



HOW DO WE SOLVE SOCIAL MEDIA DISRUPTION

kumparan

FOUR PILLARS OF SOCIAL MEDIA EXISTENCE



ME



MY FAMILY
AND
FRIENDS



MY
INTEREST



SHAREABLE



THE INFORMATION BROKER





EXCELLENT
IN
JOURNALISM



EXCELLENT
IN
STORYTELLING



EXCELLENT
IN
TECHNOLOGY



EXCELLENT IN JOURNALISM



- Accurate
- Fair
- Objective
- Responsible
- No Hoax

EXCELLENT IN STORYTELLING



- **Social Currency**
- **Triggers**
- **Emotion**
- **Public**
- **Practical Value**
- **Stories**
- **Flexible Format**

EXCELLENT IN TECHNOLOGY



- Data Driven
- A-B Testing
- Personalization
- Trending Prediction
- Inclusive

We are a group of people that were at the forefront of digital media revolution in Indonesia in mid-1990s.

and we've been the Pied Piper of the digital media, its development and trend ever since.

Now we feel the time has come for a new innovation, to redefine digital media industry in Indonesia once more, and **we are inviting you to join.**



Total

35.000

Applicants

kumparan

ONBOARDING

BATCH 2

LIVE ▶ STREAMING



14-15 NOVEMBER 2017

Jadilah saksi kolaborasi tokoh-tokoh inspiratif di kumparan onboarding!

#sekarangkumparan



youtube.com/kumparan



kumparancom

SPONSORED BY

ADVAN

Coca-Cola

BANK BRI
Melayani Dengan Setulus Hati





kumparan

A DISRUPTOR





THANK YOU

kumparan