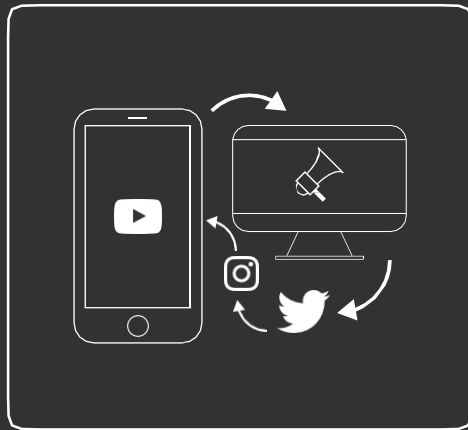

KUCING HITAM company profile

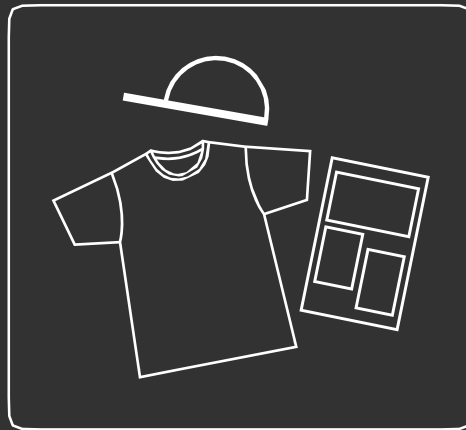
We are an
entertainment
company that
crafted stories
through appealing
visual for
everyone and
any businesses.



what we do



**IP creation
& development**



IP merchandising



IP licensing

our ip /
products



si juki

animation

movie

comic

games

merchandise

fashion

Si Juki is a best selling Indonesian comic and animation character created by Faza Meonk. Si Juki is a college student who always has many unique, creative, and silly solutions to solve every problem he has. Created since 2010, Si Juki has already appear in more than 45 printed books title, games, merchandises, **and box office animated movie.**

Genre: Comedy, dailylife

Age: teenagers & young adult (13-25 y.o)

Characteristic: Critical thinker, Humorous, and up to date.



tuti and friends

comic

merchandise

fashion

Tuti is a cheerful yet clumsy little girl who always wears a big yellow helmet on her head. Tuti really likes to play with her friends, although sometimes she becomes a troublemaker among her friends. Tuti and Friends is created by RM Fajar in 2010. Tuti always shares her smile and cheerful days with her friends through comic strips published in social media and printed books.

Genre: Comedy, daily life

Age: all ages

Characteristic: Humorous, up to date, like cute and fun things.



little manka

merchandise

children books

Manka is a cute little girl who was born from a watermelon, and really likes to eat watermelons. Manka also likes to play with her friends. Little Manka is created by Timothy Istianto and Viona Paramita in 2014. Manka has been created to various products which aimed to preschool aged children.

Genre: edutainment

Age: Kids & young teenagers (5-12 y.o)

Characteristic: up to date, likes cute and fun things.



si bedil

comic

merchandise

fashion

Si Bedil is a handsome, critical thinker and faithful college student who likes to read books and traveling. He likes to deliver religious messages to his friends in a fun way, although sometimes he also becomes a careless and sloppy boy. Si Bedil is a character created by Seto Buje. This character appears in comic strips, books and Islamic contents in social media.

Genre: religious, Comedy

Age: teenagers & young adult (13-24 y.o)

Characteristic: up to date, religious, critical thinker.



vusya

comic

music

merchandise

Vusya is a cool and groovy alien girl who is a member of intergalactic space patrol forces. Vusya really likes to sing, she always brings a microphone wand with her so she can sing anywhere and anytime she wants. With her cute little partner named Nyonyol, Vusya comes to Earth to do some secret mission. This character which is created by Rurimon appears not only in comics but also as a tv show talent. She also releases some music single to entertain all the Earthlings.

Genre: Comedy, fantasy

Age: teenagers (11-18y.o)

Characteristic: Humorous, up to date, anime & manga enthusiast.



kalawira

comic

merchandise

fashio

KALAWIRA is the first superhero created under the new PIONICON Heroes initiative. This character is created by Faza Meonk and Yahya M, and designed by Rhoald Marcellius. KALAWIRA tells a story of a young rebel highschool boy named Tama who has superpower originated from Red Weevil bug. **With his superpower, he fights to protect his city as a hero named KALAWIRA.** KALAWIRA has releases comic issues both printed and digital. KALAWIRA will be further developed to other media such as a liveaction superhero movie.

Genre: action, Superhero

Age: teenagers & young adult (13-24 y.o)

Characteristics: up to date, streetwear fashion enthusiast, uS comics enthusiasts.



simpleman

Number 1 horror author on Twitter right now. Their thread KKN di Desa Penari went viral and soon to be box office movie



Genre: Horror

Age: teenagers & young adult (13-30 y.o)

Characteristics: cult

Risa Saraswati

- Storyteller, Youtuber, and also horror influencer
- Her story became box office with more than 6 mio tickets sold
- Her Youtube channel Jurnal Risa became trending after upload

Genre: Horror

Age: teenagers & young adult (13-30 y.o)

Characteristics: cult



JS Khairen

- Best seller author, wrote 10 best seller books

Genre: Drama comedy
Age: teenagers & young adult (13-30 y.o)
Characteristics: masculine,
inspirative



our
services




Kucing Hitam for brand or companies



We **CREATE CREATIVE** **VISUALS AND STORIES** for your **BUSINESS.**

Illustrations, comics, animations and videos
to help you to communicate your message
or engage with the targeted audiences.



Stories get people
to **FEEL** for your brand,
LOVE your brand,
and **BUY** your brand.

We combine compelling story with the right visual to produce
contents that your audiences will love.

our SERVICES



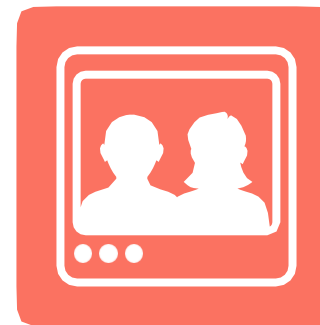
**creative
content
development**



**content
licensing**



**merchandising
and Packaging**



**KoI
management**



**digital
Programmatic
ads**
(Partnership
with Seratu.id)



latest CLIENTS

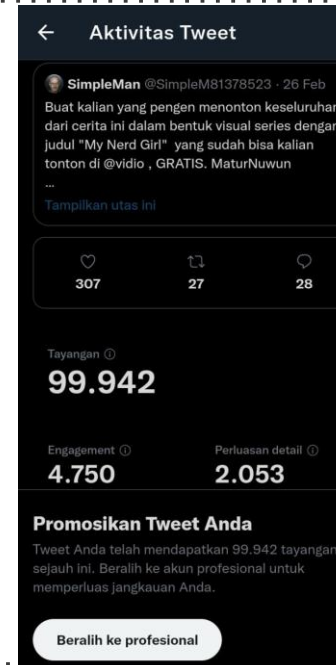
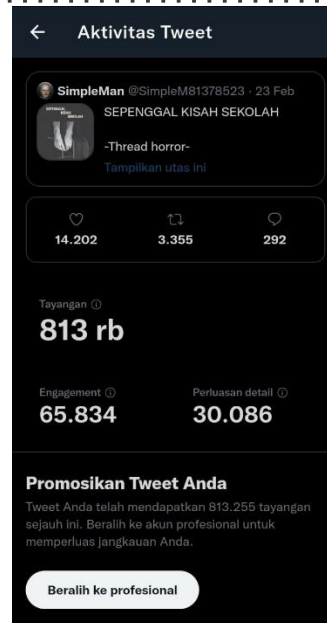
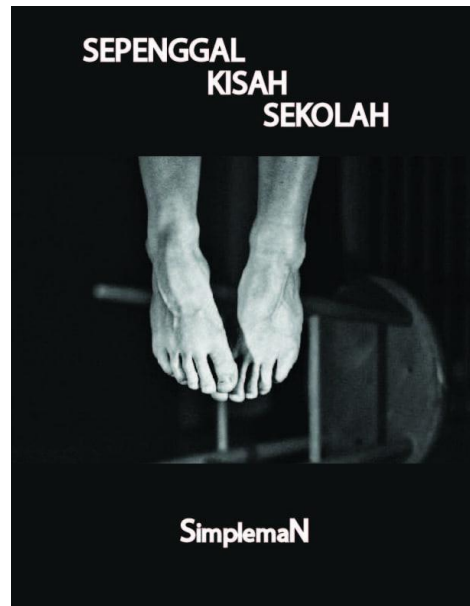




case studies

Vidio.com

Campaign web series for My Nerd Girl



solution

We make thread story based on series' plot and make the audience to get the complete story by watching the serie

type/distribution

Story published 2 days before series launch

Medium

Twitter

uob

Learning module for employees in leadership training.



solution

Turning the learning module become Pencak Silat theme, including key points of material with comicstrip.

type/distribution Comicstrip to communicate key points of material and visual illustrations.

medium Printed book.

ojk

An innovative visualization to communicate the financial products.



solution

OJK has a program “Bank Wakaf Mikro” and need to communicate their program with stories to rural communities in Indonesia.

type/distribution

Create comic content in 60 pages, and then we printed it to be a comic book around 500 pcs.

medium

Printed book.

freefire

Promoting new items of popular game in social media.



solution

When Free Fire needs to promote their new item in-game, we provide comicstrips to be published on social media.

type/distribution

4 episodes of comicstrip with 4 panels for each episode.

medium

Social media account of Free Fire.

fullo

Key visual design for outdoor banner and printed media.



solution

We create visual illustrations in 3D effects of Fullo's mascot and also another design for gimmicks.

type/distribution

Visual illustration 2D with 3D effects, and creative idea for visual in gimmicks.

medium

Product packaging, and gimmicks.

fullo

Entertainment web series in animation for Youtube channel.



solution

In order to make the target audiences engage with the brand, we create animated web series and published it on Fullo's social media.

type/distribution 2D

animated web series
with 24 episodes.

medium

Social media,
youtube, and
website.

fullo

Visual entertainment content to increase engagement in social media.



solution

Not only animated web series, we also provide visual entertainment that can attract more followers to engage in weekly.

type/distribution

Comicstrip and interactive images

medium

Social media.

formula

Video learning in animation for kids as a gimmick of product.



solution

Formula has a new line up for kids segment and need to promote it and also educate them how to brush the teeth correctly.

type/distribution

2D animation educational video in 4 episodes.

medium

DVD player.

o j k

Informative animated video to communicate the financial products.



<https://youtu.be/qS4xRPZ9sKo>



<https://youtu.be/ydnauSUogYU>



<https://youtu.be/pLKlzQDQ7Gc>

solution

Beside creating a printed comic book, we also provide monologue animated videos to communicate BWM on digital media.

type/distribution

2D animated video around 3 minutes for each episode.

medium

Youtube, and social media.

cado cado

Some parts of a novel story transform to be an animated mini series.



solution

A doctor named Ferdiriva Hamzah who created a popular novel wants to make animated video series. The stories is adapted from his creation, Cado Cado.

type/distribution

2D Animation for duration in 4 minutes.

medium

Youtube.

starvision

Animation scene in a cinema movie.



solution

In the story of movie “Generasi Micin vs Kevin”, there were a scene that needs to be visualized in animation.

type/distribution

2D Animation for
5 minutes scene.

medium

Cinema movie.

falcon pictures

Animation series of Si Juki on Disney+ Hotstar.



solution

After the cinema movie is released, we collaborate with Falcon to continue in develop Si Juki by creating Si Juki animated series. We published on Disney+.

type/distribution

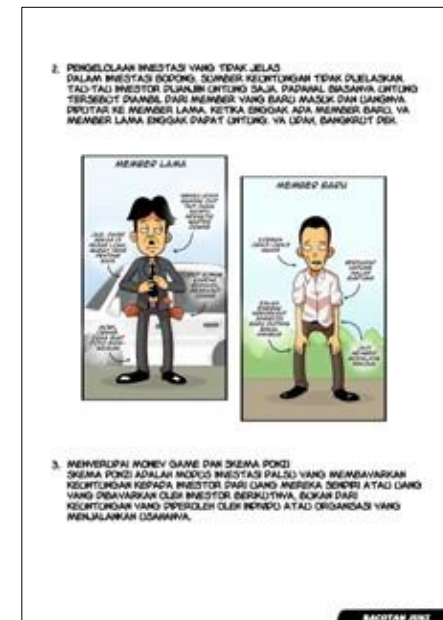
2D Animation series for 12 episodes.

medium

OTT Platform.

manulife

Sponsored contents in Si Juki's printed comic book.



solution

Manulife wants to educate young-adult audiences about **financial planning and reksadana**. We come up with Si Juki as a college student that meets a woman who well-educated in financial planning.

type/distribution

Comic book with 110 pages.

medium

Printed comic book.

jne

Digital activities with Si Juki.



solution

JNE has a mascot named JONI. We make a collaboration content marketing between Si Juki and JONI, and then create digital activity with prizes for those who participate.

type/distribution

Comicstrips of Si Juki x JONI, Illustrations for promotion materials, and merchandise production for the prizes.

medium

Social media and gimmicks.

okky jelly drink

Licensed visual of Si Juki to be used on product packaging.



solution

Okky Jelly Drink buy a license for visual of Si Juki and implement them into 'ular tangga' boardgame gimmick on the product packaging.

type/distribution

Illustrations of Si Juki in all material of campaign, animated infographic of **Si Juki and offline activities with Si Juki** mascot.

medium

Website, social media, **OOH media, offline** events and gimmicks.

campina

Licensed visual of Si Juki x Spongebob to be used on product packaging.



solution

Campina buy a license for visual of Si Juki x Spongebob and implement them to product packaging and we also produce special hoodie for the gimmicks.

type/distribution

Special illustrations of Si Juki x Spongebob Squarepants and merchandise production.

medium

Product packaging, apparels, and social media.

aia

Licensed marketing campaign with Si Juki in Ramadan campaign.



solution

Si Juki becomes a spokesperson for a Ramadan campaign from AIA named "Si Juki Mendadak Mudik! bareng AIA".

type/distribution

Illustrations of Si Juki in all material of campaign, animated infographic of **Si Juki and offline activities with Si Juki** mascot.

medium

Website, social media, **OOH media, offline** events and gimmicks.

fruit tea

Licensed visual of Si Juki to be used on product packaging.



solution

Selling license of Si Juki to be a part of marketing campaign of Fruit Tea. Not only co-branding in packaging, but also a package of animation video for commercial.

type/distribution

Licensed illustrations of Si Juki on packaging, animated video for commercial during the campaign, and digital activities with Si Juki.

medium

Product packaging, social media, and OOH media.

fullo

KOL management to amplify new product awareness to the people who loves comic and animation.



@dalang.pelo
3.703.000 followers



@jukihoki
810.000 followers



@sengkleman
405.000 followers



@si.itek
269.000 followers



@tutiandfriends
241.000 followers



@si.bedil
47.000 followers

6 selected Kols got result

3.025.980 impressions • 2.145.284 reach • 294.679 engagements • 1.044.000 video views.

p u b g mobile

KOL management to amplify digital activities to the people who loves comic and animation.



24 selected Kols got result

- 2.389.171 impressions.
- 2.113.233 reach.
- 205.637 engagements.



34 selected Kols got result

- 4.399.940 impressions.
- 3.613.677 reach.
- 341.288 engagements.



34 selected Kols got result

- 3.543.670 impressions.
- 2.993.286 reach.
- 286.178 engagements.

pubg mobile

Digital animated commercial video for campaign.



solution

An innovative commercial music video for PUBG Mobile's PMNC 2021 Ladies Battle Official Theme Song "Close To You". We produced the creative visuals and animation.

type/distribution

Music Video in
2D animation.

medium

Youtube.

pubg mobile

Digital animated commercial video for campaign.



solution

A creative collaboration between PUBGM and Rich Brian to produce a special MV of Rich Brian with PUBGM 3D theme.

type/distribution

Music Video in 3D animation.

medium

Youtube.

delika

Music video for band.



<https://youtu.be/QLcwndf1N1vA>



<https://youtu.be/NMI05UMKzN4>

solution

We direct the whole shooting from pre-production to post-production for Delika's 2 Music Videos "Rasa Jakarta" & "Sebuah Temu" **to be released in Delika Official's channel.**

type/distribution

Music video.

medium

Youtube.

our aFFILIatES



PIONICON
store

POPCON^{INC.}

CONNECTOON

our PaRtNERS



GOSHENMEDIA

bukune



Gramedia

seratu.id

contact US



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