



# 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.*





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

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

# 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*



SELAMAT HARI RAYA  
IMLEK 2573

Sibuk Scrolling  
Nyari Apa sih?

OMONGKOKA  
CARI KATA  
TERSEMBUNyi

Discover World, Discover You with  
BNI Credit Card Mastercard World

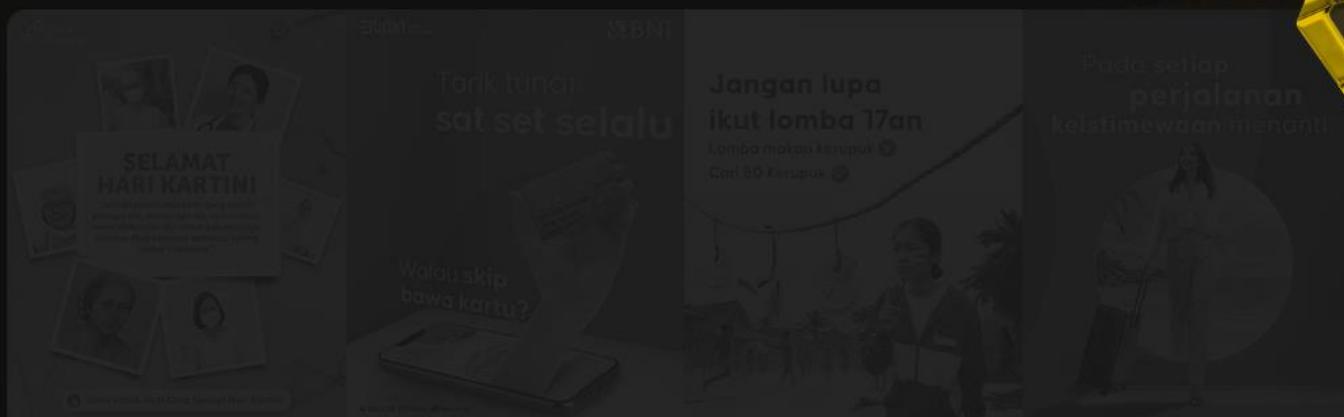
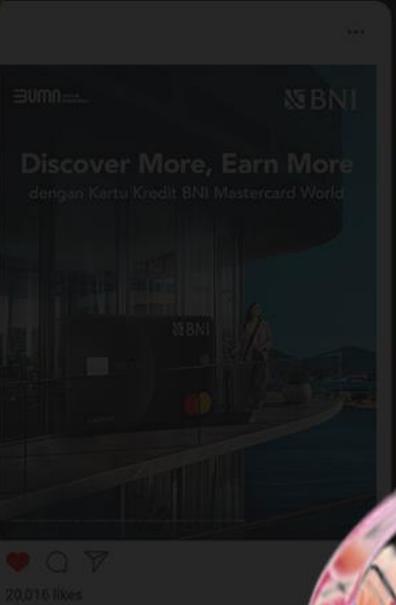
Belanja Bulanan  
Jadi Makin Praktis  
Pake Kartu Debit BNI

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



## 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)



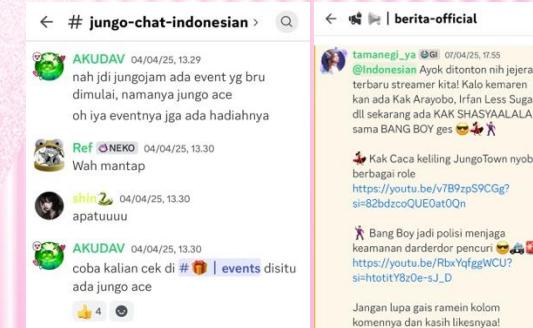
### Community-Building through Content & Livestream



[www.yongkurniawan.com](http://www.yongkurniawan.com)



**We kept the community alive 24/7**



### Media Blitz



### Events That Kept Players Grinding



## Our Star Collaborators, at a Glance:

### 17 KOLs

No	KOL Name	Subs/Folls	Icon
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	Enonomis	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	

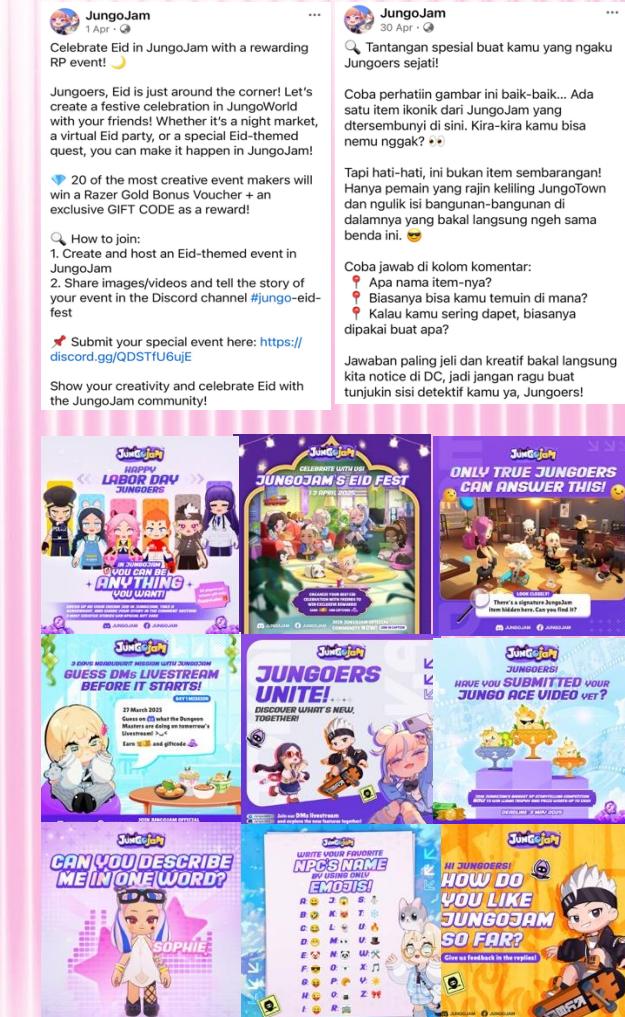
### 10 Medias

No	KOL name	Subs/Folls	Icon
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	Icon
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

### REVVED UP AND REVAMPED



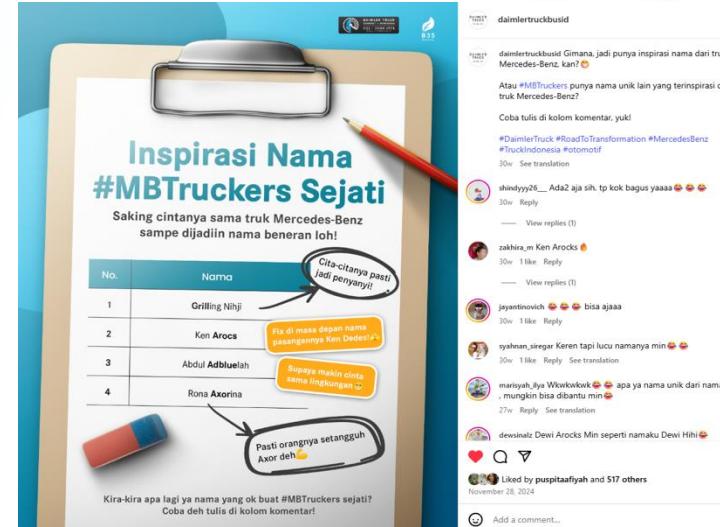
We rebuilt DCVI's brand voice to resonate with real people.

**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%)

### PUTTING COMMUNITY AT THE CENTER



We created content that reflected our niche audiences' world.

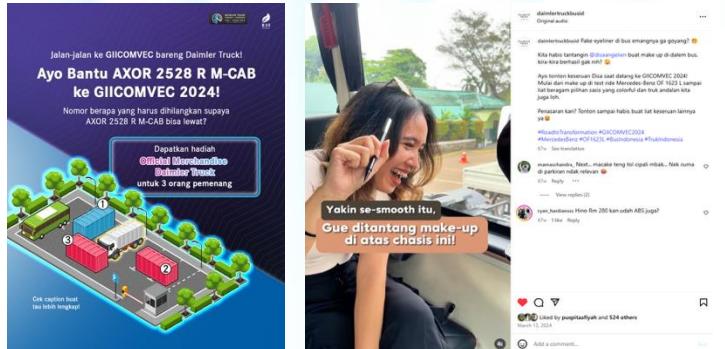


Rewarded community activations for those who keep things moving.

# Digital Campaign Performances That Made An Impact

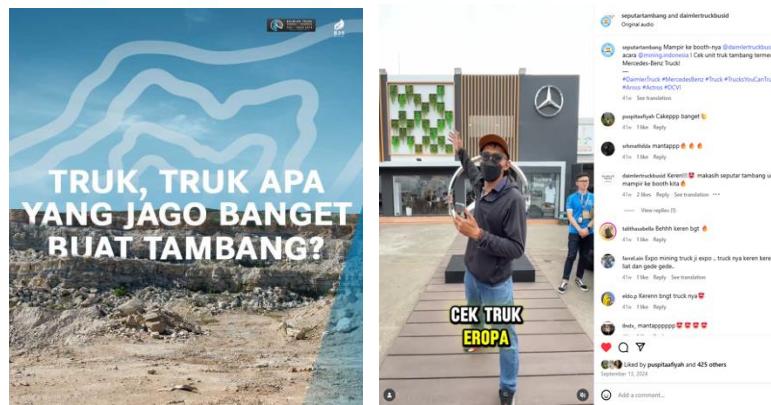
1

## GAIKINDO Indonesia International Commercial Vehicle Expo (GIICOMVEC) 2024



2

## Mining Indonesia 2024



**1,5M Reach across all platforms 96K Total engagement**

**5 KOLs 1 Media 4 Communities**

No	Name	Type	Followers
1	Disa Angelien	KOL	656K
2	JKTGO	Media	1,7M
3	Busdotid	Community	44K

**148K Reach across all platforms +1K New followers**

**1 KOLs 2 Communities**

No	Name	Type	Followers
1	Fikri Arfandia	KOL	21K
2	Anaktambang	Community	149K
3	Seputartambang	Community	51K



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



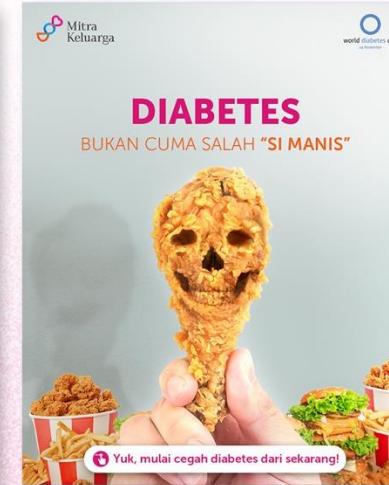
We launched DR Reaction segment that remains active to this day.

#### 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.



Campaign BNI x Bangga 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 *Bangga Buatan Indonesia (BBI)* campaign celebrating MSMEs in West Kalimantan and Sulawesi.

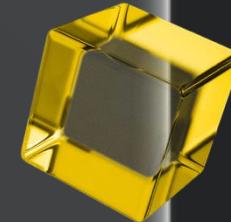
**The goal:** bring the richness of local culture to life through a relevant, rhythmic, and nationally visible digital campaign.

### 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

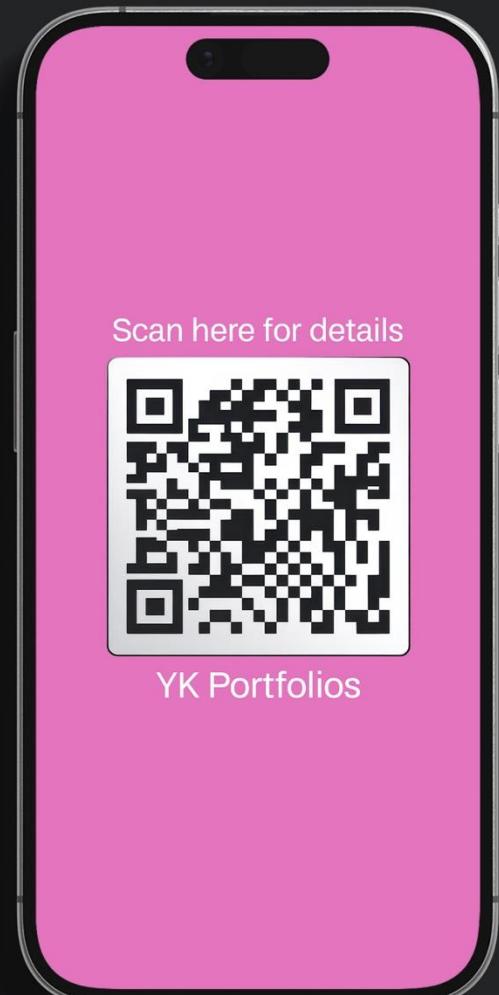
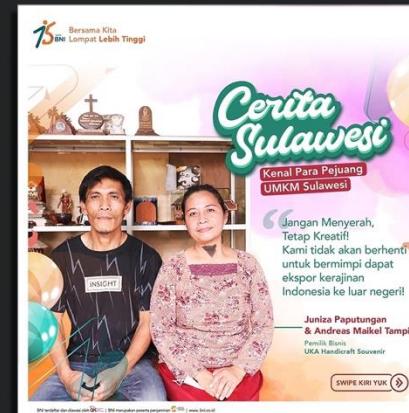


The challenge was cultural.  
The work was creative.  
The thinking was strategic.



## As a result, BNI didn't just show support for local business – we activated it.

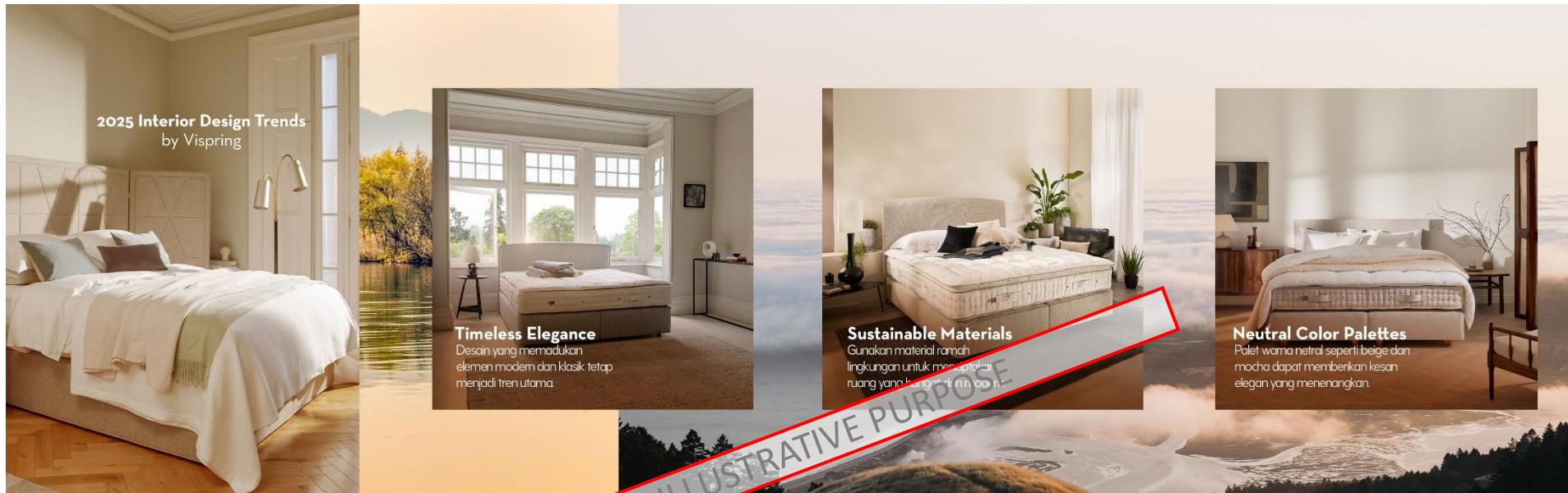
The campaign created a consistent and emotionally resonant presence across digital channels, helping local makers take their stories beyond the region.



Scan here for details



YK Portfolios





← #takingcareofyouseamles... :



500+ posts

Follow

See a few top posts each week

Top

Recent

Reels

TUNJANGAN HEP- RAKYAT (THR)

TYPE OF PROJECTS: COMMUNICATIONS BLUEPRINT AND STRATEGY (BNI)

FIT WITH REALFOOD MARKET RESEARCH,  
DIGITAL STRATEGY AND BLUEPRINT

COMMUNICATION & BRANDING

# COMMUNICATION STRATEGY

**Strategic thinking meets  
expressive execution.**

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

Major drivers to expect in 2024

Normalisasi 2024, dengan hasil pertumbuhan yang positif, akan memberikan momentum yang kuat bagi pertumbuhan dan inovasi di sektor ini.

1. **Stabilitas ekonomi**: Dengan pertumbuhan yang positif, akan memberikan stabilitas bagi sektor ini.

2. **Inovasi teknologi**: Pengembangan teknologi digital dan teknologi hijau akan memberikan peluang bagi sektor ini.

3. **Perbaikan infrastruktur**: Investasi dalam infrastruktur akan memberikan dukungan bagi pertumbuhan sektor ini.

2. **Perbaikan infrastruktur**: Investasi dalam infrastruktur akan memberikan dukungan bagi pertumbuhan sektor ini.

3. **Perbaikan infrastruktur**: Investasi dalam infrastruktur akan memberikan dukungan bagi pertumbuhan sektor ini.

4. **Perbaikan infrastruktur**: Investasi dalam infrastruktur akan memberikan dukungan bagi pertumbuhan sektor ini.

BNI OF PROJECTS: DIGITAL ACTIVATION (BNI Xplore)





## 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 diperhitungkan dalam program ini. Mereka RANS Entertainment sebagai salah satu influencer terbesar, konten didalamnya akan memperluaskan penggunaan BNI Mobile Banking berserta 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 Ganteng Bell Makann di Luar Galaksi	Nagita bisa-bisa injek makanan yang jauh dari Andara, di bekali RANS Team ditantang untuk menggunakan transportasi unik saat membelinya.	Youtube	• Video	• BNI Mobile Banking (OBIS, Top Up Tascash & E-Wallet)
Daily Vlog: Belanja di Nittien	Schachet-Sultan BNI selama 1 hari Raffi & Nagita belanja ke swalayan, oleh oleh ditulis Instagram melalui BNI Mobile Banking.	Youtube	• Video	• BNI Mobile Banking (Top Up E-Wallet, BI-Fast, QRIS)
Who wants to be a Sultan BNI	Raffi akan mengadakan perlombaan/tanya jawab dengan RANS team sebagai peserta, dan yang menang akan menjadi sultan BNI dalam sejarah.	Youtube	• Video	• BNI Mobile Banking

## 1 BTS (Bisa Transaksi Semua)

### PROGRAM KEYPOINTS:

- Menarikkan engagement dengan program ini.
- Memperluas penggunaan BNI.
- Memperluas kreditan transaksi RANS bersama dengan BNI Mobile Banking.



\*Apa ada digital activation di dalam kontenmu.



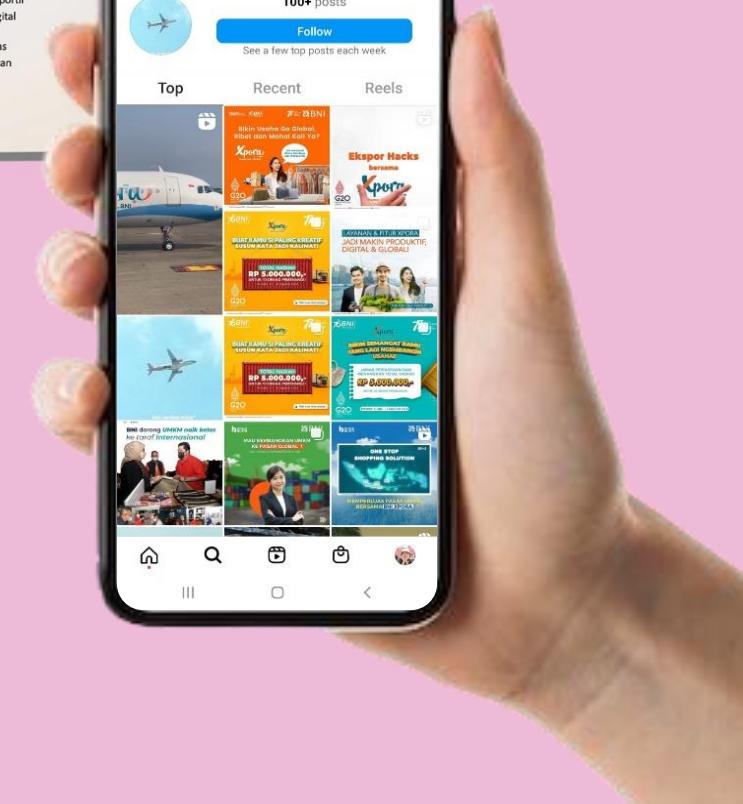
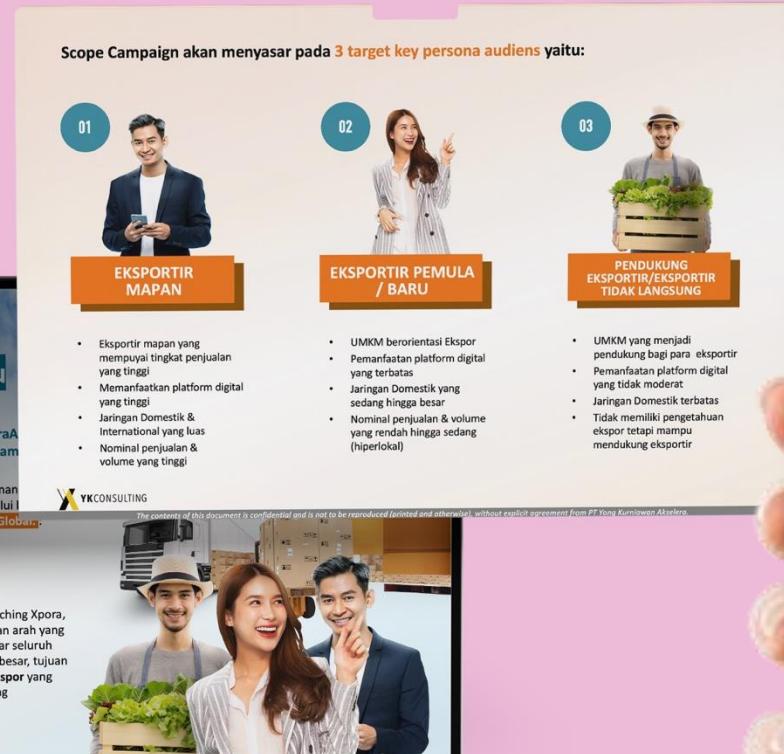
## DIGITAL MARKETING TIMELINE AUG 2023 – JUL 2024

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						RANS Get Lost
Karen KAN		Dandanan Rayyanza				Rumah Antara Di Tangan Raffi						Kecil kecil Jadi Juragan
BBS					Carpool RANS		Hidup itu Sultan, tapi Ekspor itu Mudah!					Nagita's Corner: Update Closet
PHP				MKKB								Gloruda atau Angka?
THR					BayaRANS							Jadi Sultan, Sultan Makin Cuan
KUYS						The Next Entrepreneur						Ngelokal
												RANSuka

Epag. 15



**Make Export Easier**





*Click for play*

Scan here for details



YK Portfolios



*Click for play*

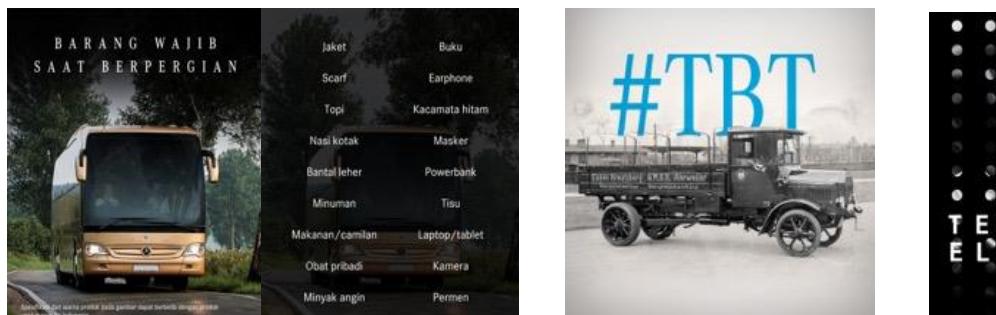
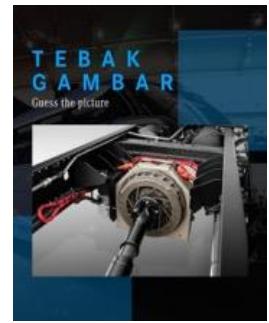


Let's Dive into Branding

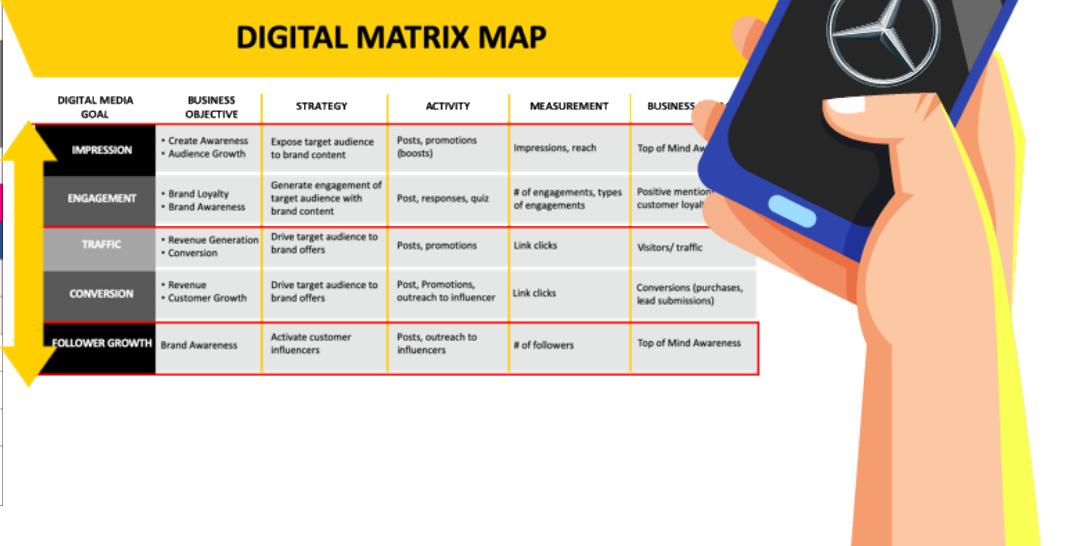
# Xpora by BNI







STRATEGY	CATEGORY	2020 CALENDAR													
		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
<b>CONTENT:</b>															
<b>1. Sei a week post</b>	Event	- GOVET / EKOND	- GOVET / EKOND												
		Daily Post	Daily Post	Bupati Pemuda											
	Non-Event	Kampung Akor	Kampung Akor	Maulidi Nabi	Hari Pahlawan	Daily Post	Daily Post	Daily Post	Daily Post	Harf Nata	NewYear 2020	Daily Post	Daily Post	Daily Post	
	Event	Instagram				Instagram									
		Instagram													
	Non-Event	Facebook													
		Facebook													
	Platforms:	Omni Channel Social Media													
		Instagram													
	SOCIAL PROOF:														
		1. Ads	★	★	★	★	★	★	★	★	★	★	★	★	
	Promote		★	★	★	★	★	★	★	★	★	★	★	★	
	Collab		★			★									
	Event Support		★												



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



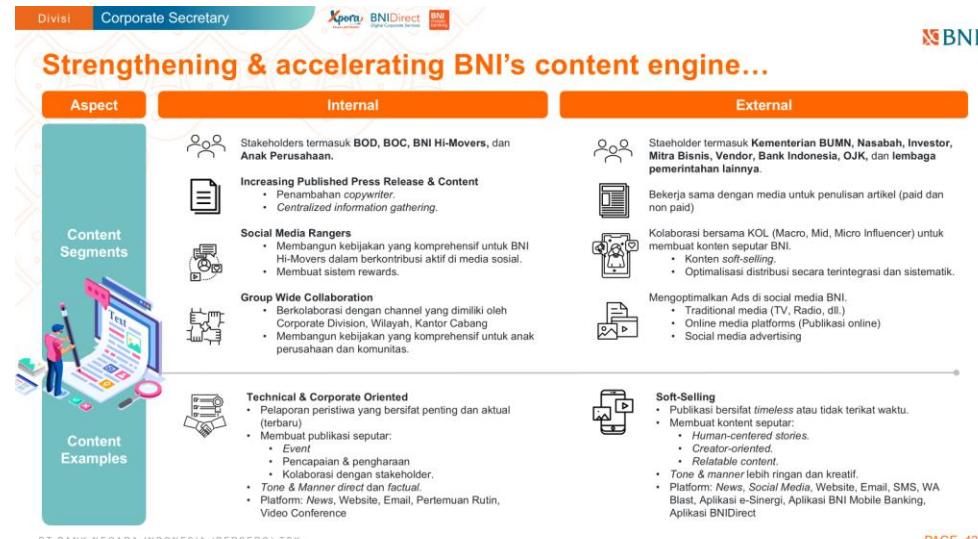
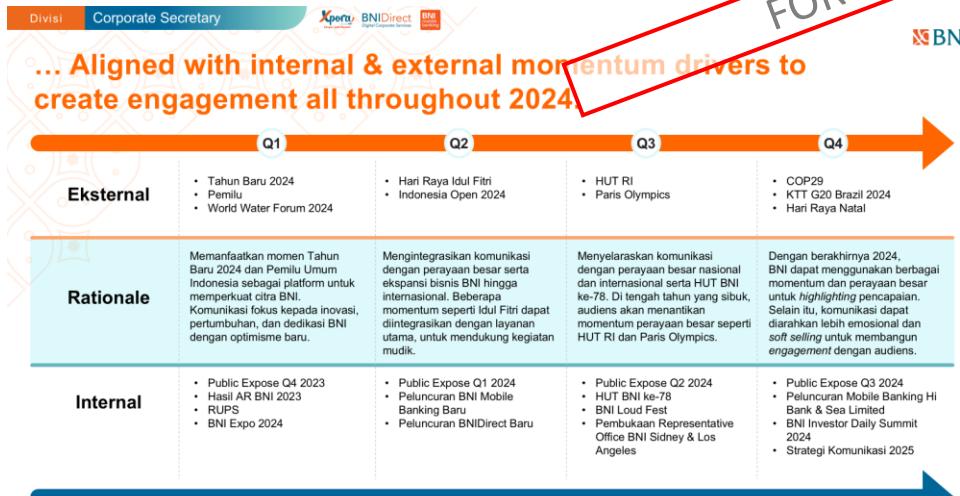
**Unitedtractorofficial**  
 Avg Likes: 1.454  
 Engagement Rate: 7%  
 Avg. Comments: 128  
 Post frequency: 1-2 post/week



**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

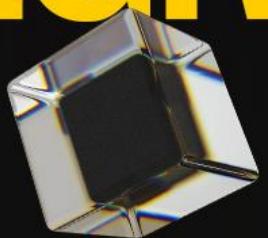






COMMUNICATION & BRANDING

# 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



M5 Mobile Legend Jersey



Wondr by BNI Merchandise



01

CENTER FOR GEOSCIENCE & ADVANCED COMPUTING (CGAC)

02

CENTER FOR ASEAN RESEARCH  
ON ENERGY (CARE)

TINJAUAN KEUANGAN

FINANCIAL REVIEW



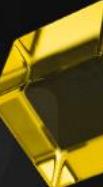
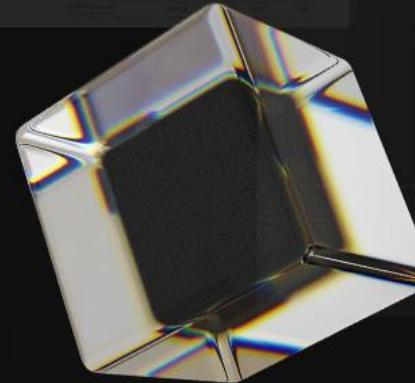
Dari Fondas Menup Aka:  
Bangun Masa:  
Depan Tangguh

2024

COMMUNICATION & BRANDING

# PUBLICATION

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



Laporan Tahunan  
Sustainability Report  
2024



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.

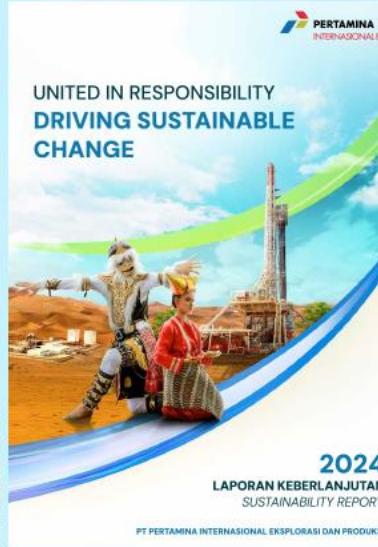
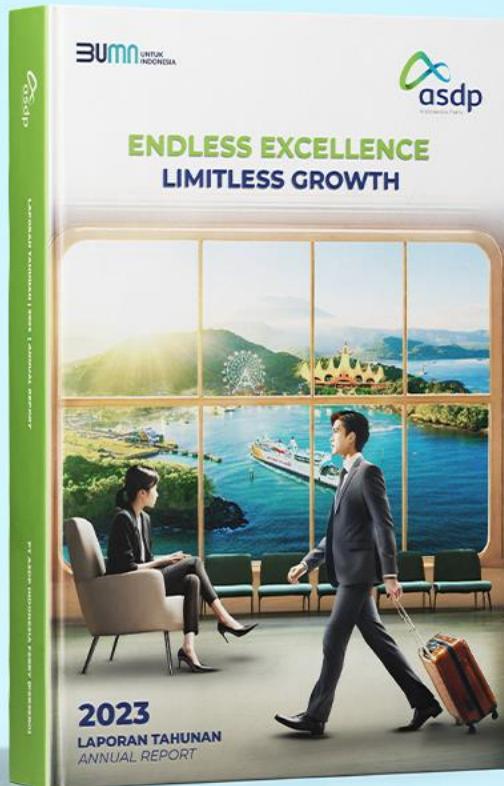
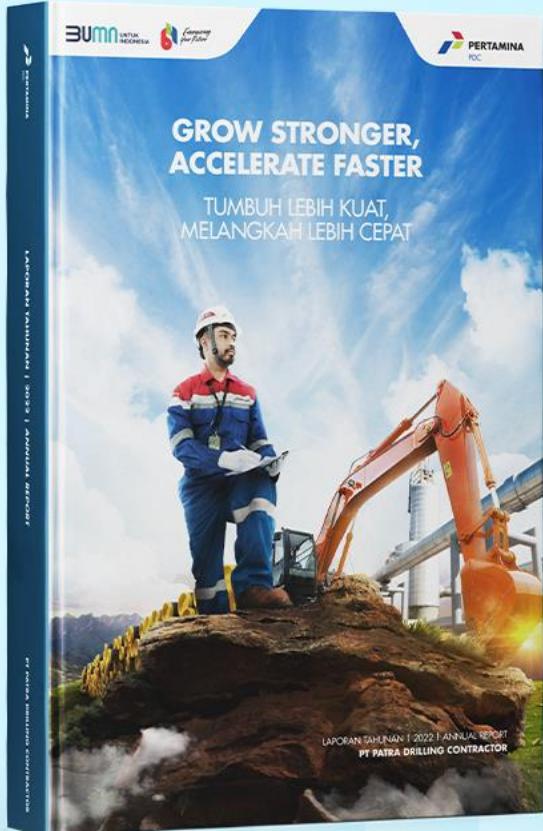
### Our Role

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



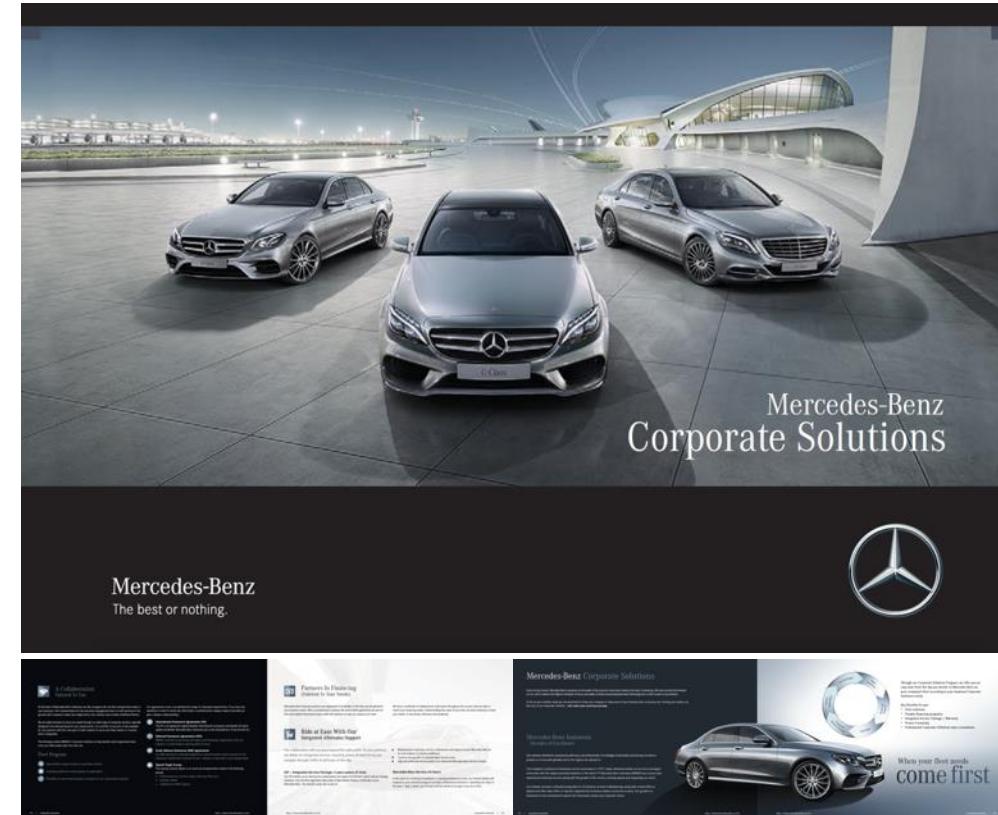
Pertamina Internasional EP and Subsidiaries  
Annual Reports 2018



JEC Eye Hospitals  
Monthly Bulletin



Upstream Directorate of PT Pertamina (Persero)  
Technical Service Catalogue



Mercedes-Benz  
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.

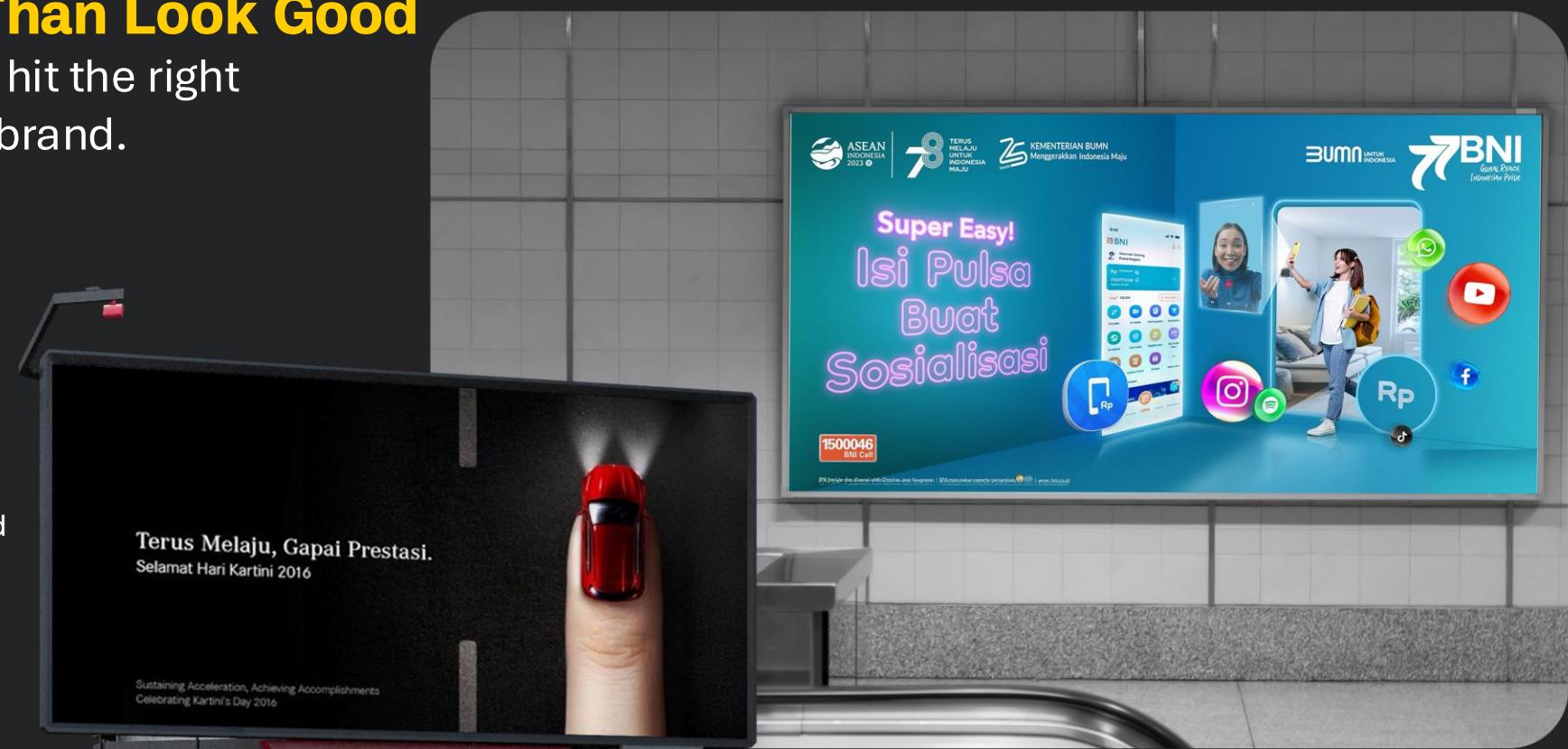
## The Challenge

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



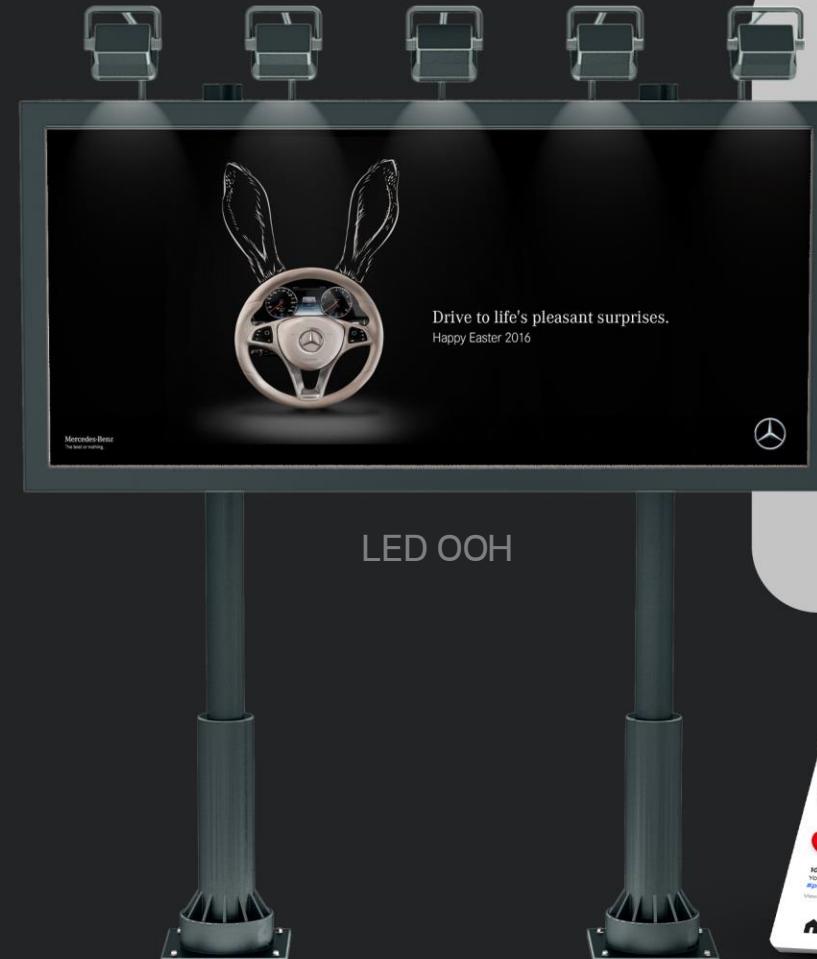
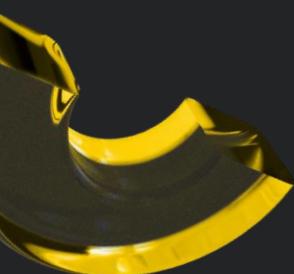
Cover-Edisi 06



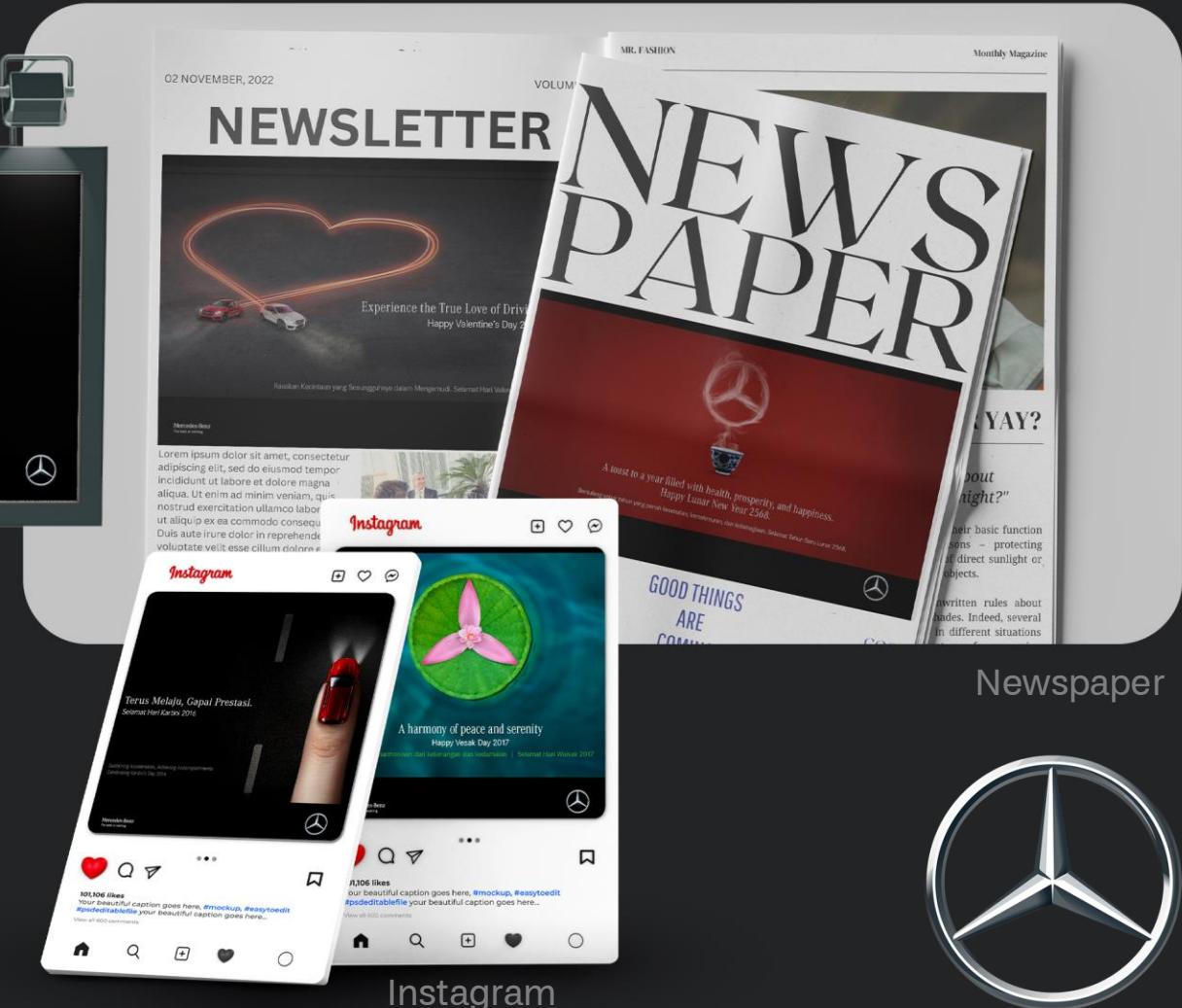

**WARNA46**  
Edisi 04

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

**Mercedes Benz**  
Print Ads and  
Social Media



LED OOH



Instagram



Where concepts turn into visuals that work — anywhere.



**BNI**  
Print Ads and Social Media



YK Portfolios

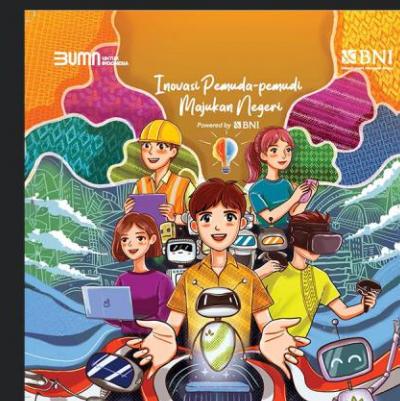
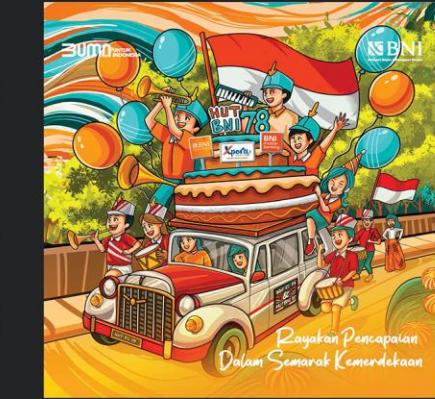
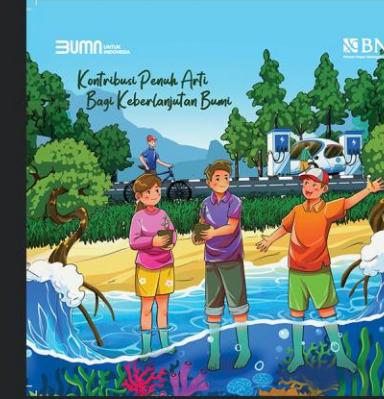
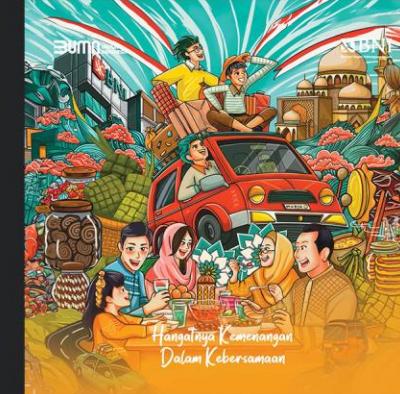
## Concept-driven visuals that speak clearly.



E-calendar BNI 2024

*Calendar Meja 2024*

# Kreasi Anak Bangsa *Mendunia*

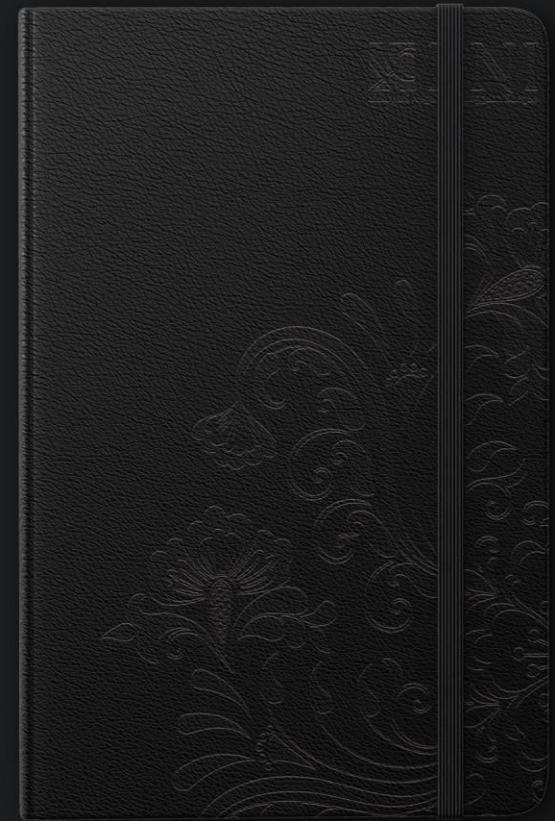




*Wall Calendar 2024*



*Regular Agenda 2024*



*VIP Agenda 2024*



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.

No	Project	Services	Timeline
1	Beyond the Clouds Booth at Impactnation	End to End Event Production	July 2023
2	Beyond the Clouds Booth at Gelar Jepang UI	End to End Event Production	August 2023
3	Merchandise 7 <sup>th</sup> Anniversary MLBB	Merchandise Production	September 2023
4	M5 Jersey	Jersey Production	November 2023
5	Watch Party M5	Vendor & Production Organizer	November 2023
6	Market Research of Indonesia Education Calendar	Market Research	December 2023
7	MGL Booth at Bstation Anime Expo	End to End Event Production	January 2024
8	Merchandise MGL Kurafest	Merchandise Production	January 2024
9	All Star Branding Production	Branding Production	March 2024
10	MGL Kurafest 2024	End to End Event Production	May 2024
11	CH MSL Booth at Gopay Arena Community Championship (GACC)	End to End Event Production	June 2024
12	MLBB Merchandise Production Batch 2	Merchandise Production	November 2024
13	M6 Onground Activation	End to End Event Organizer	December 2024



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.



**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)

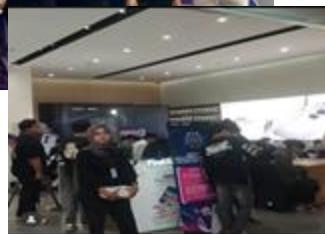
City	Tiktok			X	Youtube	Total
	Views	Likes	Engagement			
Surabaya	58,100	43,000	536	189,000	5,187	295,823
Medan	71,500	79,200	1,070	90,600	3,163	245,533
Bali	61,900	40,000	643	169,000	3,815	275,358
Depok	62,700	49,500	665	87,300	3,435	203,600
Makassar	59,900	26,300	817	162,000	4,969	253,986
Bandung	46,800	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
<b>Total</b>	<b>645,800</b>	<b>502,100</b>	<b>7,409</b>	<b>961,876</b>	<b>63,300</b>	<b>2,180,485</b>







Surabaya



Medan



Bali



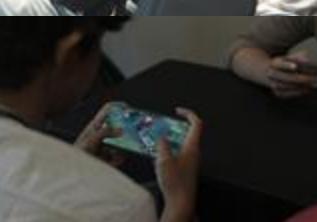
Depok



Makassar



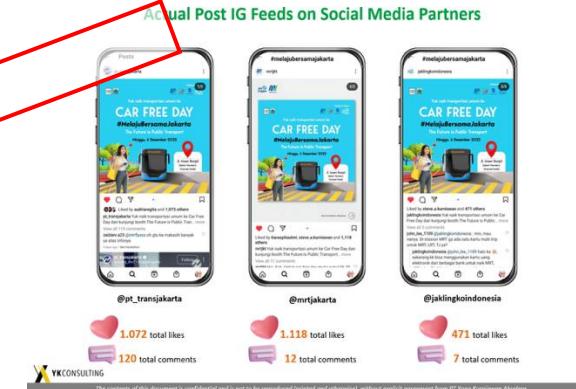
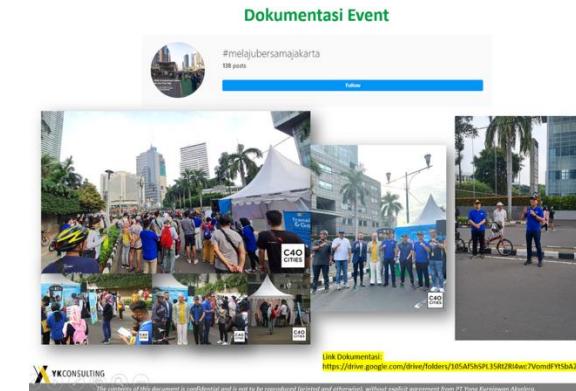
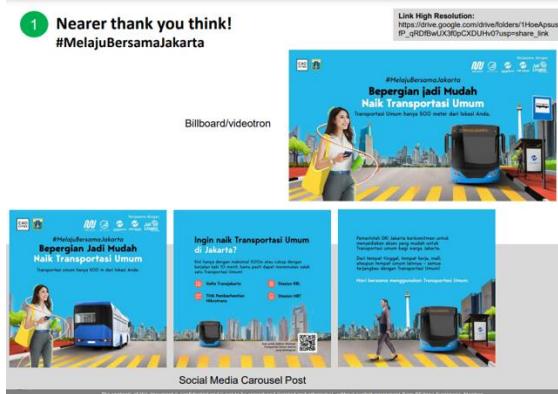
Bandung



Yogyakarta



Jakarta





ID Card Crew



Souvenir: Lanyard



Souvenir: Tumblr



Souvenir: Sticker



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 Developent
- 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



**6763-9150**

Visitor Booth\*\*

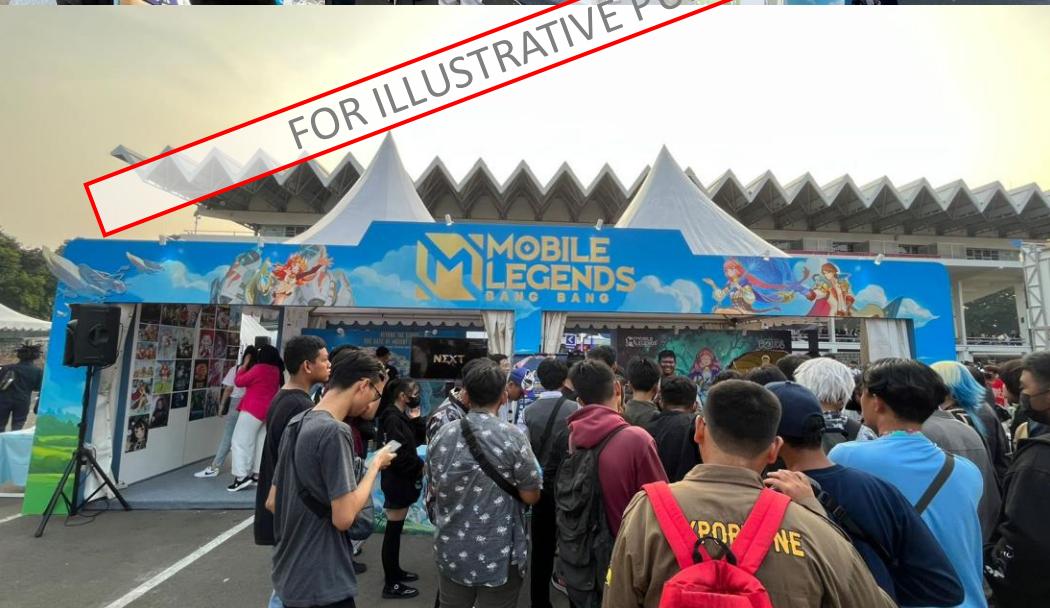
\*\*Estimation calculation includes margins of errors.

**1117**

Challenge Participants

**109**

New MLBB User

**>200**Beyond The Clouds  
Hashtag Post

**7076-9574**

Visitor Booth\*\*

\*\*Estimation calculation includes margins of errors.



**2499**

Challenge Participants



**60**

New MLBB User



**>400**

Beyond The Clouds  
Hashtag Post



6



**4628**

Visitor Booth\*\*

**902**

Challenge Participants

**28**

New MGL Community

**>200**

#MGLMLBBID Hashtag Post



**2.486**

Visitor Booth\*\*

**686**

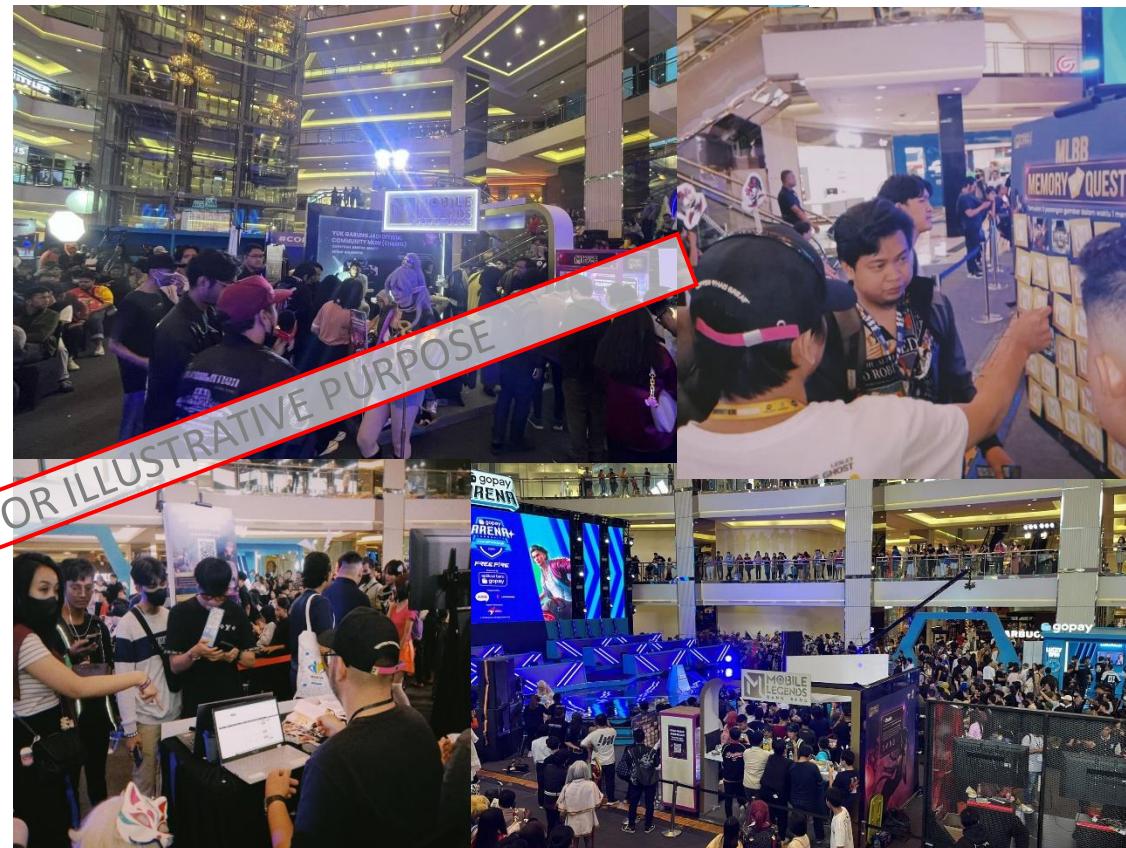
Challenge Participants

**59**

New CH&amp;MSL Community

**>600**

#MLBBatGACC Hashtag Post



BUMN BNI

BNI Kartu Kredit  
Kartu Makin Gampang  
Senangnya Hati Senang  
Berlaku hingga 30 Desember 2022

CASHBACK  
Rp 250 Ribu

G2O

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.





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



Yong Kurniawan Akselera



[support@yongkurniawan.com](mailto:support@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.

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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

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[Contact us](#)

