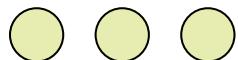




# Danamon

## Social Media Performance Report for Q4 2024

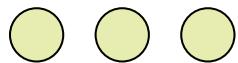
Presented By:  
Alfa Isa Dewa



...

# Contents:

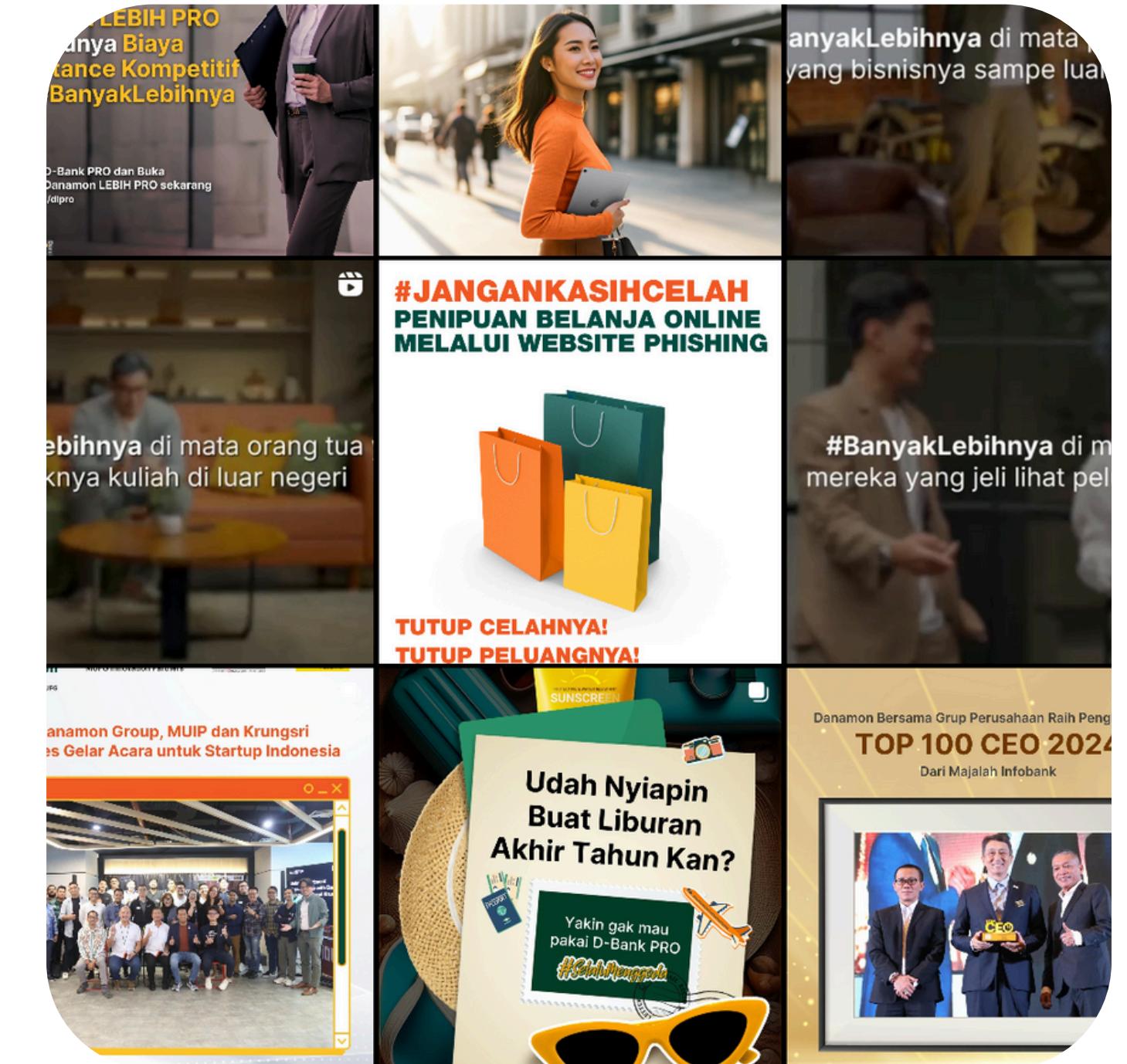
• Overview	3
• Data Preparation	6
• @mydanamon Performance	11
• Post Engagement Analysis	15
• Feeds Screening	21
• Conclusion	39
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# Overview

In this presentation, we will analyze Danamon's Instagram engagement by examining likes, customer comments, and post performance over a specific period to provide insights that enhance customer interaction, improve content strategies, and strengthen our digital presence.

...



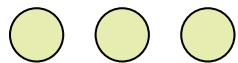


# Problem Statement

Statement

#

How did Bank Danamon's Instagram perform during Q4 2024 (October-December), and what type of content generated the highest engagement in this period?



# Objectives and Goals

To optimize **Bank Danamon's Instagram** performance and digital engagement through strategic analysis of engagement trends, content effectiveness, and audience interaction during and after Q4 2024.

## Goal

# 1

Evaluate the performance of Bank Danamon's Instagram content during Q4 2024

## Goal

# 2

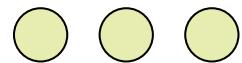
Identify user engagement trends based on key metrics such as likes and comments.

## Goal

# 3

Provide data-driven recommendations to enhance Instagram communication strategies for the next quarter.

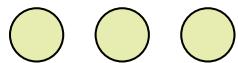
# Data Preparation



# Instagram Post Dataset

Likes	Comments	Captions	Link	Timestamp	Media_Type
73	8	Kalian tim orang tua yang lagi nyiapin pendidi...	<a href="https://www.instagram.com/p/Dg7AjwBnvq">https://www.instagram.com/p/Dg7AjwBnvq</a>	2024-12-13 10:00:34	VIDEO
29	4	Waspada penipuan informasi seputar kenaikan li...	<a href="https://www.instagram.com/p/DgYrAos6qt">https://www.instagram.com/p/DgYrAos6qt</a>	2024-12-13 05:00:11	IMAGE
149	7	Danamon berkolaborasi dengan Indo Premier Inve...	<a href="https://www.instagram.com/p/DeqzpjMKJj">https://www.instagram.com/p/DeqzpjMKJj</a>	2024-12-12 13:00:12	IMAGE

Jan, 2024 to December 13, 2024, **504 rows**



# Instagram Followers Dataset

Date	Followers Gained	Followers
January 2024	133	123358
February 2024	1442	124800
March 2024	1457	126257

Jan, 2024 to December 13, 2024, **12 rows**

Total Followers at 13 December 2 p.m  
= **131880**



# Instagram Post Dataset

**ready to use**

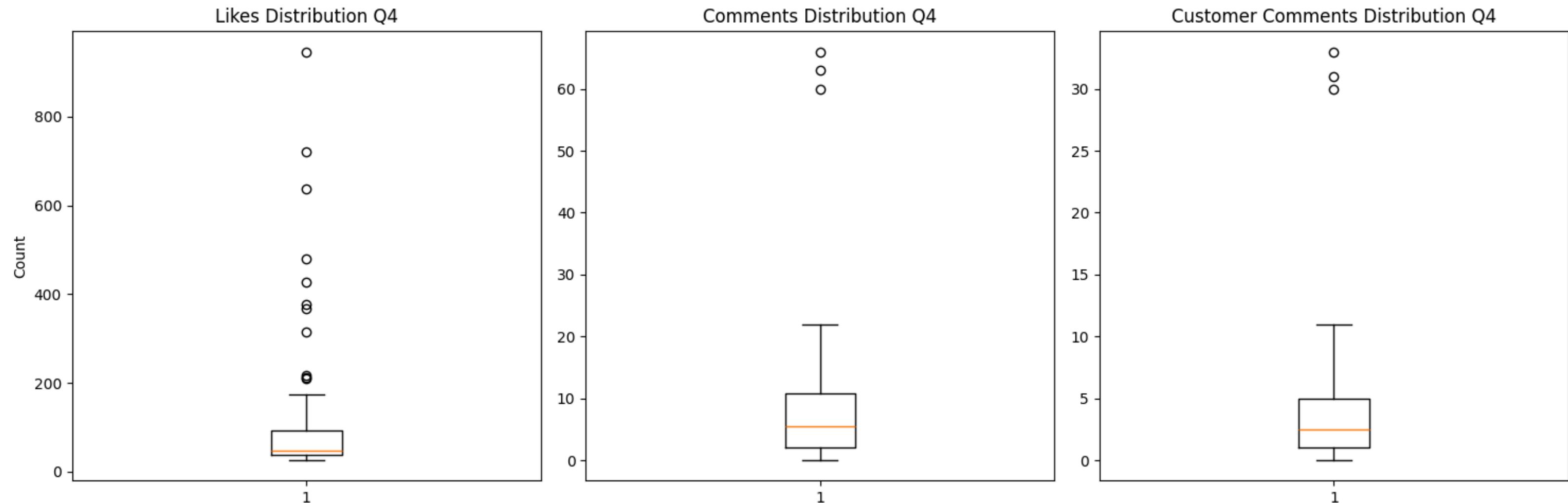
Likes	Comments	Captions	Link	Timestamp	Media_Type	Cust_Comments
73	8	Kalian tim orang tua yang lagi nyiapin pendidi...	<a href="https://www.instagram.com/p/DDg7AjwBnvq">https://www.instagram.com/p/DDg7AjwBnvq</a>	2024-12-13 10:00:34	VIDEO	4
29	4	Waspada penipuan informasi seputar kenaikan li...	<a href="https://www.instagram.com/p/DDgYrAos6qt">https://www.instagram.com/p/DDgYrAos6qt</a>	2024-12-13 05:00:11	IMAGE	2
149	7	Danamon berkolaborasi dengan Indo Premier Inve...	<a href="https://www.instagram.com/p/DDeqzpjMKJj">https://www.instagram.com/p/DDeqzpjMKJj</a>	2024-12-12 13:00:12	IMAGE	4

We will use **Cust\_Comments** from now on  
to get more **representable engagement**.

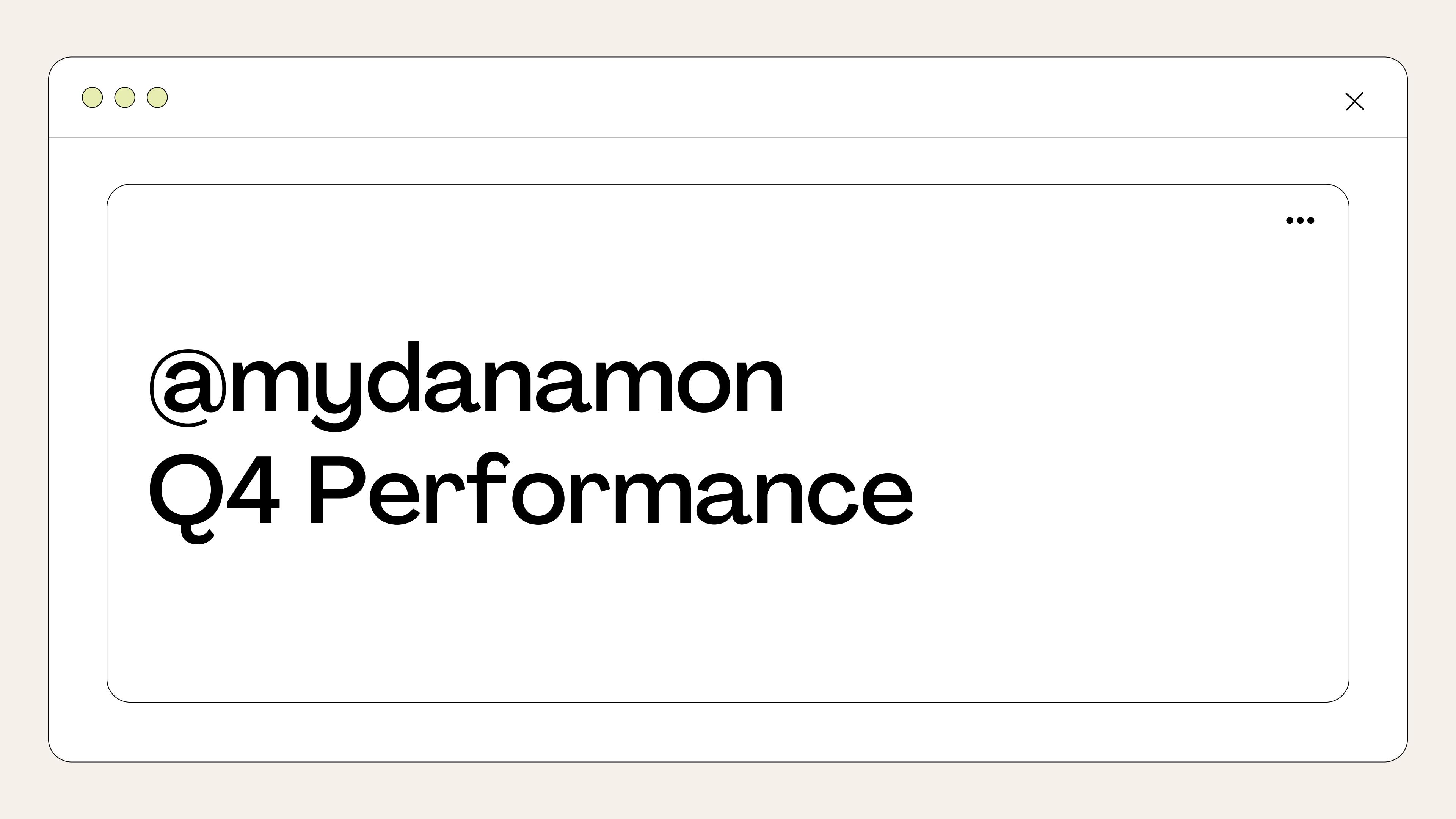
Jan, 2024 to December 13, 2024, **504 rows**

# Outliers

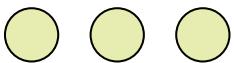
...



We have **outliers** on Likes and Comments, so we're gonna use **Median** as our representable output than **Mean**.



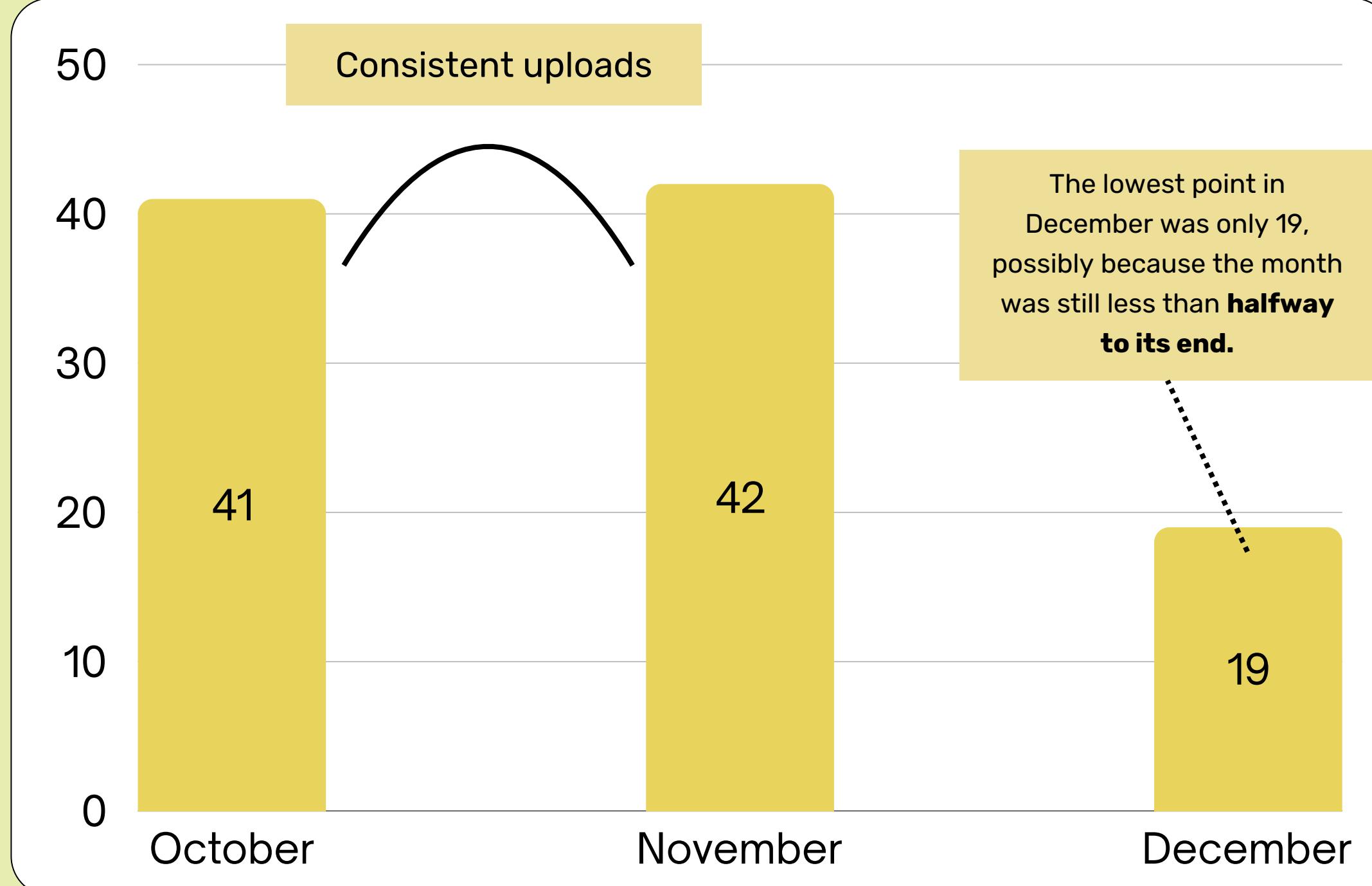
**@amydanamon**  
**Q4 Performance**

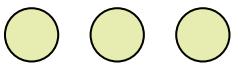


# Total Post On Q4

(til. Dec 13th, 2024)

...





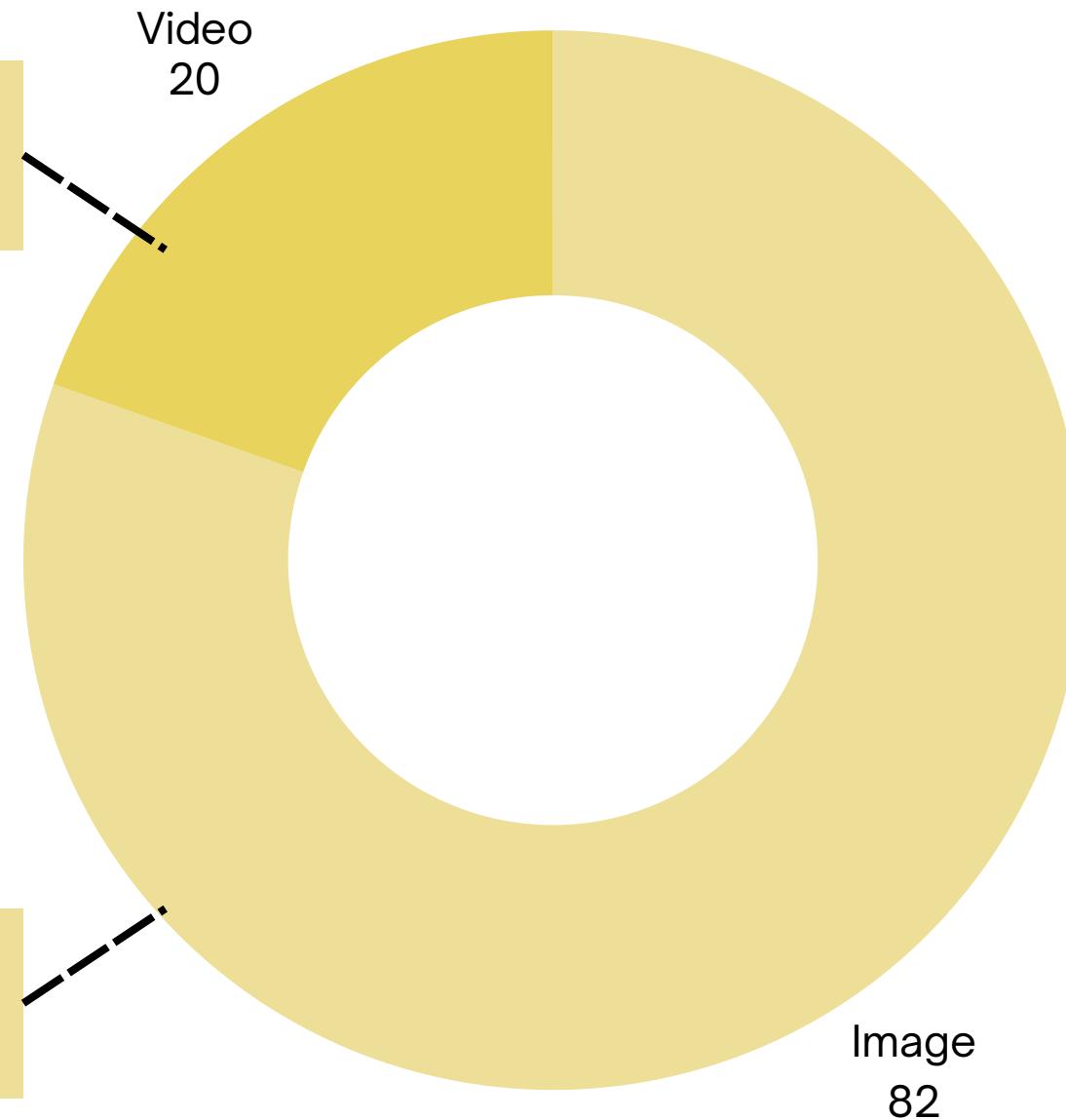
# Media Type Distribution On Q4

...

- Median Likes : 82.5
- Median CustComments : 3

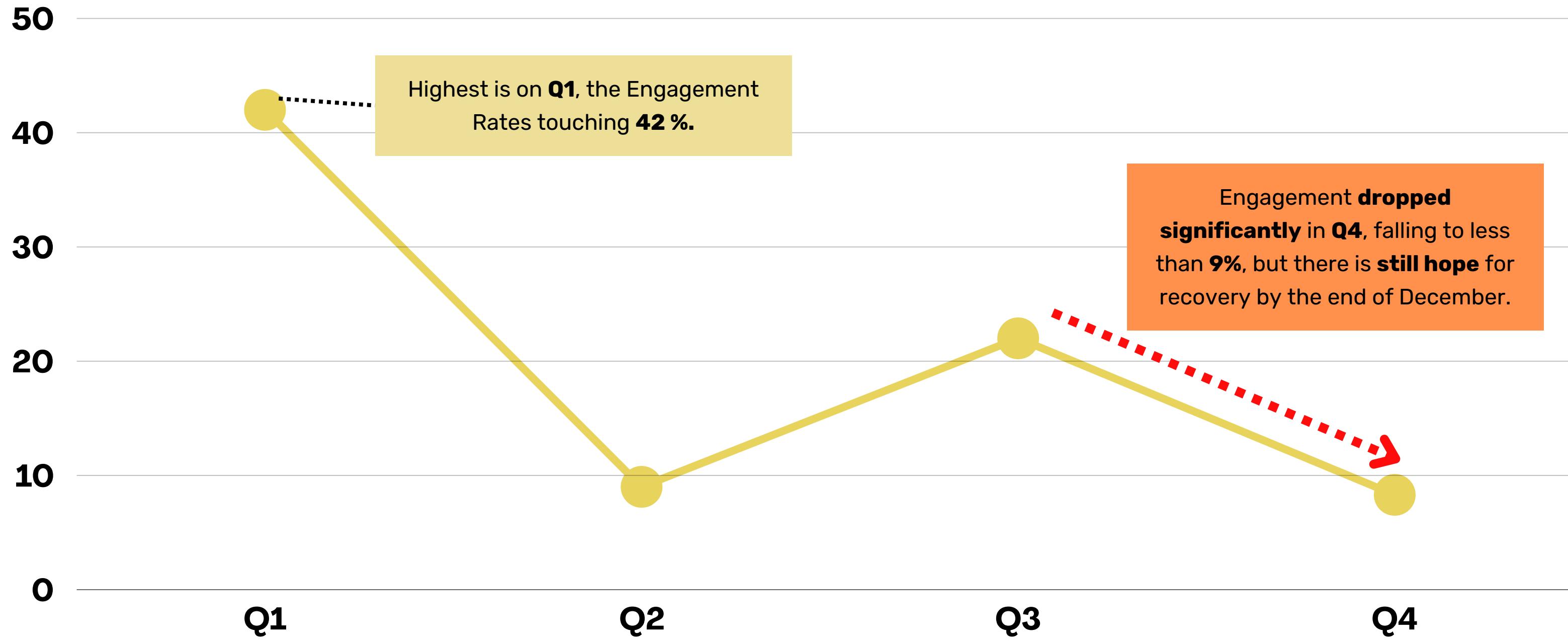
Dominated by Image Post  
in Q4, actually in every  
Quarter

- Median Likes : 44
- Median CustComments : 2



# Engagement Rate

...



**Engagement** = (Total Likes + Total Cust Comments)/Avg Followers

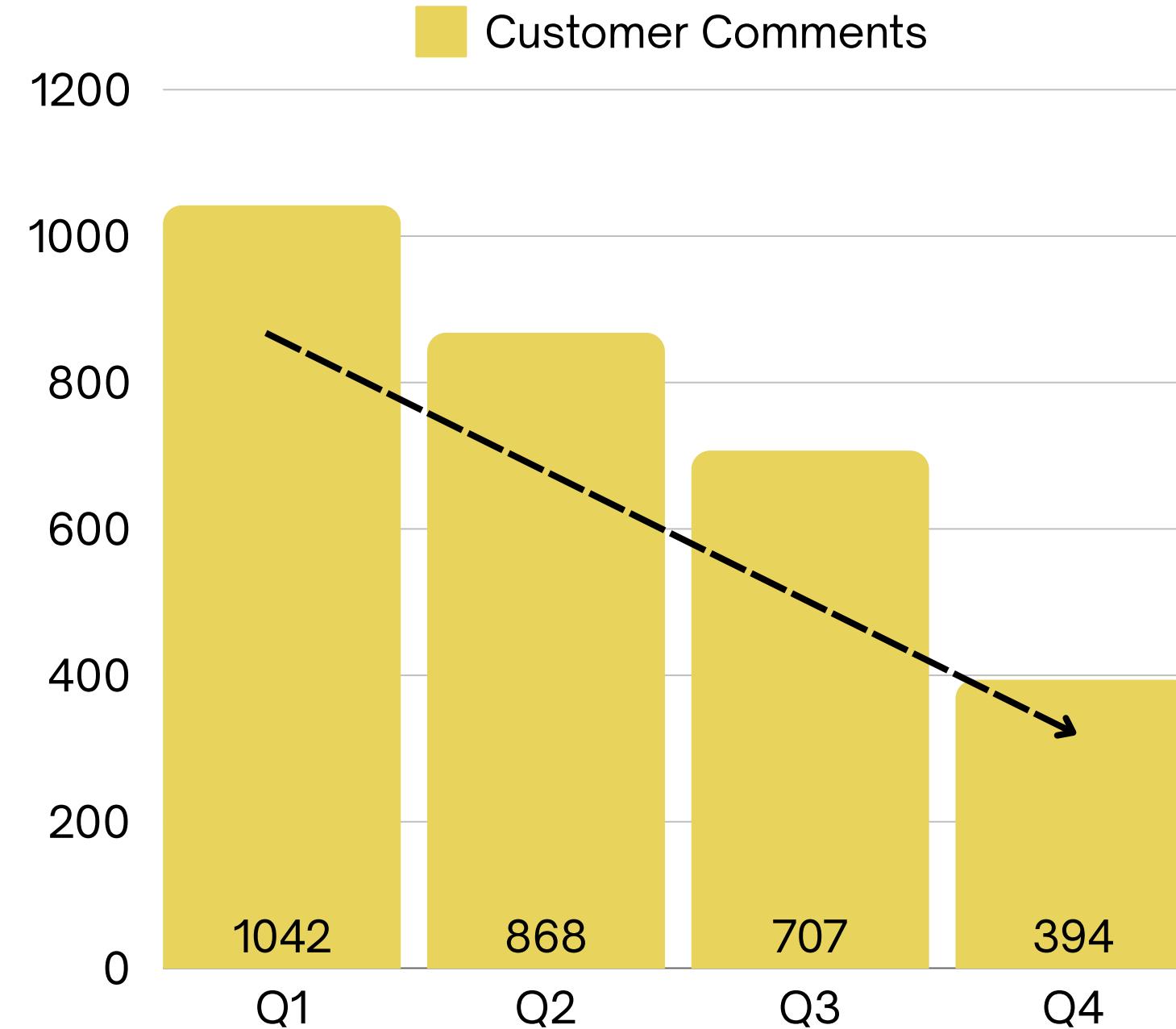
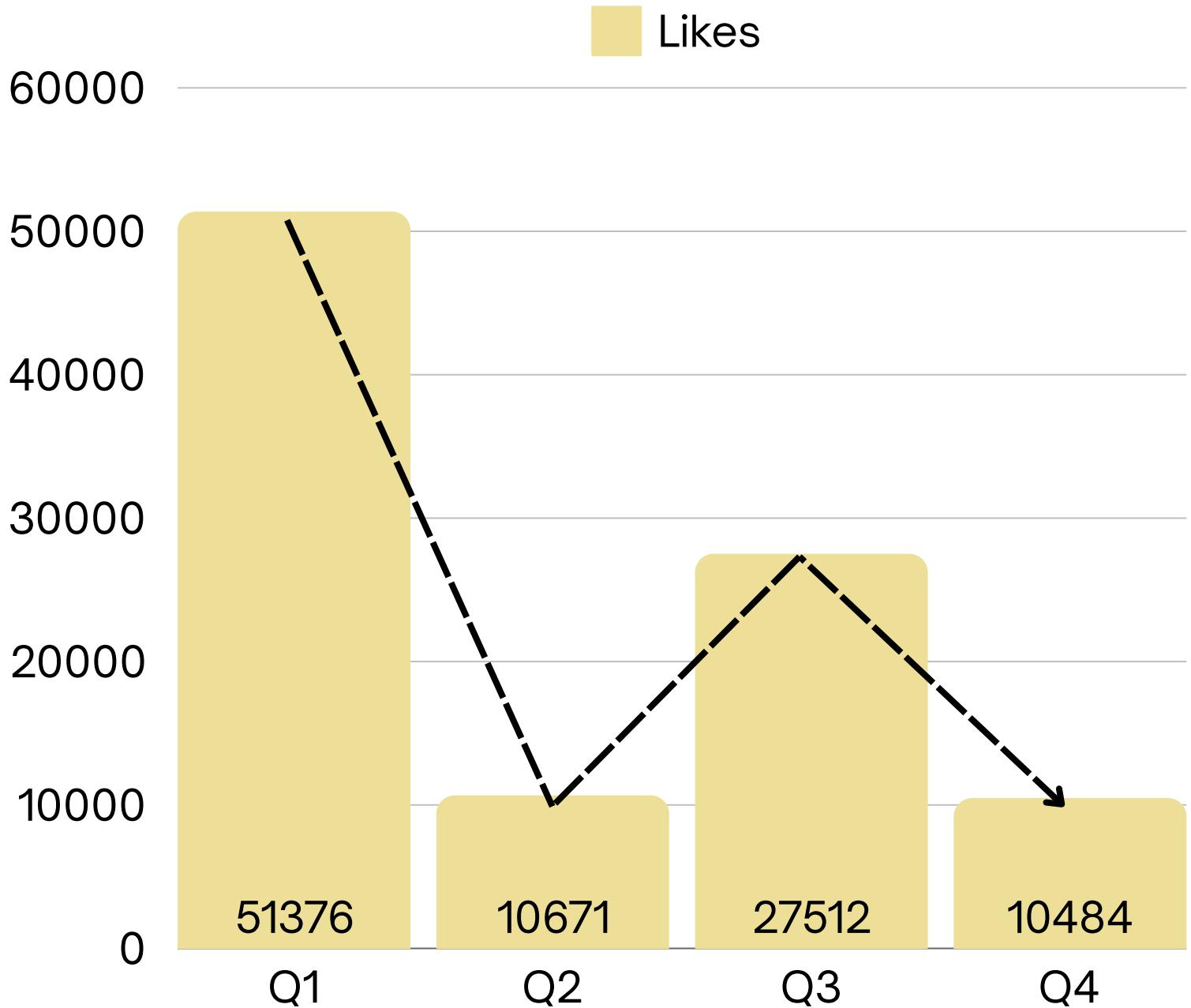
# Post Engagement Analysis

...

# Total Trends

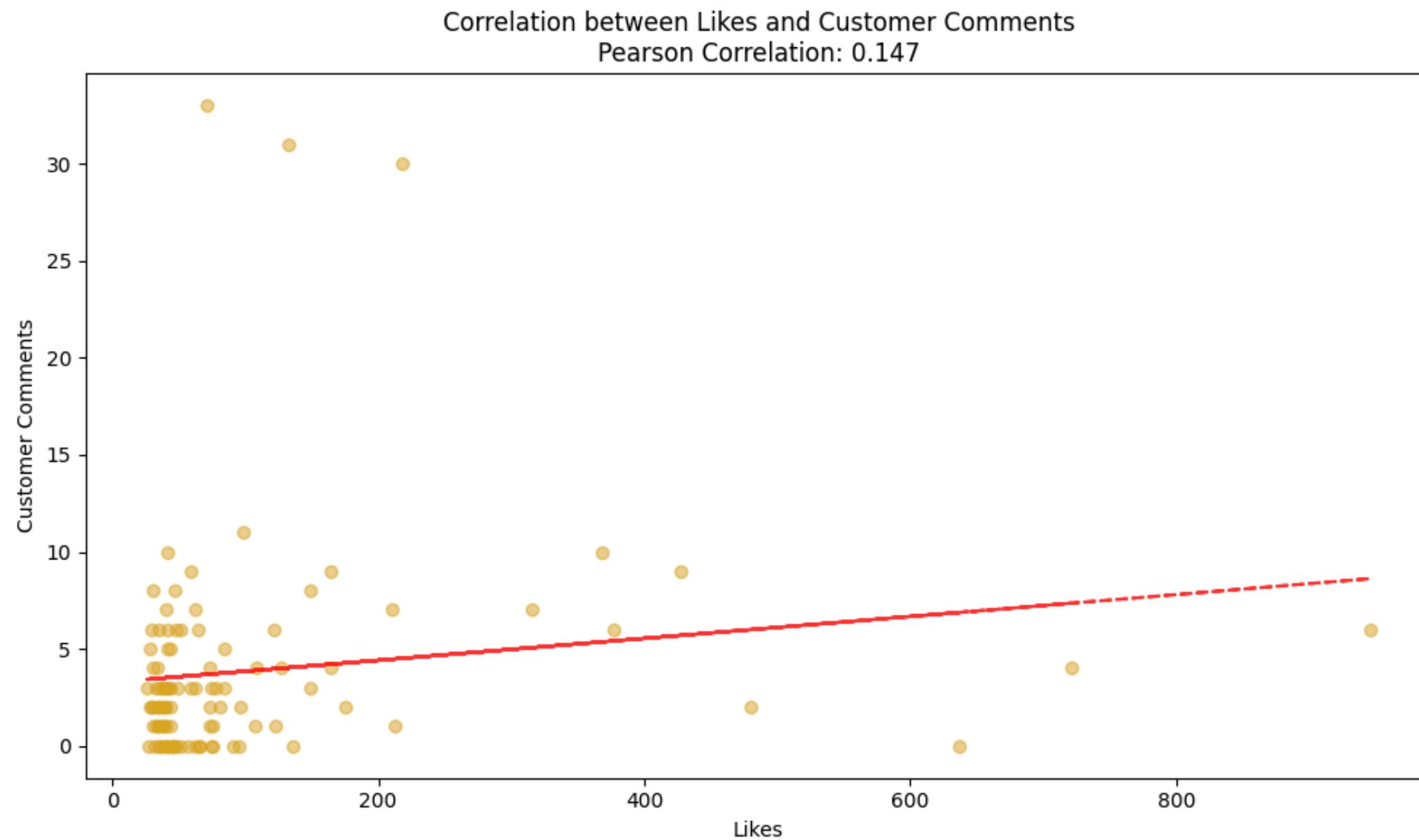
...

It seems that the number of likes and customer comments don't show any interaction or correlation so far, but we'll investigate this further, **especially in Q4.**



# Correlation Q4

...

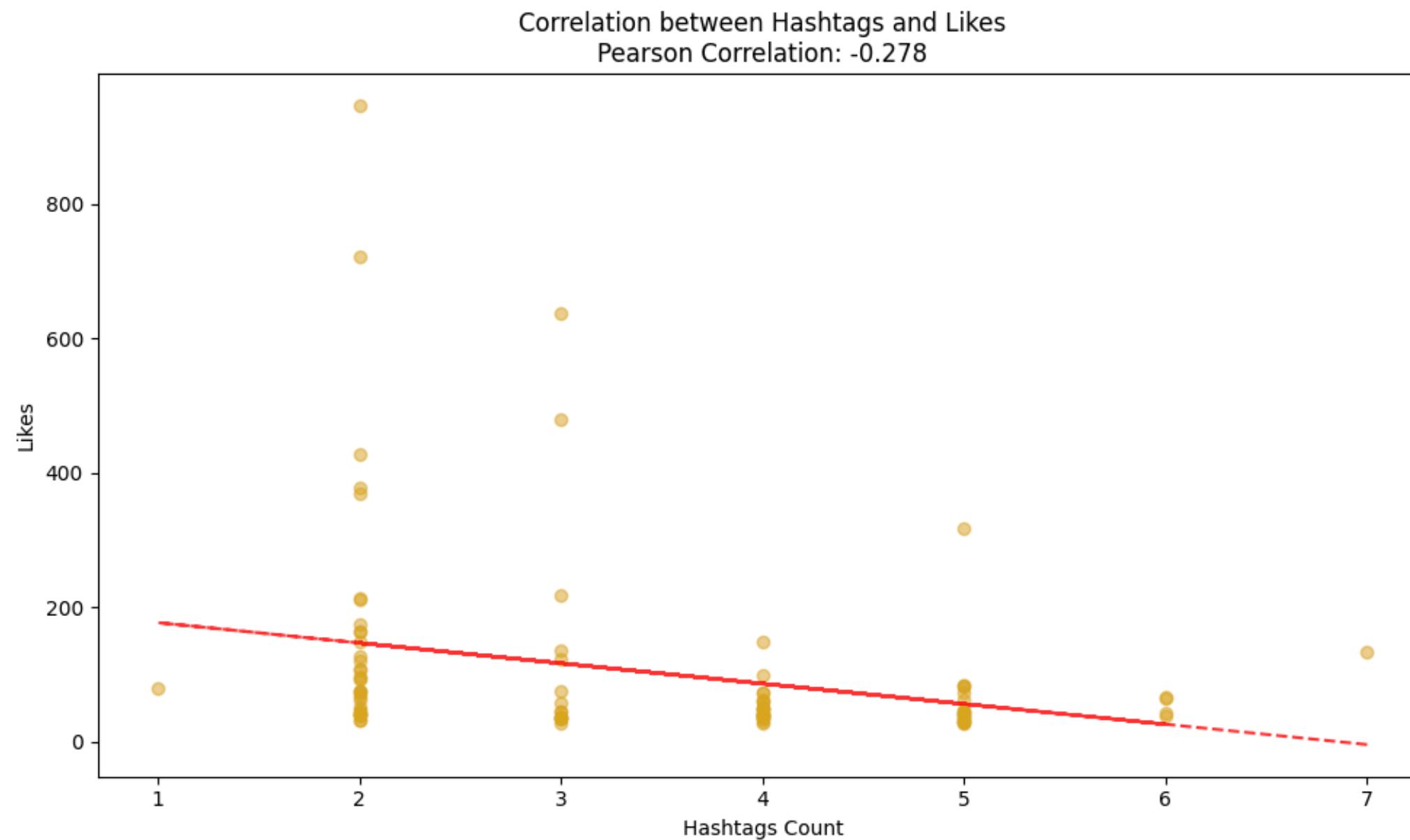


The Pearson Correlation shows a score of **0.147**, which is very low. This confirms that comments have little to **no relationship** with likes.

**The Pearson correlation** is a **statistical measure** that quantifies the strength and direction of the linear relationship between two variables, **ranging from -1 to 1**.

# Correlation Q4

...

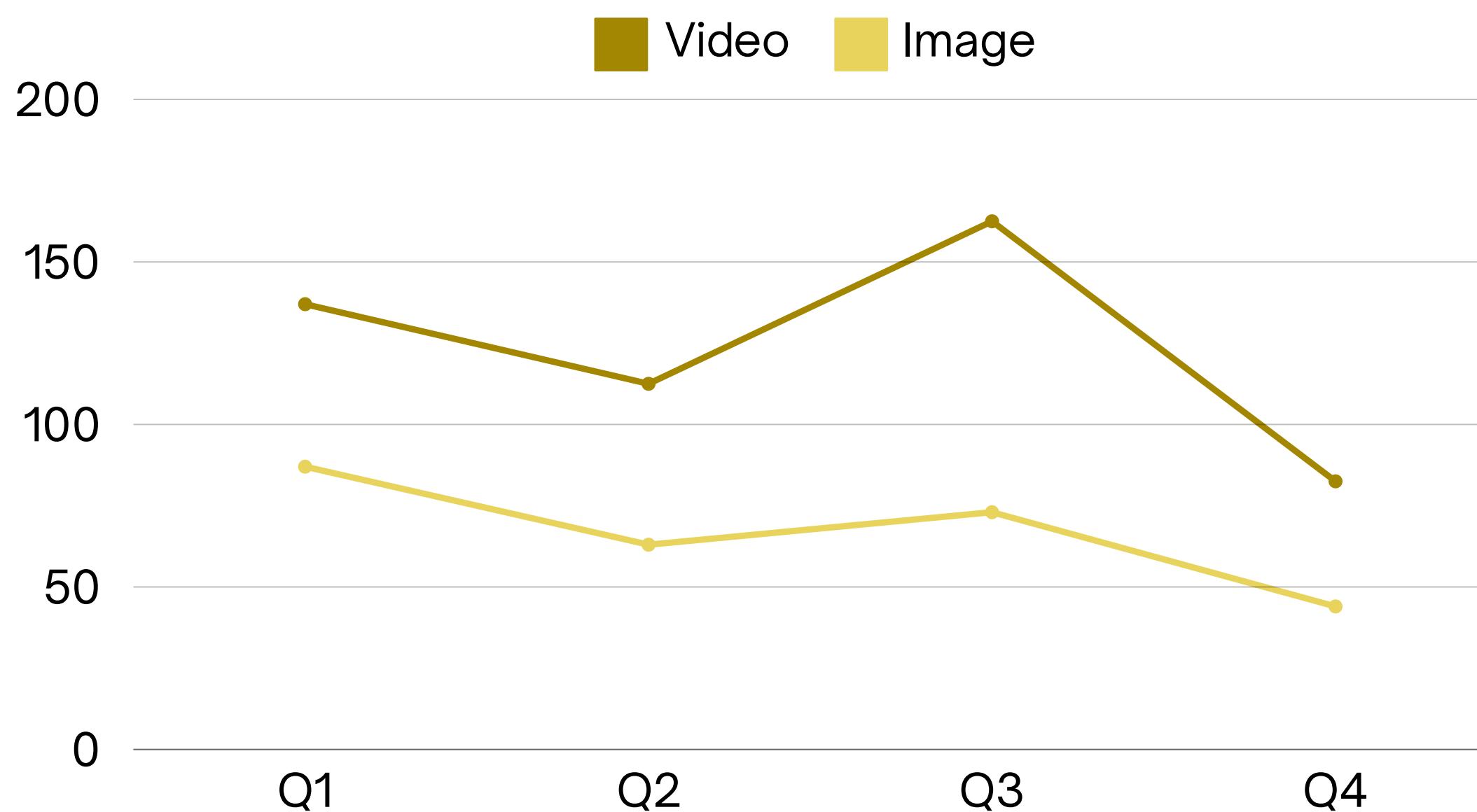


A **weak negative correlation** suggests that increasing hashtags **doesn't necessarily lead to more likes**. In fact, fewer hashtags may sometimes result in higher likes.

We will now focus on **using likes** as the primary metric to **evaluate post performance** because it is more **representative** of engagement. While customer comments also contribute to engagement, **likes provide a clearer and more consistent measure** of how posts are being received

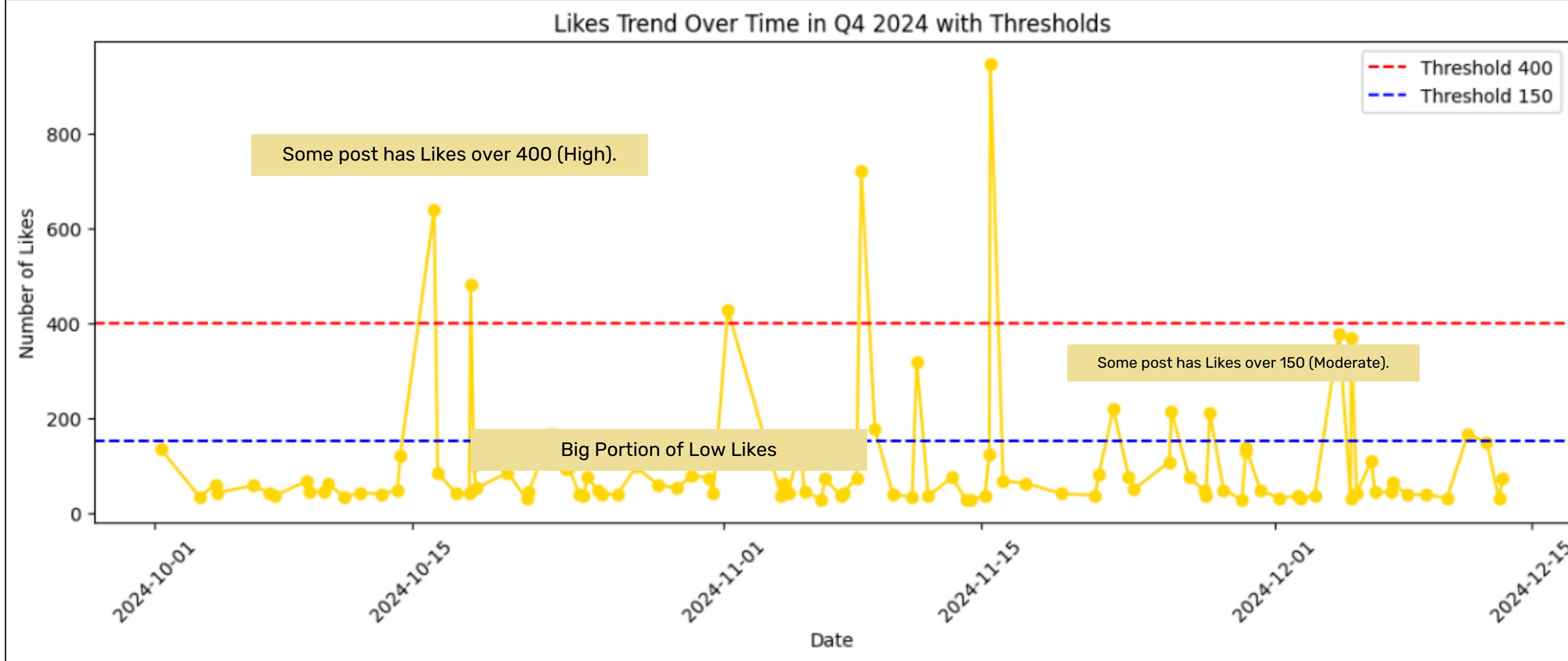
# Median Likes Trend

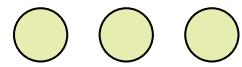
...



Despite **having fewer videos compared to images**, the engagement for **videos**, particularly likes is **consistently higher across all quarters**. This suggests that videos generate more interaction, even though the number of video posts might be smaller.

# Likes Trend Q4





...

**High  
Engagement  
Post(s)**

# More than 400 Likes



2024-10-16  
05:00:57 with  
**637 likes**

Siapkah kamu untuk membawa bisnismu ke level berikutnya? MUIP Garuda Fund hadir untuk mewujudkan mimpi entrepreneur dengan solusi pendanaan yang tepat!

Tapi tunggu, ada syaratnya! Untuk membuka potensi penuh dari kesempatan ini, kamu perlu berkolaborasi dengan produk-produk inovatif dari Danamon atau Adira. Yuk, cek info selengkapnya hanya di #DanamonFinancialFriday: bdi.co.id/dff173

#Danamon #TumbuhBersamaDanamonGroup

2024-10-18  
05:00:56 with  
**480 likes**

Mau permudah kelola transaksi untuk bisnis kamu? Nah, ini dia jawabannya! QR Danamon dan Direct Debit Danamon bisa bantu bisnis kamu biar lebih mudah karena proses pembuatan dan reportingnya pun sat, set~ Yuk, langsung aja cek selengkapnya di #DanamonFinancialFriday: bdi.co.id/dff173 #Danamon #TumbuhBersamaDanamonGroup

2024-11-01  
05:00:10 with  
**427 likes**

Danamon mengumumkan pencapaian kinerja keuangan pada Kuartal III tahun 2024 dengan menunjukkan pertumbuhan pinjaman yang konsisten di seluruh lini bisnis didukung oleh likuiditas yang memadai. Kinerja yang kuat juga tercermin dari Pendapatan Operasional yang tumbuh sebesar 7% YoY menjadi Rp 14,2 triliun dan Pre-Provision Operating Profit (PPOP) yang tumbuh sebesar 5% YoY menjadi Rp 6,3 triliun. Pencapaian tersebut namonGroup ....

2024-11-08  
11:27:16 with  
**721 likes**

Nyicil rumah tapi bunganya malah bikin geleng-geleng. Mending take over ke KPR Danamon aja yang no kaleng-kaleng. Mau tau info selengkapnya? Yuk, tonton di bdi.co.id/dff174 #Danamon #TumbuhBersamaDanamonGroup

2024-11-15  
12:00:22,  
**946 likes**

Kalo kata Aditya Sofyan, "Selalu ada sesuatu di Jogja". Ya betul! karena Home Credit bakal ngajak kamu seru-seruan di seminar literasi SEGAMPANG ITU! Belajar Strategi Menjalani Siklus Kehidupan Keuangan bareng speakers dan guest star yang pastinya asik! Catat jadwalnya: Kamis, 21 November 2024, 9-12 WIB, University Club, Universitas Gadjah Mada pssst 10 register pertama akan mendapatkan total 500K voucher belanja. Daftarin diri kamu di bit.ly/RegistSeminarLiterasiKeuangan sekarang! #HomeCredit #Segampangitu

# High Engagement Post



## Media Type Distribution:

- Video: 3 posts
- Image: 2 posts

## Average Caption Length:

- 462.6 characters

## Average Hashtag Used:

- 3

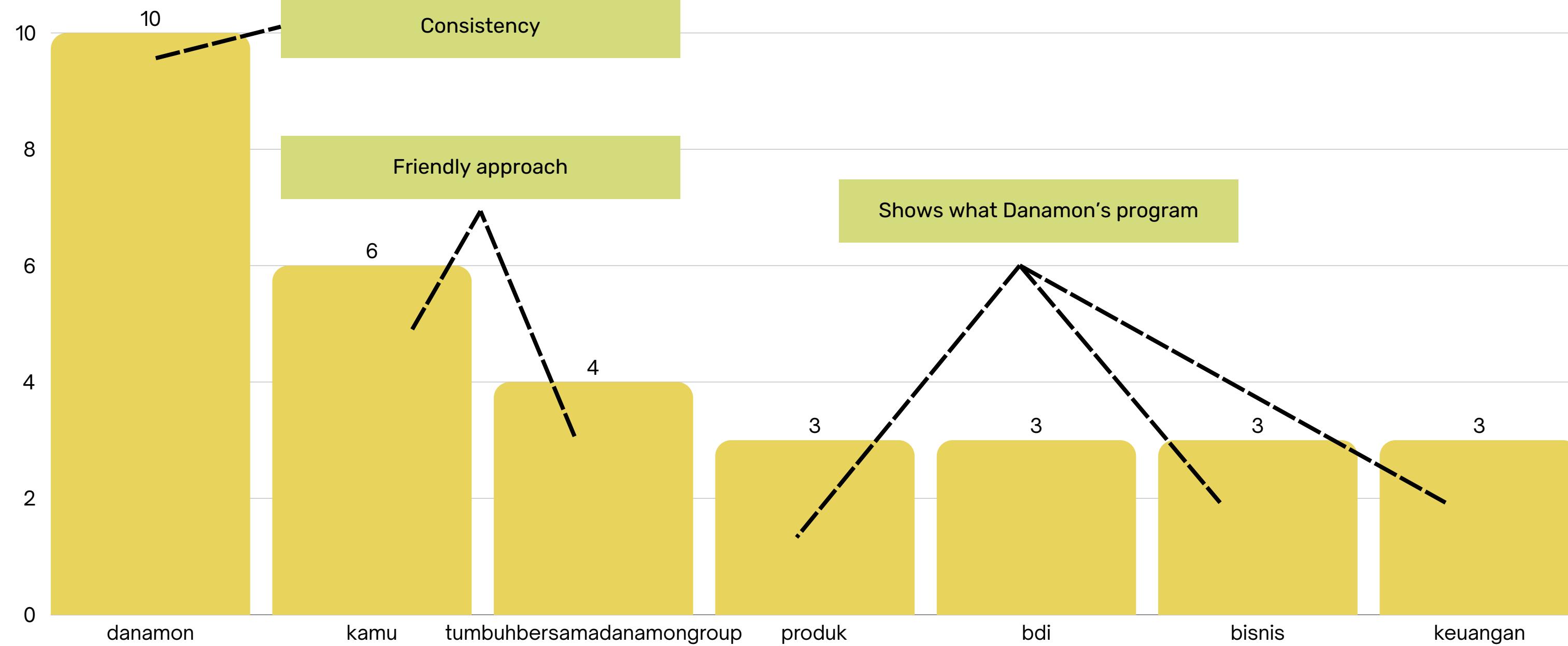
## Most Common Posting Hours:

- Around 5 a.m

## Average Total Comments:

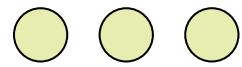
- Owner Comments: 4.8
- Customer Comments: 4.2

# Caption's Top Words



## Post Summary

- Include a clear call-to-action.
- Address trending issues such as mortgage assistance (KPR) and SME funding, as these are likely to be highly valued and seen as helpful by the public.
- Host events featuring the mention of celebrity names.
- Out of the five pieces of content, three are videos while two are images.
- On average, content is uploaded at 5 AM and 12 PM.



...

**Moderate  
Engagement  
Post(s)**

# Moderate Likes (150-400)



2024-10-22  
13:46:30 with  
**164 likes**

MUFG, Danamon, MUIP (MUFG Innovation Partners) dan Adira Finance mengadakan Danamon Investment Matching Fair 2024 sebagai bentuk dukungan atas pertumbuhan startup di Indonesia pada tanggal 22 Oktober 2024. Lebih dari 30 startup & Venture Capital hadir di Glass House, The Ritz-Carlton, Pacific Place. Selain sharing session mengenai MUIP Garuda Fund, ada juga business matching session dan networking session untuk seluruh partisipan yang hadir. Jangan lupa kunjungi booth Danamon untuk lebih tau mengenai MUIP Garuda Fund di Tech In Asia Conference tanggal 23-24 Oktober 2024! #Danamon #TumbuhBersamaDanamonGroup



2024-11-09  
05:18:16 with  
**175 likes**

Tahun ini, Danamon kembali menggelar acara Business Matching Fair 2024 : Cosmetic & Beauty Industry pada hari Kamis, 7 November 2024 di Menara Bank Danamon, berkolaborasi dengan Tokyo SME Support Center serta didukung oleh MUFG dan MU Research and Consultant Indonesia (MURCI) dengan tujuan untuk mempertemukan nasabah dan penyedia solusi yang dapat memenuhi kebutuhan spesifik mereka di bidang kosmetik dan kecantikan, melalui beragam aktivitas seperti Seminar, Networking hingga sesi Business Matching. Kedepannya, Danamon akan terus berinovasi dengan menyelenggarakan acara Business Matching Fair di berbagai sektor industri guna mendorong pertumbuhan bisnis Nasabah. Info: bdi.co.id/bmf2024 #Danamon #TumbuhBersamaDanamonGroup



2024-11-11  
11:59:39 with  
**316 likes**

Halo Sahabat Bandung dan sekitarnya! 5 hari lagi Festival Pasar Rakyat segera hadir di kota kamu. Acara ini adalah kolaborasi dari Adira Finance melalui Unit Usaha Syariah, Danamon Syariah, dan Zurich Syariah sebagai bentuk kepedulian untuk membuat pasar rakyat lebih sejahtera (sehat, hijau, bersih, dan terawat). FPR kali ini berbeda dengan kota-kota sebelumnya karena bertepatan dengan perayaan ulang tahun Adira Finance ke-34 yang pastinya tetap menghadirkan beragam kegiatan bermanfaat dan seru banget, yuk catat lokasi dan tanggalnya: 📅 Pasar Kosambi, Bandung 📅 16-17 November 2024 Jangan sampai ketinggalan keseruannya ya! 🎉 #AdiraFinance #DanamonSyariah #ZurichSyariah #FestivalPasarRakyat #SahabatPasarRakyat



2024-11-22  
05:01:21 with  
**218 likes**

Kalau buat yang satu ini jangan takut deh! Kan udah ada Danamon yang bisa nemenin kamu tumbuh bersama 😊 Apa sih emangnya yang ditakutin Dian? Langsung aja cek video selengkapnya di #DanamonFinancialFriday: bdi.co.id/dff174 #Danamon #TumbuhBersamaDanamonGroup



2024-11-25  
09:00:07 with  
**212 likes**

Sehubungan dengan adanya hari libur Pemilihan Kepala Daerah (Pilkada), berikut kami sampaikan informasi layanan operasional cabang Danamon. Gunakan selalu D-Bank PRO by Danamon untuk kemudahan setiap transaksi finansialmu! Info: bdi.co.id/infocabang #Danamon #TumbuhBersamaDanamonGroup

# Moderate Likes (150-400)



## Media Type Distribution:

- Video: 3 posts
- Image: 6 posts

## Average Caption Length:

- 536 characters

## Average Hashtag Used:

- 2

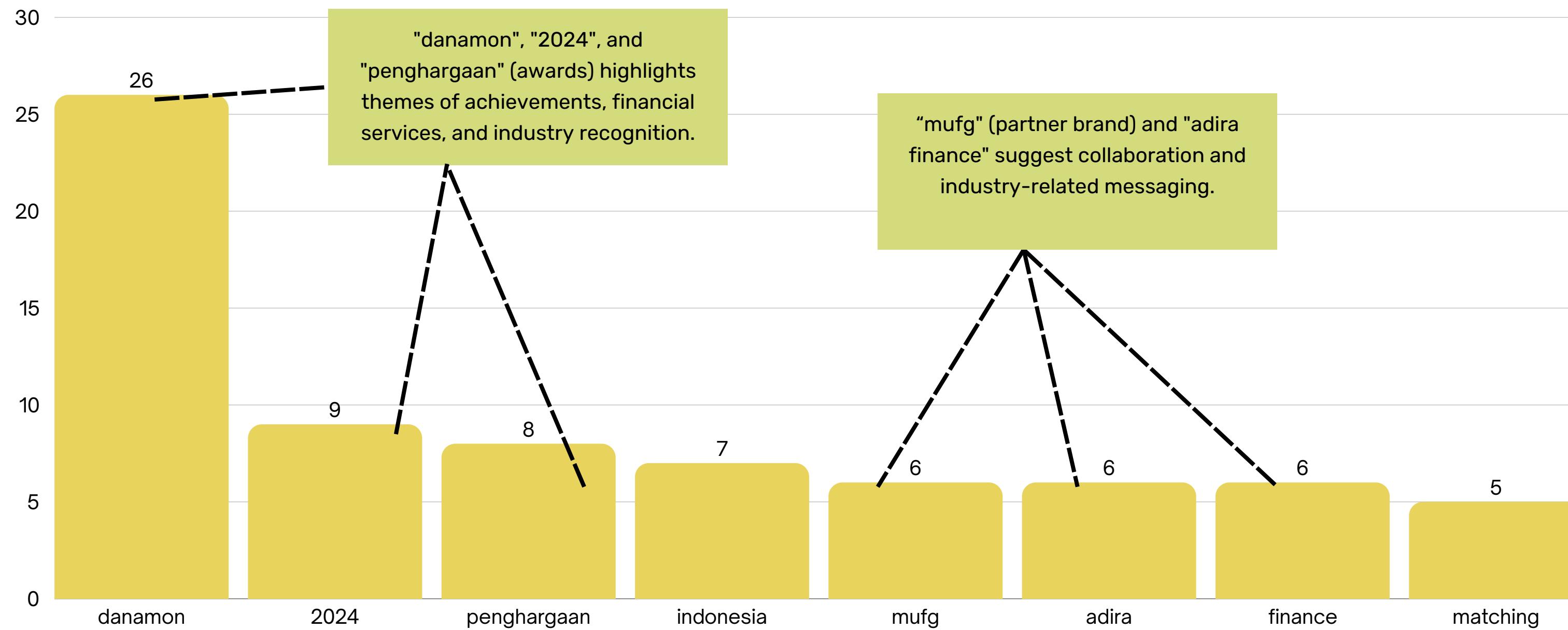
## Most Common Posting Hours:

- Around 5 a.m
- Around 11 a.m

## Average Total Comments:

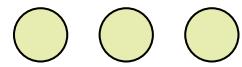
- Owner Comments: 9
- Customer Comments: 8

# Caption's Top Words



# Post Summary

- All captions consistently feature Danamon branding, using hashtags like **#Danamon** and **#TumbuhBersamaDanamonGroup** to reinforce a strong and unified brand identity.
- Nearly all captions **highlight partnerships** with startups, educational institutions, communities, or other companies, emphasizing Danamon's collaborative approach across various initiatives.
- **Highlight awards** received by Danamon, showcasing its credibility and innovation as a leading financial institution.
- Many captions **encourage the audience to attend events**, participate, or seek additional information, fostering direct interaction with the target audience.



...

**Low - Lowest  
Engagement  
Post(s)**

# Less Than 150 Likes



2024-10-03  
10:22:42 with  
**33 likes**

#JanganKasihCelah penyalahgunaan Quick Response (QR) melalui Quishing! 🛡️ Quishing adalah salah satu kejahatan Phishing yang memanfaatkan teknologi QR. Yuk, pelajari cara menghindari kejahatan Quishing agar tetap aman dan tidak terkena modus penipuan. Tutup celahnya! Tutup peluangnya! Pelajari info modus lainnya di [bdi.co.id/jangankasihcelah](http://bdi.co.id/jangankasihcelah) #Danamon #TumbuhbersamaDanamonGroup



2024-10-04  
10:00:11 with  
**42 likes**

Godaan QRIS D-Bank PRO datang lagi! 🎉 - Berbagai pilihan makanan dan minuman buat mood booster 🍔 - Belanja berbagai keperluan pribadi dan kebutuhan anak 🎁 - Buat jalan-jalan sama bestie 🚗 - Bisa nonton hemat film favorit 🎬 Yuk transaksi pakai QRIS D-Bank PRO! Karena Terlepas Apa Yang Kamu Punya, D-Bank PRO by Danamon #SelaluMenggoda Periode program hingga 28 Februari 2025 Info: [bdi.co.id/cbdbankpro](http://bdi.co.id/cbdbankpro) #TumbuhBersamaDanamonGroup #Danamon #DBankPRO



2024-10-07  
06:00:10 with  
**42 likes**

Caption: Cari passive income buat bayar arisan, token listrik atau bayar iuran sekolah anak? Investasi mulai dari Rp1 juta di SBN Ritel Seri ORI026 dengan pilihan tenor: • ORI026-T3 (3 tahun) dengan tingkat kupon 6,30% gross per tahun • ORI026-T6 (6 tahun) dengan tingkat kupon 6,40% gross per tahun Periode penawaran: 30 September - 24 Oktober 2024. Beli via D-Bank PRO dan dapatkan Cashback hingga Rp28,5 juta! Info: [bdi.co.id/ori026](http://bdi.co.id/ori026) S&K berlaku. #ORI026 #InvestasiNegeriku #PilihanBerhargaUntukSejahteraBersama #Danamon #TumbuhBersamaDanamonGroup



2024-10-07  
12:00:12 with  
**35 likes**

Kebiasaan pake biometric login sampe suka lupa password pas mau login D-Bank PRO kamu? Jangan yaa dek ya.... Tenang jangan panik! Karena kamu bisa lakukan secara online dan tanpa pulsa via D-Bank PRO yang #SelaluMenggoda loh! Yuk geser slidennya untuk ikuti petunjuknya. Eitsss jangan lupa simpan password kamu biar gak lupa lagi ya! Info: [bdi.co.id/tutorialcpu](http://bdi.co.id/tutorialcpu) #DBankPRO #Danamon



2024-10-09  
10:00:11 with  
**44 likes**

Mau punya Tabungan Rp300 juta seperti Laluna? Emang bisa? 🤔 Bisa dong! Mulai investasi Valas pakai Danamon LEBIH PRO yuk! Investasi kamu lebih efisien dan #BanyakLebihnya karena ada 9 mata uang dalam 1 tabungan dan Rate Valasnya berani diadu! ✨ Danamon LEBIH PRO juga punya fitur FX Live Rate yang buat kamu bisa pantau Rate secara langsung lewat D-Bank PRO! Ayo! Buka Tabungan Danamon LEBIH PRO sekarang! Periode hingga 31 Desember 2024 Info: [bdi.co.id/dlpro](http://bdi.co.id/dlpro) S&K berlaku. #Danamon #TumbuhBersamaDanamonGroup #DanamonEBIHPRO #BanyakLebihnya

# Less Than 150 Likes



## Media Type Distribution:

- Video: 3 posts
- Image: 49 posts

## Average Caption Length:

- 461 characters

## Average Hashtag Used:

- 4

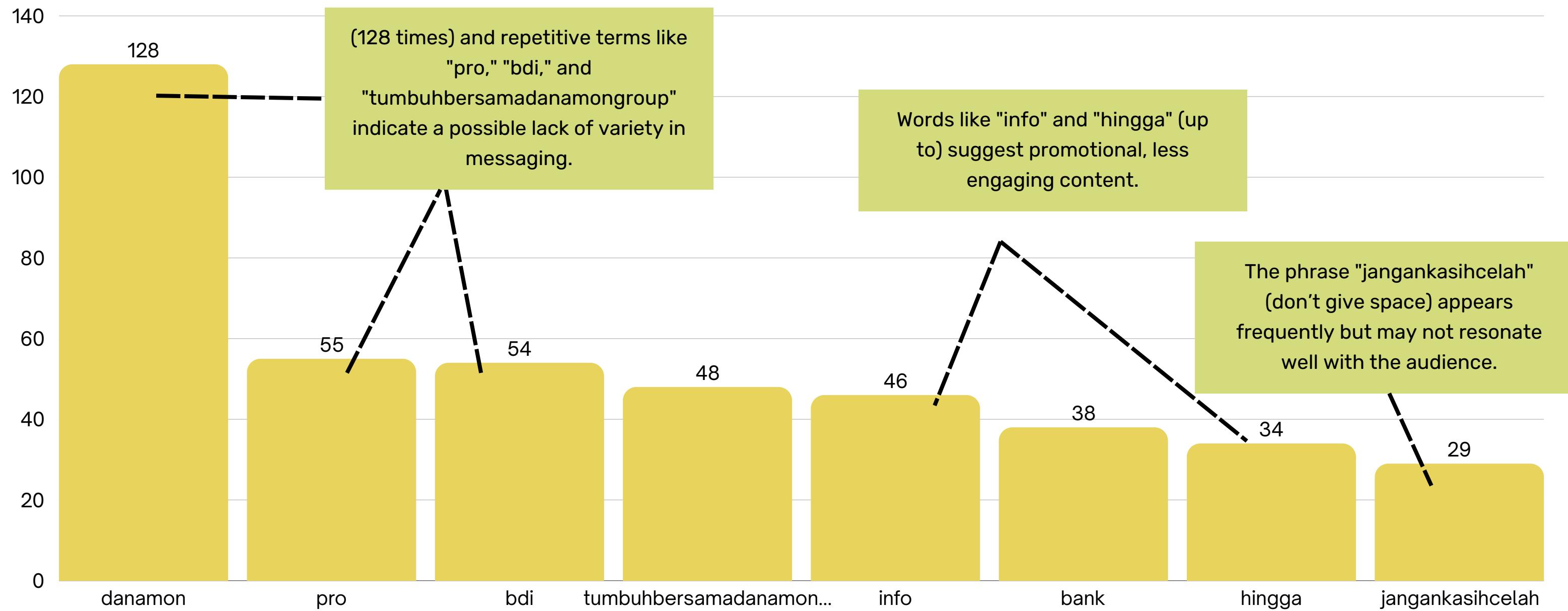
## Most Common Posting Hours:

- Around 5 a.m
- Around 10 a.m

## Average Total Comments:

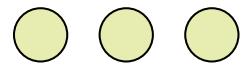
- Owner Comments: 3
- Customer Comments: 3

# Caption's Top Words



# Post Summary

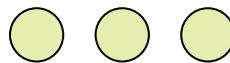
- **Fail to capture the audience's attention with a personal storytelling approach, focus too heavily on product promotion without emotional elements** or direct engagement to encourage interaction, and use hashtags that tend to be generic and less relevant for expanding audience reach beyond the existing customer base.
- **Less people showed and video explanation**



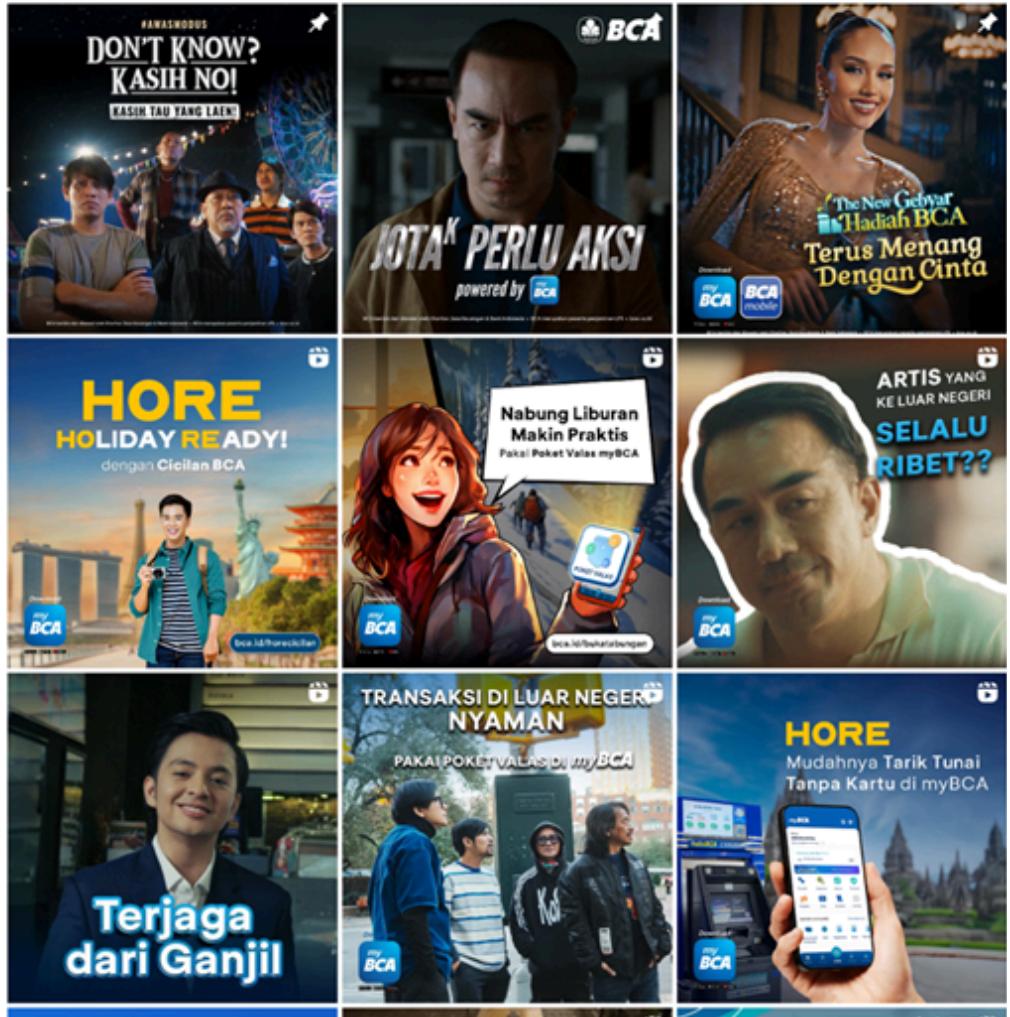
...

# Feeds Screening

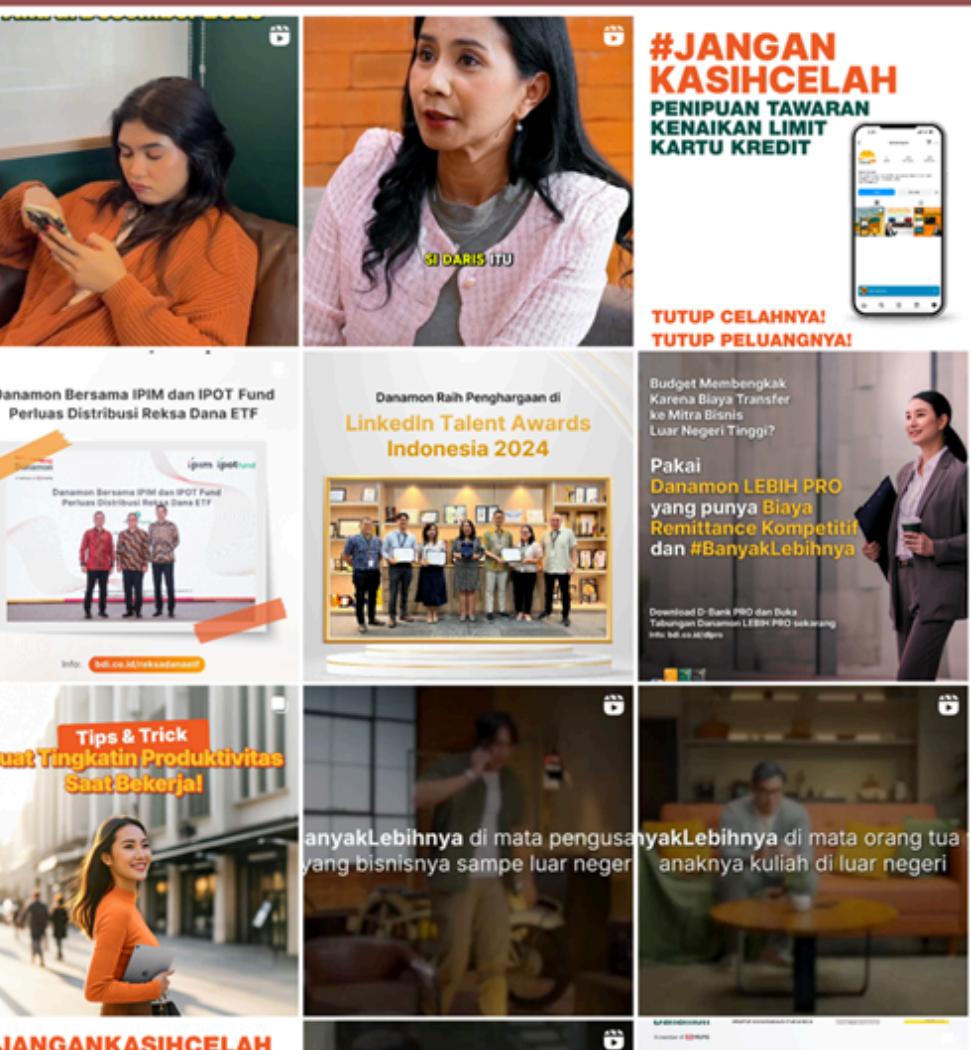
# Feeds



## BCA



## Danamon



### Feeds:

- The feed appearance is **unorganized and lacks consistent branding templates**, making it look unprofessional and visually unappealing.

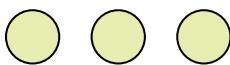
### Structure:

- In comparison, institutions like Bank BCA have well-structured branding templates.

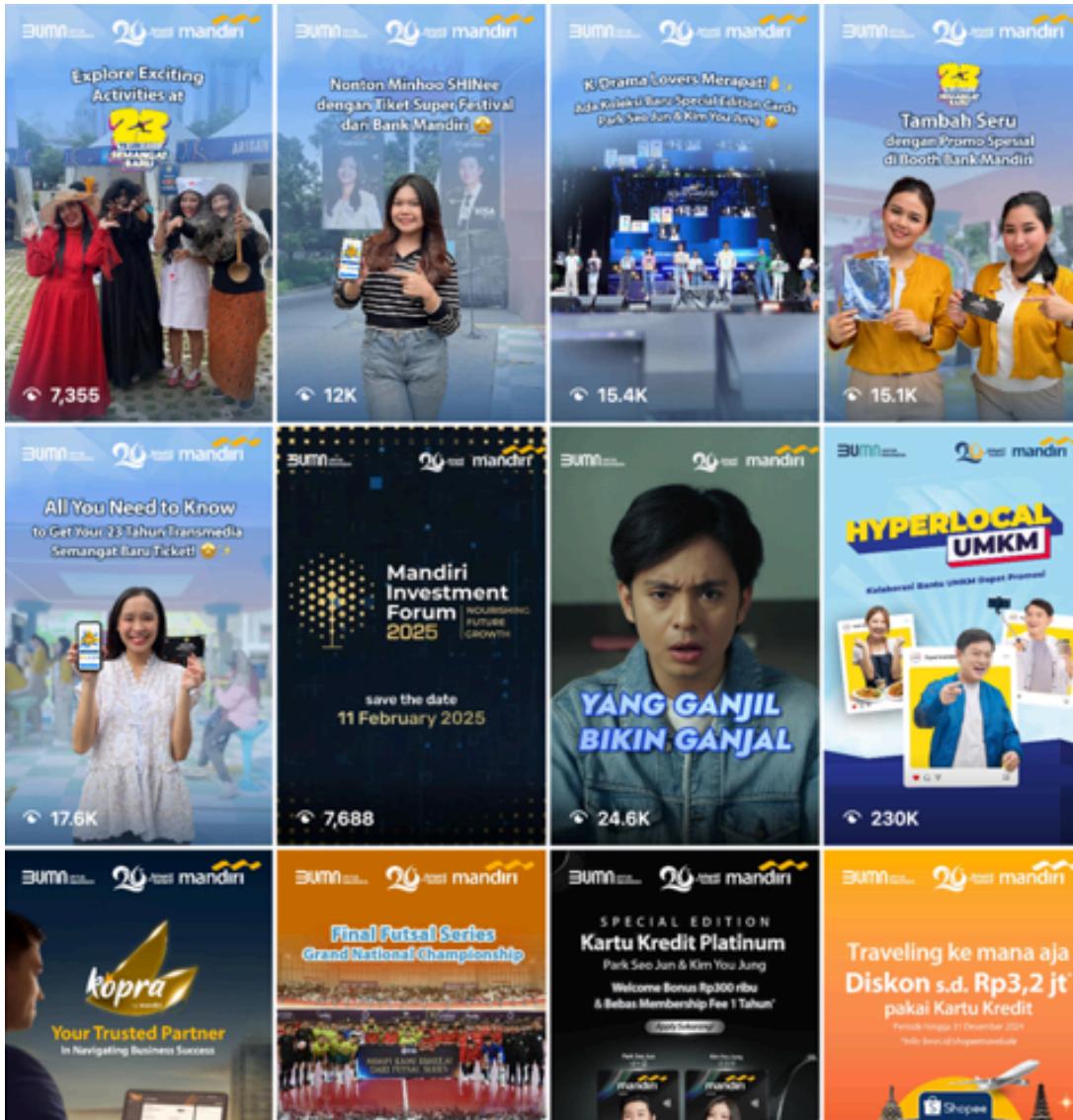
### Content:

- Thumbnails are often cropped**, reducing their visual appeal and overall viewing comfort.
- Content rarely leverages trends or "riding the wave"** (content based on trending topics or viral trends).

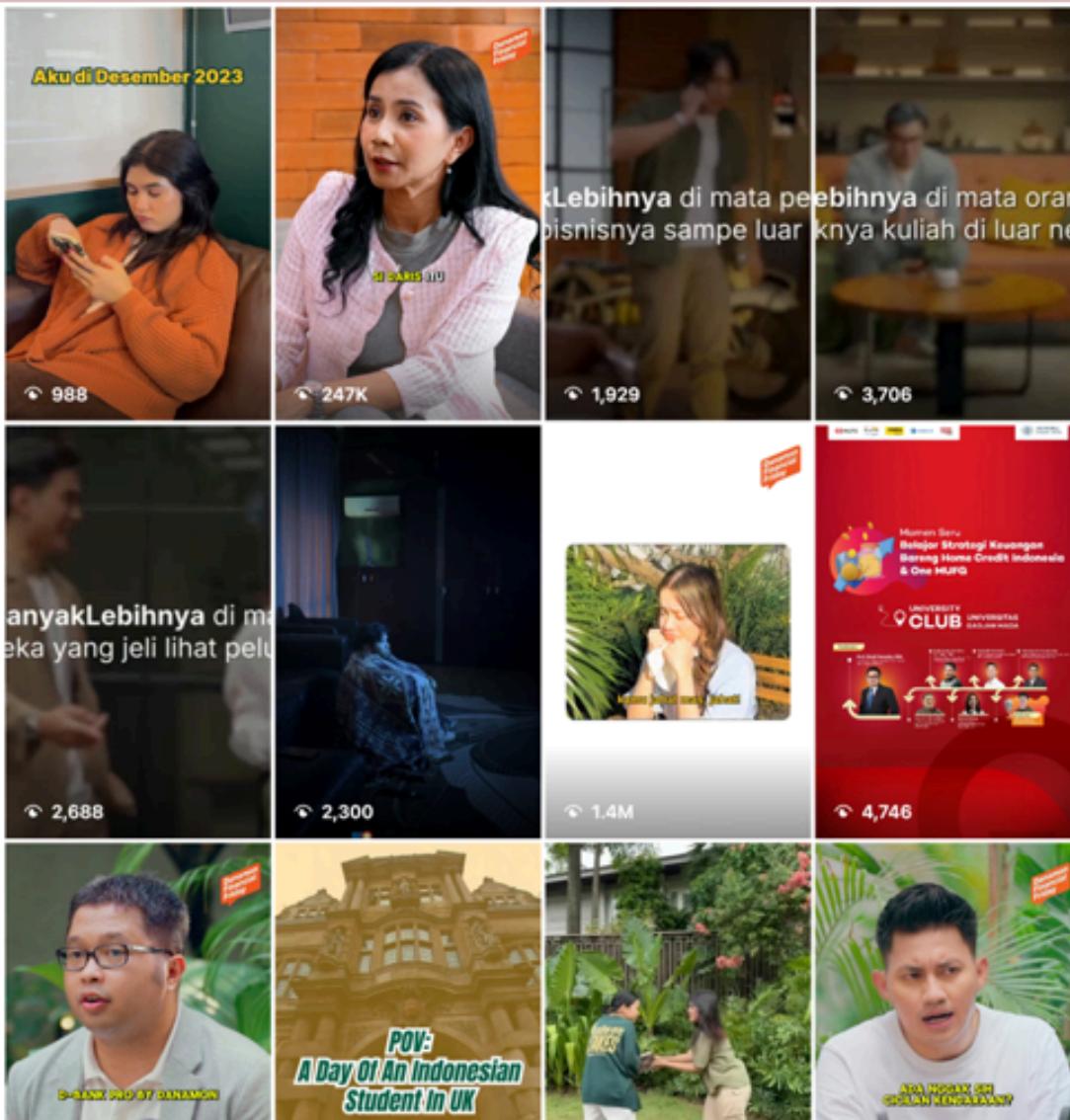
# Reels



## Mandiri



## Danamon

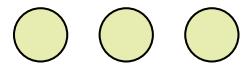


### Reels:

- The cover design for reels appears disorganized and inconsistent, which disrupts the overall visual harmony of the feed.

### Structure:

- Institutions such as Bank Mandiri use a **consistent and well-structured cover template** for their reels. This approach not only enhances visual appeal but also strengthens brand identity.



...

# CONCLUSIONS



# Conclusion

after analyzing the data, here's what we can conclude

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## Performance

- Engagement in Q4 **performed poorly** compared to the other three quarters, accounting for **only 8%** of total engagement.
- The total number of posts in Q4 was 102, with 82 being images and 20 being videos.
- Likes median is **48.50**
- Customer Comments median is **2.5**
- Media Type metrics:
  - Image median median:
    - Likes **44**
    - Customer Comments **2**
  - Video Content median:
    - Likes **82.5**
    - Customer comments **3**

## Media Type

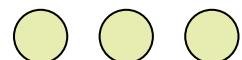
- Videos always gained more engagement than Image on every quarter.

## Engagement

- High engagement posts perform best at 5 AM, while low engagement posts suffer from scattered and unconventional timing.
- Danamon's Instagram posts lack engagement and fail to capture interest, focusing more on informing than delivering messages that resonate with the audience, resulting in minimal interaction.



# RECOMMENDATIONS



# Recommendations

after analyzing the data, here's recommendations:

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## Content

- Incorporate **more video content to boost engagement**, particularly in Q4.
- Target a **1:2 ratio** of videos to images to diversify content and maintain audience interest.
- **Highlight** key offerings such as seminars, events, **mortgage assistance (KPR), SME funding, and competitive financing solutions** for vehicle ownership (personal or professional).

## Pushing Engagements

- Use **2-3 targeted hashtags** per post to improve reach and visibility.
- Recommended hashtags based on recent reach (BrandMentions.com, last 7 days):
  - #kpr – 1.6M reach
  - #dukungumkm – 115K reach
  - #pinjamanmudah – 108K reach
  - #danacepat – 21.2K reach
  - #tanpajaminan – 13K reach

## Consistency

- Keep captions concise (~450-500 characters), relatable, and action-oriented.
- Focus on peak hours like 5 AM or test new optimal ranges (e.g., 9-12 AM).
- Make **structured content, use consistent fonts, layouts, and make alias to customers** (e.g. #KawanPajak from DJP)

## Collaborative Content Strategy

- Partner with relevant stakeholders and financial influencers to expand audience reach and improve engagement.
- Suggested influencers based on ICE Indonesia:
  - Felicia Putri Tjiasaka
  - Prita Hapsari Ghozie
  - Raymond Surya Chin
  - Raditya Dika
  - Andika Diskartes



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# Thank You

- Performance Dashboard in [here](#)
- Github Documentation in [here](#)