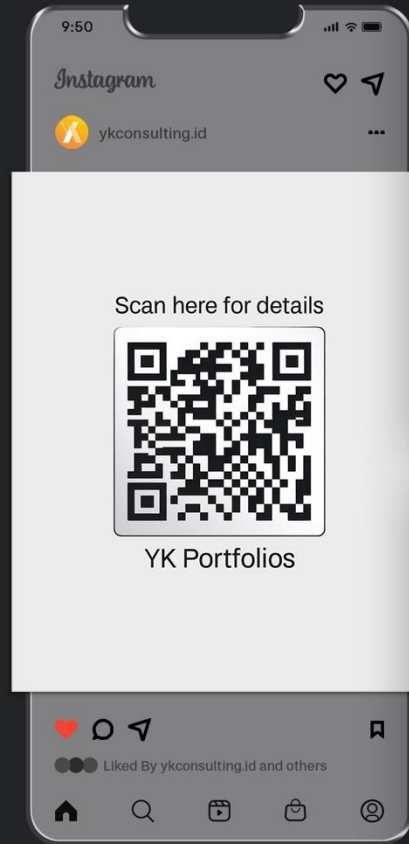
Scan here for details



YK Portfolios



Concept-driven visuals that speak clearly.





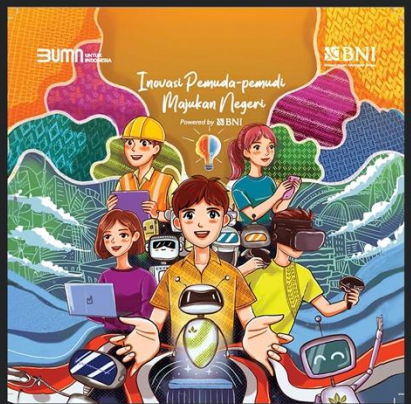
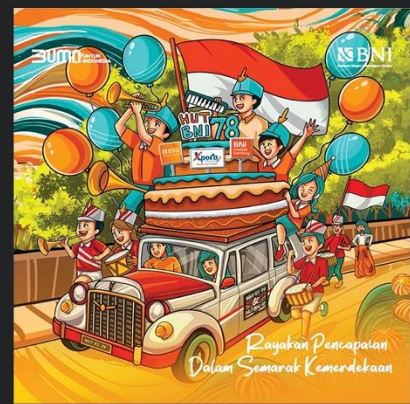
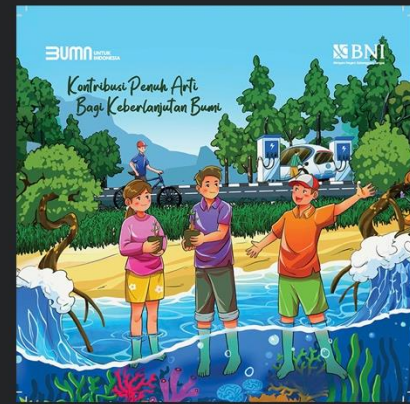
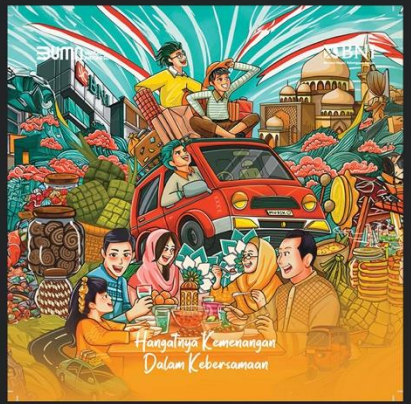
ecalendarbni.id/2024/home

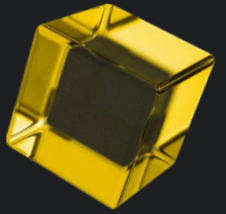
E-calendar BNI 2024



Calendar Meja 2024

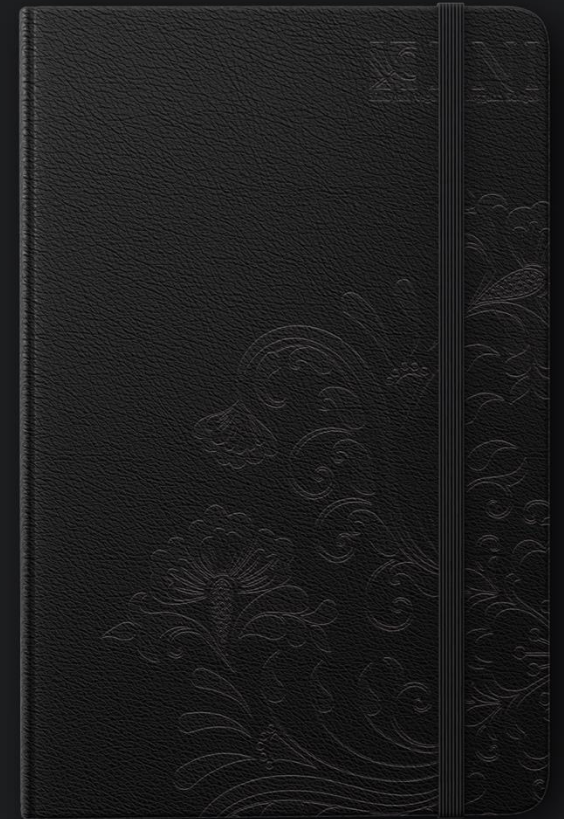
Kreasi Anak Bangsa *Mendunia*



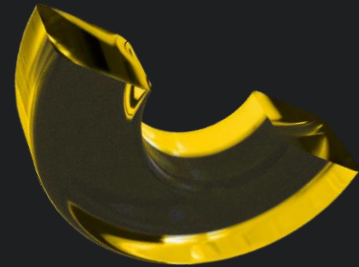



Wall Calendar 2024

Regular Agenda 2024



VIP Agenda 2024





Working with us feels like having a partner who's all in.

You bring the challenge.

We'll bring the ideas, the energy,
and a sharp eye for the details.



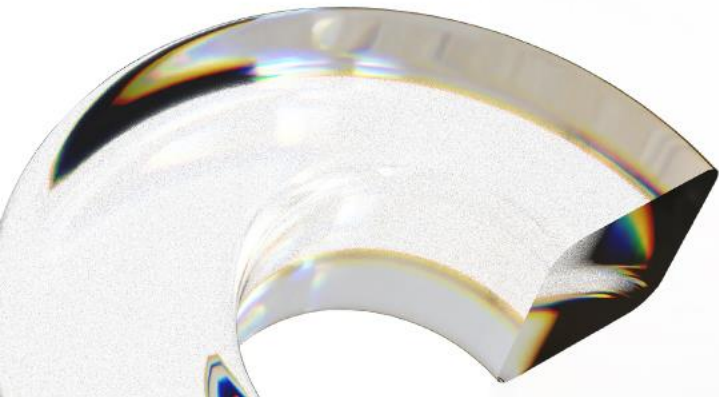
[ykconsulting.id](https://www.instagram.com/ykconsulting.id)



[Yong Kurniawan Akselera](https://www.linkedin.com/company/yong-kurniawan-akselera)



support@yongkurniawan.com



www.yongkurniawan.com

PT Yong Kurniawan Akselera

Communications & Branding | Event Management & Experience | Business & Management Consulting | Corporate Training

About Us

PT YKA is an advisory expert in communication, consulting and training services. Through “hand-in-hand” partnership designed to incorporate client insights and feedbacks, we emphasize on the importance of value in all of our services, so as to produce real solutions that are targeted at driving the highest impact.

© PT Yong Kurniawan Akselera.
All Rights Reserved.
Gedung Centennial Tower Lt. 29 Unit D-F,
Jl. Jend. Gatot Subroto Kav. 24-25
RT. 002 RW. 002, Kel. Karet Semanggi,
Kec. Setiabudi, Jakarta Selatan

This material has been prepared for general informational purposes only and is not intended to be relied upon as professional advice related with legal or financial requirements. Please refer to your advisors for specific advice.



Contact us

