



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.

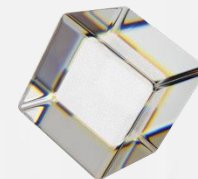
Deep, analytical, and always
connected to purpose.

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*

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)

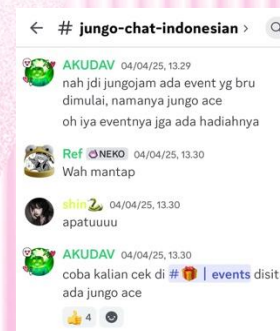


Fanny Tjandra's video became **#48 Top Trending video in Indonesia**



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

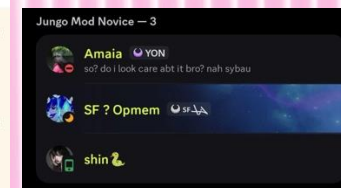
We kept the community alive 24/7



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:

JungoJam
1 Apr · 🌐

Celebrate Eid in JungoJam with a rewarding RP event! 🌟

Jungoers, Eid is just around the corner! Let's create a festive celebration in JungoWorld with your friends! Whether it's a night market, a virtual Eid party, or a special Eid-themed quest, you can make it happen in JungoJam!

💎 20 of the most creative event makers will win a Razer Gold Bonus Voucher + an exclusive GIFT CODE as a reward!

🔗 How to join:
1. Create and host an Eid-themed event in JungoJam
2. Share images/videos and tell the story of your event in the Discord channel #jungo-eid-fest

📌 Submit your special event here: <https://discord.gg/QDSTfU6uJE>

Show your creativity and celebrate Eid with the JungoJam community!

JungoJam
30 Apr · 🌐

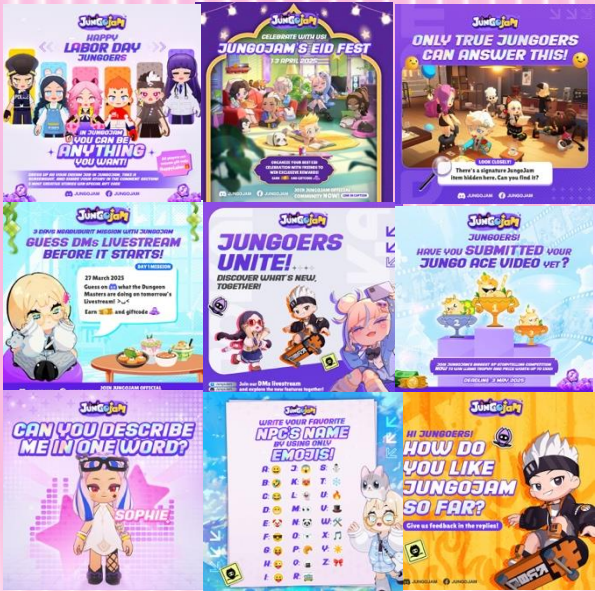
Tantangan spesial buat kamu yang ngaku Jungoers sejati!

Coba perhatikan gambar ini baik-baik... Ada satu item ikonik dari JungoJam yang dtersembunyi di sini. Kira-kira kamu bisa nemu nggak? 🤔

Tapi hati-hati, ini bukan item sembarangan! Hanya pemain yang rajin kelling JungoTown dan ngulik isi bangunan-bangunan di dalamnya yang bakal langsung ngeh sama benda ini. 😊

Coba jawab di kolom komentar:
🔴 Apa nama item-nya?
🔴 Biasanya bisa kamu temuin di mana?
🔴 Kalau kamu sering dapet, biasanya dipakai buat apa?

Jawaban paling jeli dan kreatif bakal langsung kita notice di DC, jadi jangan ragu buat tunjukin sisi detektif kamu ya, Jungoers!



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

PUTTING COMMUNITY AT THE CENTER

Instagram

>7,5M total reach

+27K followers (+113.3%)

Facebook

>9,5 total reach

+8,3K page likes (+44.7%)

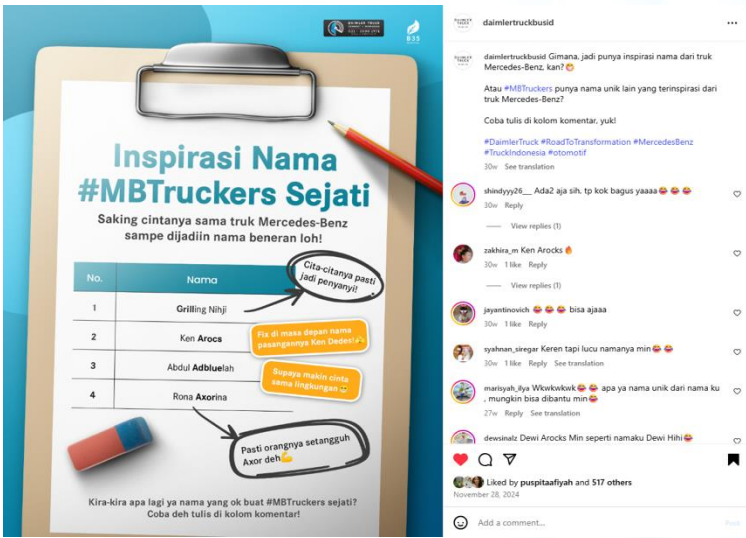
LinkedIn

>168K total reach

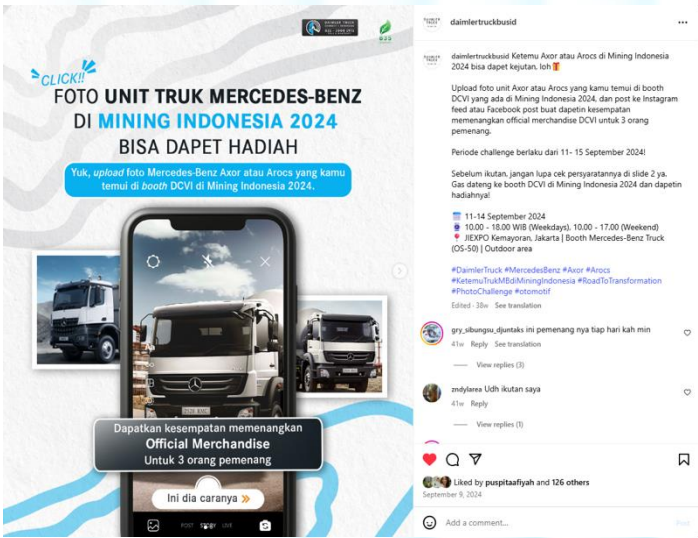
+13K followers (+75.4%)



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



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

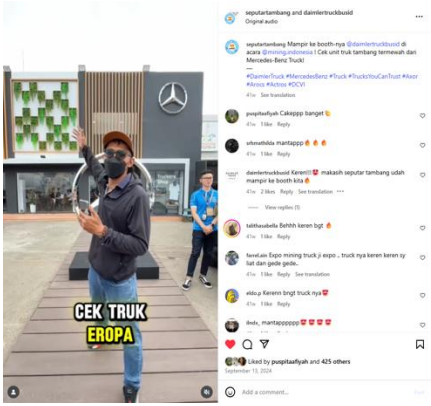


1,5M Reach across all platforms 96K Total engagement
5 KOLs 1 Media 4 Communities

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

2

Mining Indonesia 2024

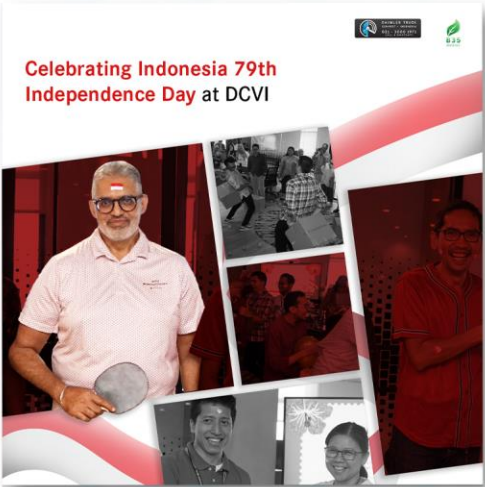


148K Reach across all platforms +1K New followers
1 KOLs 2 Communities

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



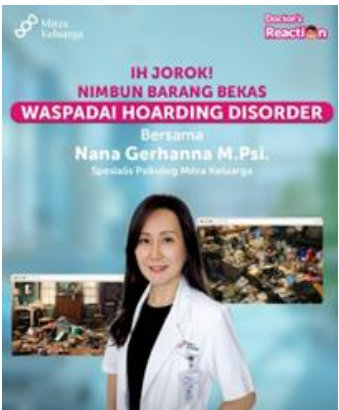
Bright, welcoming visuals defined the official Mitra Keluarga account content.

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.

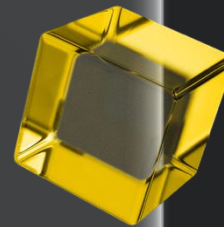
The goal: bring the richness of local culture to life through a relevant, rhythmic, and nationally visible digital campaign.

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



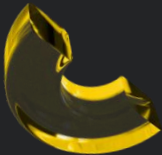
2021



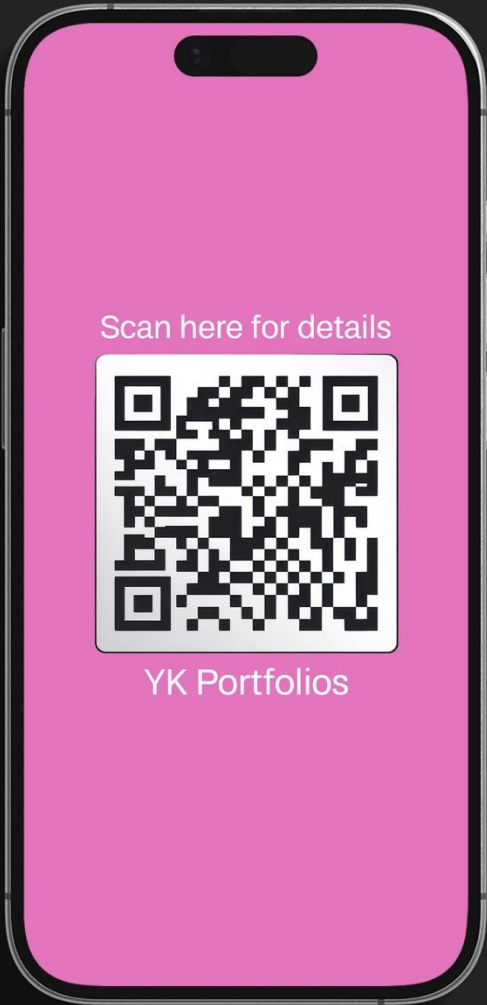
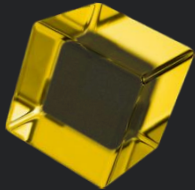
2022




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



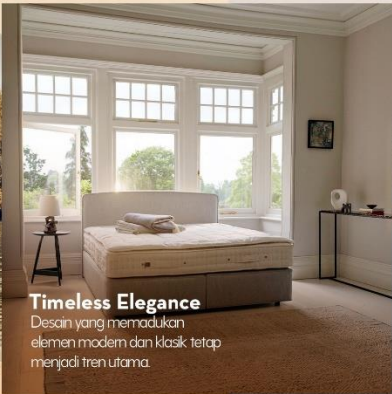
As a result, BNI didn't just show support for local business — we activated it. The campaign created a consistent and emotionally resonant presence across digital channels, helping local makers take their stories beyond the region.




2025 Interior Design Trends
by Vispring




Timeless Elegance
Desain yang memadukan elemen modern dan klasik tetap menjadi tren utama.



Sustainable Materials
Gunakan material ramah lingkungan untuk menciptakan ruang yang sehat dan nyaman.




Neutral Color Palettes
Palet warna netral seperti beige dan mocha dapat memberikan kesan elegan yang menenangkan.



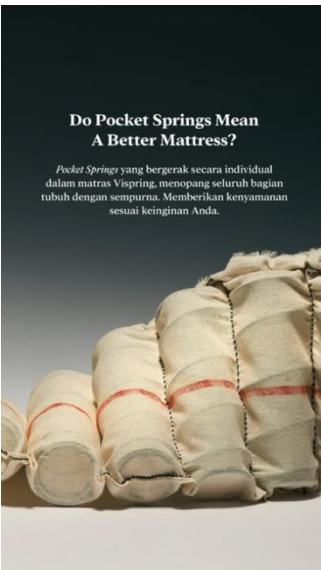
FOR ILLUSTRATIVE PURPOSE

Vispring
at Prestige Gala
20th Anniversary




**Do Pocket Springs Mean
A Better Mattress?**


Pocket Springs yang bergerak secara individual dalam matras Vispring, menopang seluruh bagian tubuh dengan sempurna. Memberikan kenyamanan sesuai keinginan Anda.



Our Story 93w



Our Story 93w



Aplikasi pada Konten K.V – Ensuring Emerald Future
Berhasil memberikan informasi yang dapat diterima secara general, konten yang digarap tetap dengan suasana elegan 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 pengecekan 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	Okt	Nov	Des
Ensuring Emerald Future	Let's Find Our Style	Start with Emerald				
Mature Investor	Choose Our Own Benefit	Special for You				
Intelligent White Collar	Hardwork Pay Off	Planning Our Future				
Ladies of the Future	The Newbie BNI Emerald	Fun Investing				
Newcomer Club	My Typical Investment	Caring for Others				



COMMUNICATION & BRANDING

COMMUNICATION STRATEGY

**Strategic thinking meets
expressive execution.**

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



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			Belanja Datar Nitezen				RANS Girl Lost
Kawan RANS		Dandan Rayyanza				Rumah Andara Di Tangan Rafathar					Kecil-kecil Jadi Jagan	
BBS							Hidup itu Sulit, tapi Ekspornya Mudah!					Nagita's Corner Update Closet
PHP				Cargool RANS				Sultan Touring				Garuda atau Angka?
THR	BayARAN S								Berkah Sultan	Kosongin Krangan Belanja!		
KUTS					The Next Entourage		Jadi Agen 44, Jalan Makin Cuan			Ngekolak		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. Merangkul 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: Best Makanan di Luar Galaksi	Nagita tiba-tiba ingin makanan yang jauh dari Andara, di belakangi RANS Team disamping untuk menginspirasi transportasi umum saat membelanya.	Youtube	Video	BNI Mobile Banking (QRIS, Top Up Tapcash & E-Wallet)
Daily Vlog: Belanja diantar Nitezen	Sebagai Sultan BNI, selama 1 hari Raffi & Nagita belian ke mall diantar oleh Nitezen 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	Raffi akan mengadakan perlombaan hanya jawab dengan RANS team sebagai peserta, dan yang menang akan menjadi sultan BNI dalam sehari.	Youtube	Video	BNI Mobile Banking





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

01

EKSPORTIR MAPAN

- Eksportir mapan yang mempunyai tingkat penjualan yang tinggi
- Memfaatkan 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 eksportir
- Pemanfaatan platform digital yang tidak moderat
- Jaringan Domestik terbatas
- Tidak memiliki pengetahuan ekspor tetapi mampu mendukung eksportir

KEY MESSAGE:
#XporaSahabatEksportimu

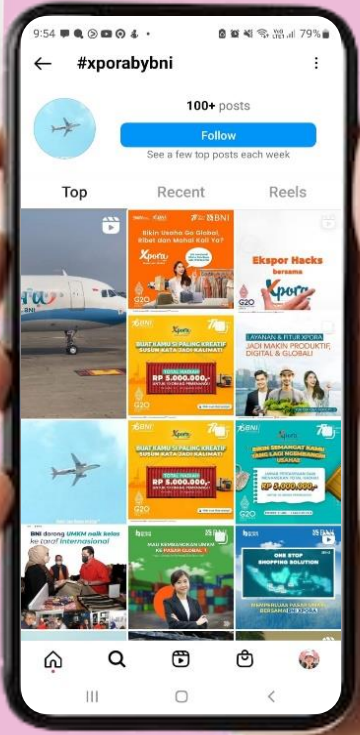
OPSI KEY MESSAGES:
#SahabatEksporMudah #EksporMudahXporaA
#SahabatEksporBagiSemua #EksporMudahBersama

Sebagai sahabat ekspor, Xpora memberikan berbagai layanan untuk seluruh pelaku usaha ekspor. Hal ini dilakukan melalui dukungan menyeluruh untuk membawa **UMKM Go Global**.

- Akses permodalan
- Transaksi dalam dan luar negeri
- Jaringan & pemasaran produk
- Peningkatan kapabilitas pelaku usaha ekspor

Selain rangkaian aktivitas pembuka menjelang grand launching Xpora, digital activation plan ini dikembangkan untuk memberikan arah yang jelas terhadap perjalanan Xpora sebagai sebuah brand agar seluruh target audiens dapat lebih mengenal Xpora. Secara garis besar, tujuan activation ini adalah untuk menjadikan Xpora Sahabat Ekspor yang senantiasa memnani, memberikan solusi dan mendukung pengembangan usaha seluruh nasabah Xpora.

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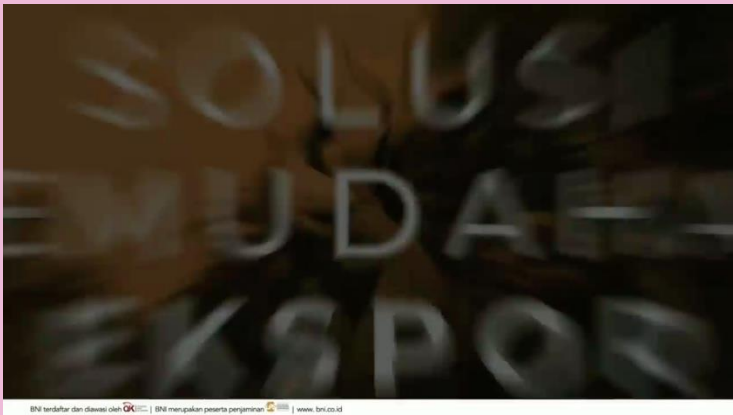




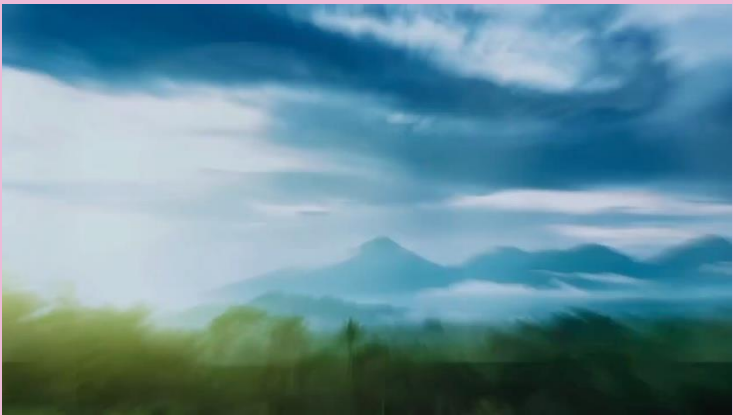
Scan here for details



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 dipuja 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	Mendukung kampanye pola hidup sehat dengan menghadirkan sound system portable yang dapat dimainkan di berbagai lokasi strategis seperti pusat perbelanjaan, mall, atau event.	Fit & On The Go Youth Fit & Sporty Men	Video	Instagram YouTube TikTok
General Relatability	Mengajak para generasi milenial untuk berkolaborasi dengan Realfood dalam menciptakan konten yang relatable, fun, dan inspiratif. Misalnya dengan membuat video challenge atau konten yang menunjukkan gaya hidup sehat yang menyenangkan.	Fit & On The Go Youth Fit & Loving Mom	Interactive Filter & Stickers Video	Instagram Line Twitter
12 Questions with	Mengajak influencer atau public figure untuk menjawab 12 pertanyaan terkait pola hidup sehat. Pertanyaan-pertanyaan yang diangkat dapat mengungkap pola hidup atau kebiasaan yang populer saat ini, seperti pola makan, gaya hidup, atau kebiasaan.	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
COMMUNITY ENGAGEMENT	Realfood Challenge	Realfood Challenge	Realfood Challenge	Realfood Challenge
CONTENT MARKETING	Realfood Challenge	Realfood Challenge	Realfood Challenge	Realfood Challenge
INFLUENCER MARKETING	Realfood Challenge	Realfood Challenge	Realfood Challenge	Realfood Challenge
PARTNERSHIP MARKETING	Realfood Challenge	Realfood Challenge	Realfood Challenge	Realfood Challenge



FEATURE HIGHLIGHTS

Reliable & efficient performance
dengan mesin OM 460 LA dan OM 473 LA (EURO 3)

Mercedes Powershift 3:
transmisi otomatis untuk performa yang lebih baik

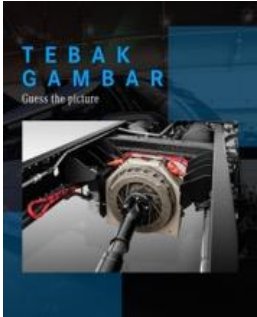
Kapasitas pendingin tinggi
didesain untuk temperatur luar sampai 50 derajat

Hemat konsumsi bahan bakar
sampai 9%*

Struktur kabin yang lebih kuat:
warm fogged, 4 lapisan perlindungan kawat

Sasis 9mm dari bahan high tensile SC500MC
untuk mendukung berbagai beban berat

Fitur fitur proteksi:
radiator, knalpot, lampu depan, tangki bahan bakar



- 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



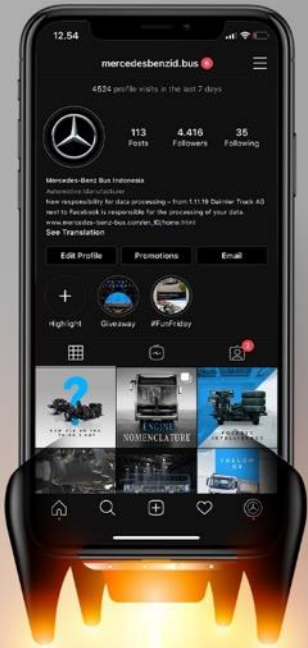
STRATEGY	CATEGORY	OCT			NOV			DEC			JAN		
		CW 42	CW 43	CW 44	CW 45	CW 46	CW 47	CW 48	CW 49	CW 50	CW 51	CW 52	CW 1
CONTENT: 1. Se a week post 2. Content: event & thematic non-event 3. Working: semi formal, emotional, subtitle on video, soft request 4. Picture size 5. Mood: semi formal	Event	GOVET / EKONED / Box / Experience Jakarta Batik	GOVET / EKONED	GOVET / EKONED									
	Non-Event	Daily Post	Daily Post	Sumpah Pemuda	Maulid Nabi	Hari Pahlawan	Daily Post	Daily Post	Daily Post	Daily Post	Daily Post	Hari Natal	New Year 2020
PLATFORMS: Omni Channel Social Media 	Event												
	Non-Event												
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 mention, 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

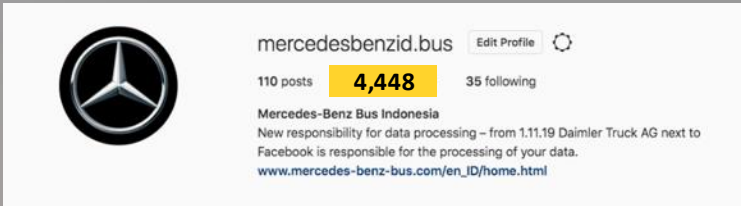


Although number of followers continue to be a key indicator, it is often not the most important factor. Upon closer study, the success rate of influencing followers can be measured by the **engagement rate** – as it shows the level of familiarity and closeness between the audience and the brand.

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



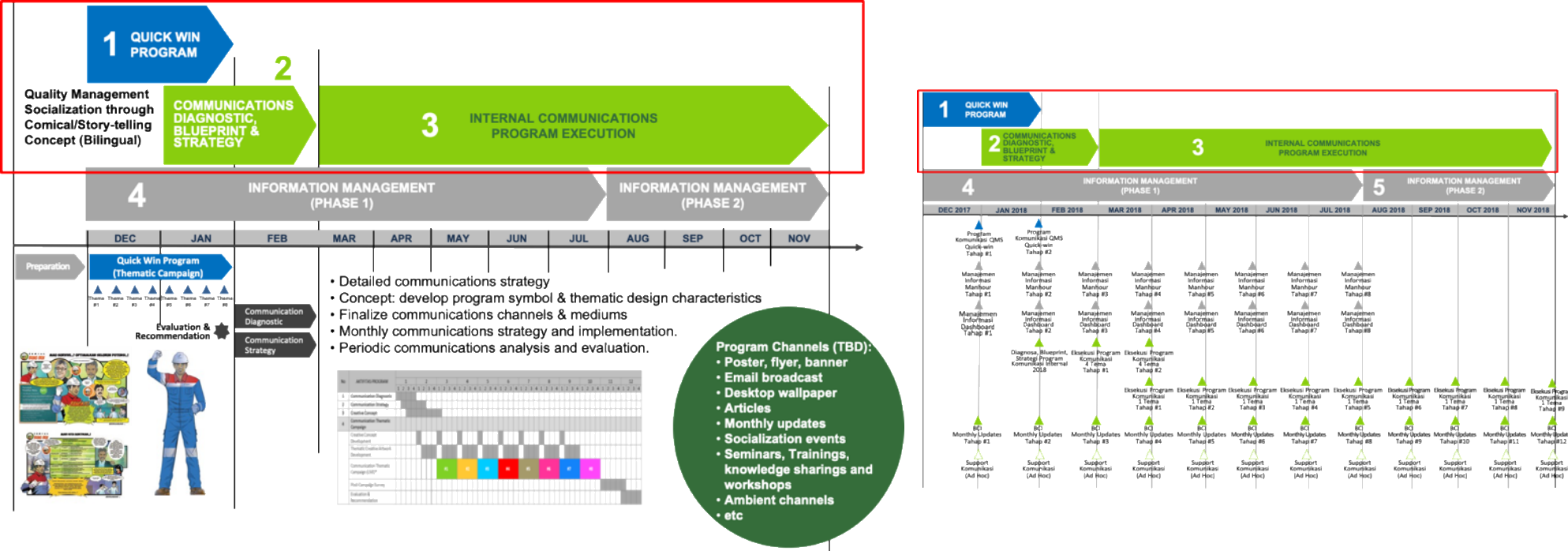
Unitedtractorsofficial
Avg Likes: **1,454**
Engagement Rate: **7%**
Avg. Comments: **128**
Post frequency: **1-2** post/week



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





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.

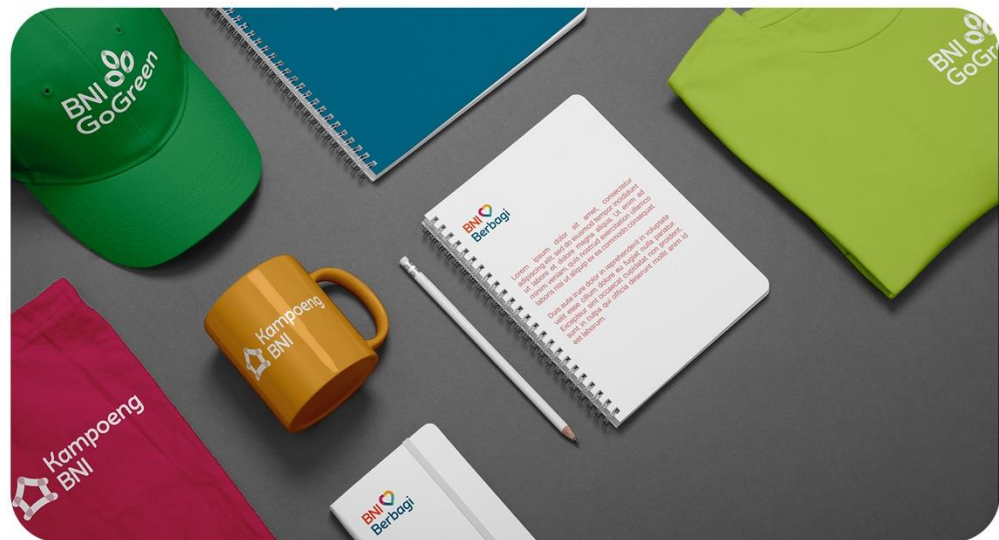
Our Role

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.

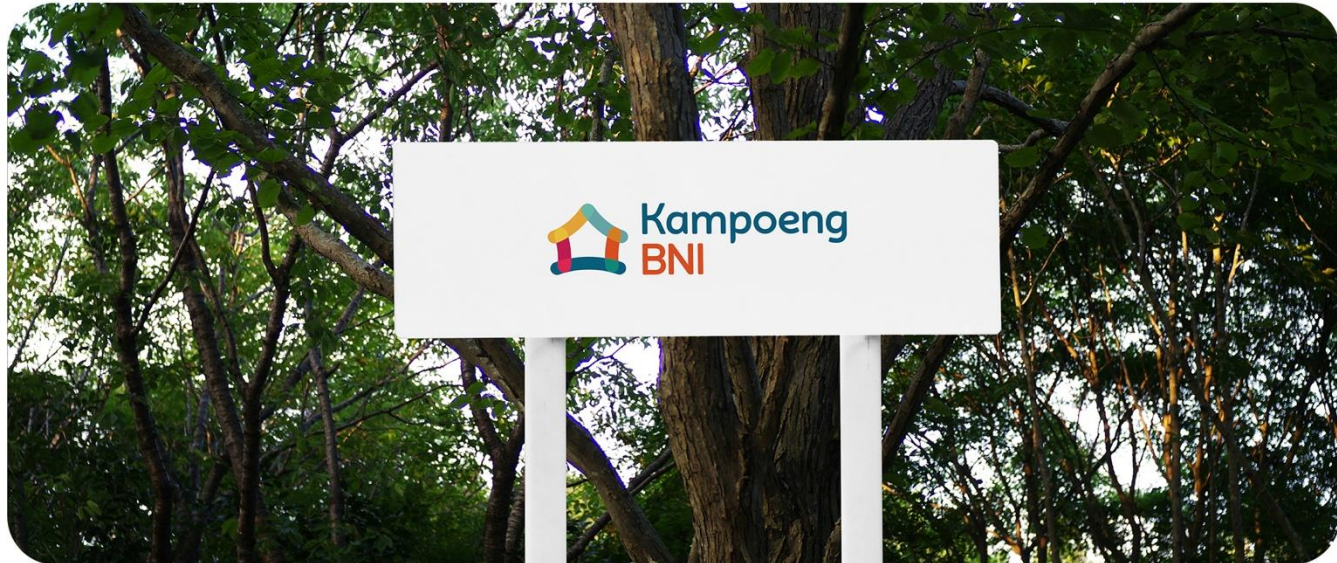
Good branding doesn't just get noticed — it gets **understood, trusted, and remembered.**





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

www.yongkurniawan.com



Wondr by BNI Merchandise





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.

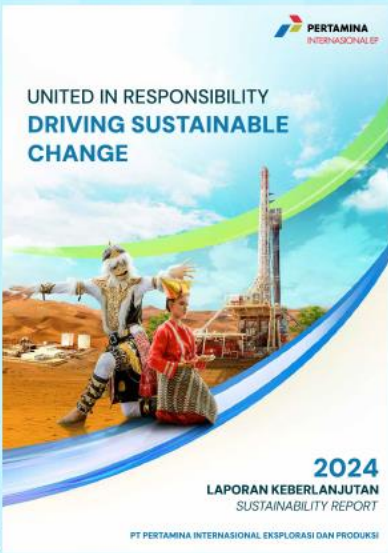
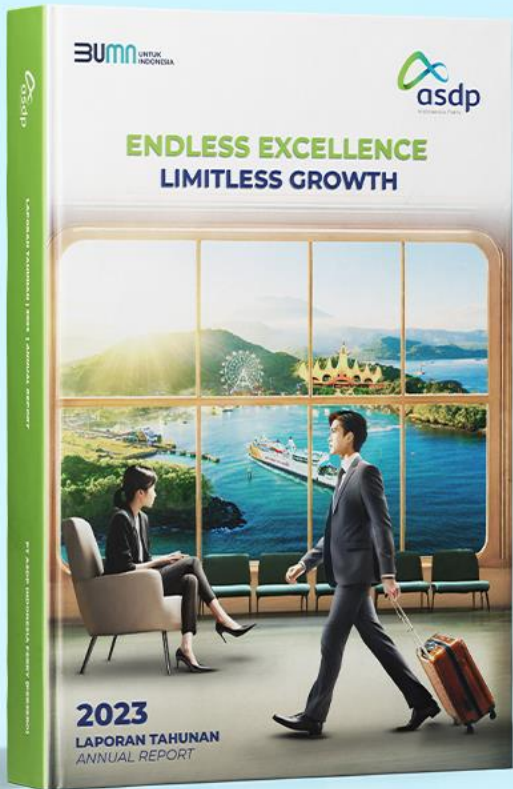
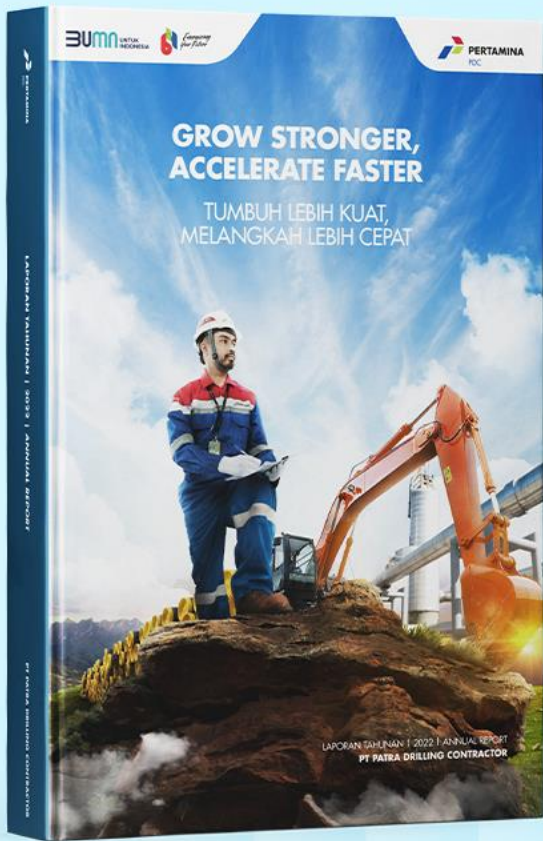
Our Role

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



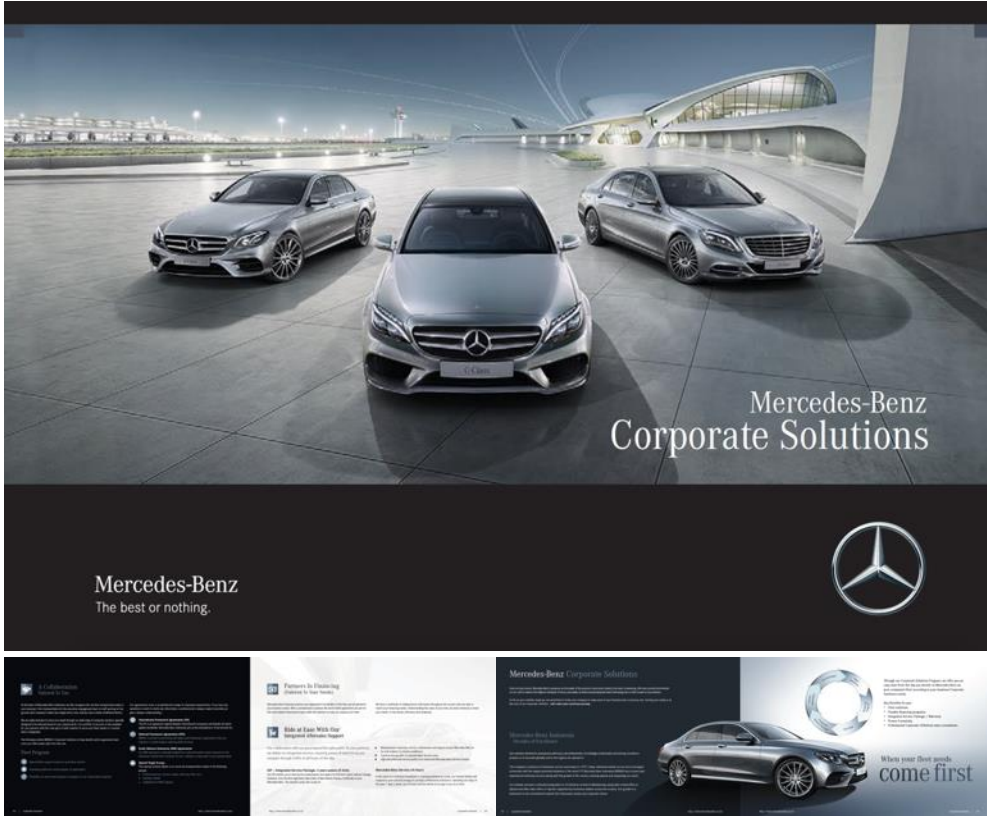
Pertamina Internasional EP and Subsidiaries
Annual Reports 2018



JEC Eye Hospitls
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.

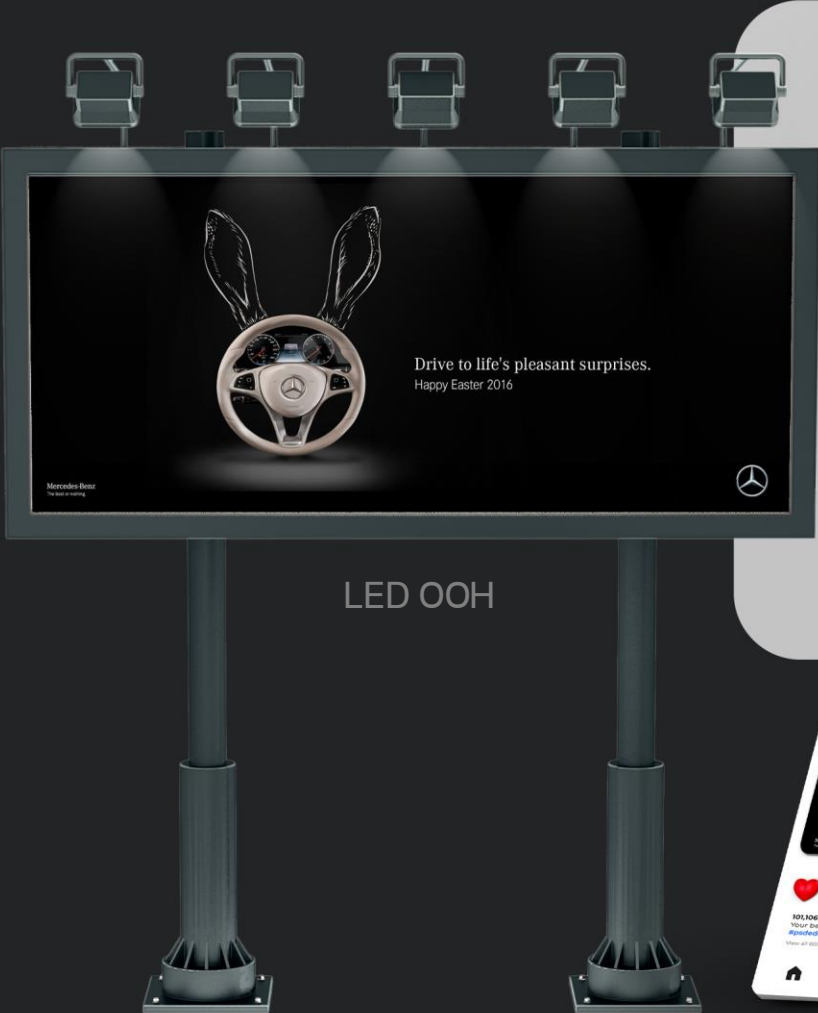


WARNA46
Edisi 04



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

Mercedes Benz
Print Ads and
Social Media



LED OOH



Newspaper



Where concepts
turn into visuals
that work —
anywhere.

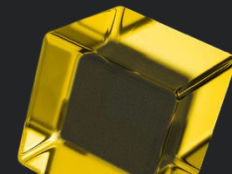


BNI
*Print Ads and
Social Media*

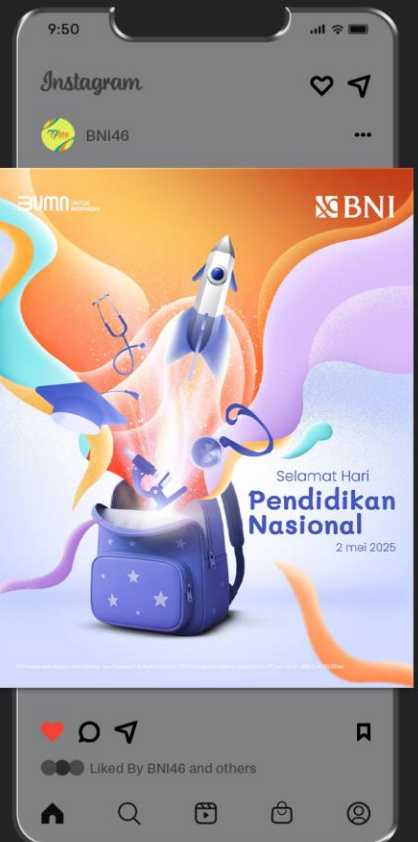
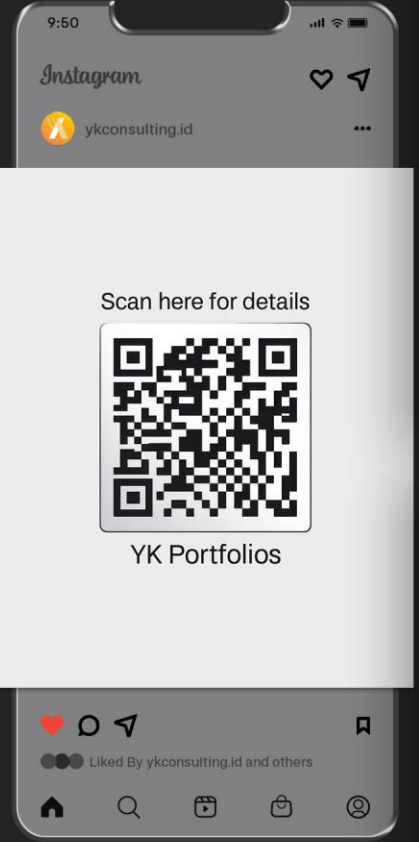
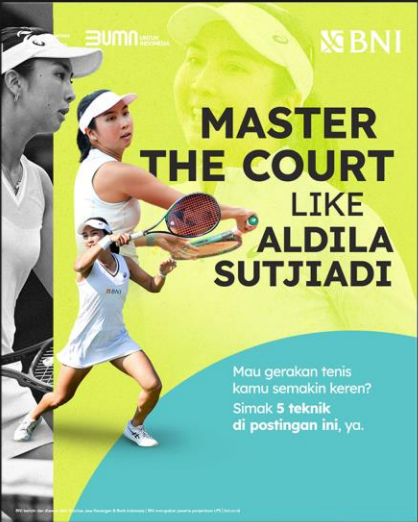
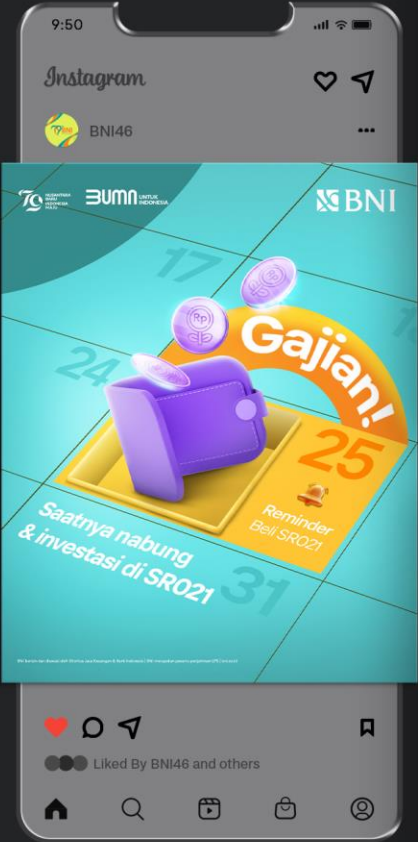
Scan here for details



YK Portfolios



Concept-driven visuals that speak clearly.



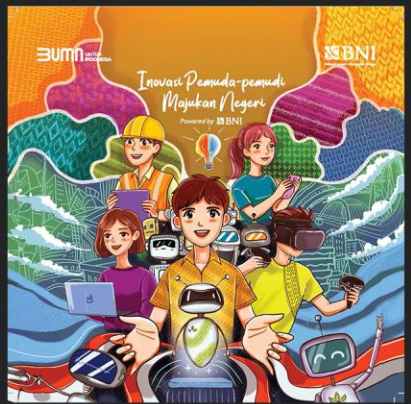
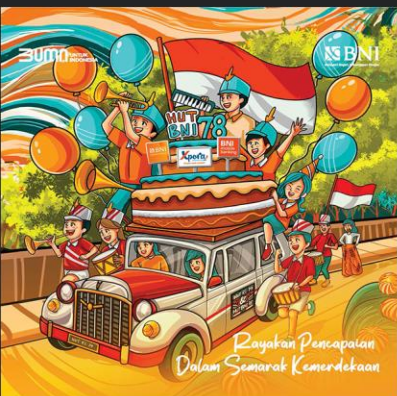
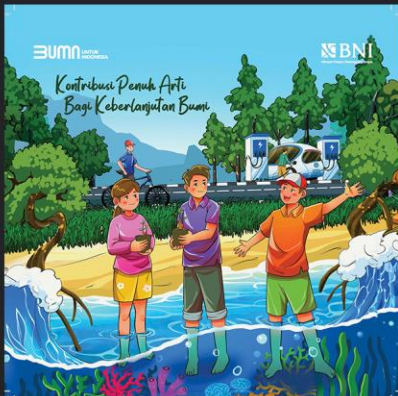
ecalendarbni.id/2024/home

E-calendar BNI 2024



Calendar Meja 2024

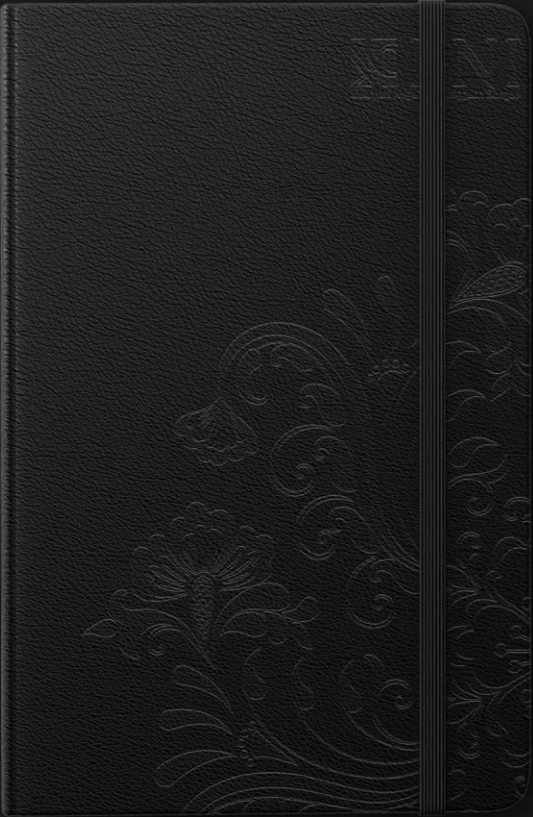
Kreasi Anak Bangsa *Mendunia*





Wall Calendar 2024

Regular Agenda 2024



VIP Agenda 2024



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 th 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 Ongoing 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

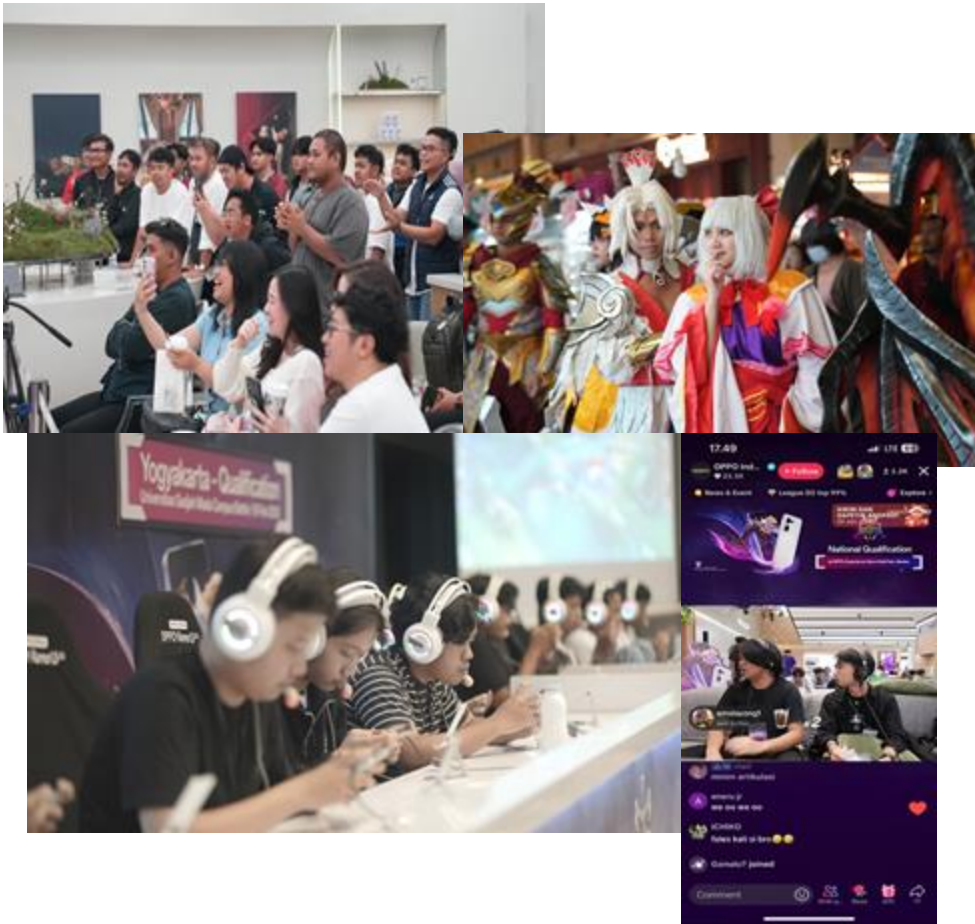
Total Likes

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
Total	645,800	502,100	7,409	961,876	63,300	2,180,485







Surabaya



Medan



Bali



Depok



Makassar



Bandung



Yogyakarta



Jakarta

1


Nearer than you think!
#MelajuBersamaJakarta

Link High Resolution:
https://drive.google.com/drive/folders/1HwA9u8NsIP_gf0BwU3CgCXDUh07uapshare_link

Billboard/videotron



Social Media Carousel Post



2

What's Better?
#MelajuBersamaJakarta

Link High Resolution:
https://drive.google.com/drive/folders/1BBwKx0XZfupW3b401Y8Mpc0nVZd7uapshare_link

Billboard/videotron



Social Media Carousel Post



3


Integrated Transportation
#MelajuBersamaJakarta

Link High Resolution:
<https://drive.google.com/drive/folders/1NBEA1Vw8vNwUzJ77pT3N7dH4KHT0Cwm>

Billboard/videotron



Social Media Carousel Post



5:08



100+ posts

Follow

See a few top posts each week

Top

Recent

Reels



FOR ILLUSTRATIVE PURPOSE



Dokumentasi Event

#melajubersamajakarta

100 posts

Follow



Link Dokumentasi:
<https://drive.google.com/drive/folders/1D5A549U138Z024wv2VomdY55akb>

Actual Post IG Feeds on Social Media Partners







4 Main Ideas
#MelajuBersamaJakarta

1 GENERAL INFORMATION
Nearer than you think!
Informasi umum bahwa angkutan umum kini tersedia untuk warga Jakarta setiap 500 meter.
Output:
1. Master KV
2. Instagram Post
3. Motion Video - We are the Future
4. Digital Art Activation
5. Billboard & LED

2 INTEGRATED
What's better?
Memberikan informasi perbandingan angkutan umum vs angkutan pribadi.
Output:
1. Master KV
2. Instagram Post
3. Motion Video - We are the Future
4. Digital Art Activation
5. Billboard & LED

3 AFFORDABLE
Integrated Transport
Memberikan informasi bahwa transportasi umum di Jakarta telah berkembang & terintegrasi.
Output:
1. Master KV
2. Instagram Post
3. Motion Video - We are the Future
4. Digital Art Activation
5. Billboard & LED

4 CLIMATE CHANGE
Change starts with Us!
Angkutan umum dapat mengurangi emisi gas dan polusi udara.
Output:
1. Master KV
2. Instagram Post
3. Motion Video - We are the Future
4. Digital Art Activation
5. Billboard & LED

www.yongkurniawan.com



#melajubersamajakarta
138 posts

Follow



ID Card Crew



Souvenir: Tumblr



Souvenir: Sticker



Souvenir: Lanyard



Souvenir: Handsanitizer



10 Media 500k++ 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 CitiesSurabaya, 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)

**Surabaya****Malang****Sidoarjo**

3D Design & Mockup

Merchandise Production



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

>400Beyond The Clouds
Hashtag Post

**Estimation calculation includes margins of errors.



6 Cities



4628

Visitor Booth**

902

Challenge Participants

28

New MGL
Community

>200

#MGLMLBBID
Hashtag Post

MOBILE LEGENDS BANG BANG

SCAN TO JOIN THE ACTIVITY

Cara Ikutan:

- 1 Yuk scan QR di atas untuk ikutan kegiatan di booth
- 2 Kalau udah isi, jangan lupa screenshot untuk kasih tau ke panitia 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!

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

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

4 Quiz
Tunggu quiz seputar MGL di booth!

5 Join MGL
Yuk daftar di Meja Registrasi dan jadi bagian dari keluarga MGL!

Join Sekarang



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.





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](#)



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.

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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

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Contact us

