

# **GoPay Student Ambassador**

## Individual Weekly Report

Bernand Trianda Firmansyah

# Biography: About (Bernand Trianda Firmansyah)



**Bernand Trianda F.**  
**BINUS UNIVERSITY**  
**COMPUTER SCIENCE**

## Self Intro

I am a Computer Science student currently enrolled at Bina Nusantara University (BINUS), Jakarta, Indonesia. My academic journey in Computer Science has fueled my passion for software development and artificial intelligence.

## MBTI

INTJ

## Date of Birth

25/04/2002

## Personal Goals

1. Raise Awareness About GoPay
2. Promote Increased GoPay Usage
3. Financial Education
4. Collaborate with Student Communities
5. Gather Feedback
6. Serve as an Information Source
7. Measure Success

## Funfact

I'm a tech enthusiast! I'm always curious and excited to learn about the latest developments in the world of technology. I enjoy diving deep into coding & exploring AI

## Social Media



bernand\_tf



nandasyah



nandasyah25

# **Week 1**

12-20 September 2023

# Mandatory Activity (IG Post or Reels)

## Activity

Tell followers that GoPay is free transfer to any bank and free admin fees when paying for food at restaurants

<https://www.instagram.com/reel/CxSPeIKxKqc/?igshid=MzRIODBiNWFIZ>  
A==

In this content I went to a viral restaurant then ordered food and discussed the food and paid for it using the QR code scan payment feature on GoPay which is easy and without transaction fees then explained that GoPay is free transfer 100x/month to any bank then invited followers to download using the code referral

Total Accounts Reached		1200
Total Impressions		5441
Total Account Engaged		263
Post Interactions	Total	211
	Likes	118
	Shares	6
	Comments	83
	Saves	4
Engagement Rate Percentage		20,69%

# Mandatory Activity (IG Story)

## Activity

Telling my experience while using the GoPay application

[https://instagram.com/stories/bernand\\_t/3193874500974780691?utm\\_source=ig\\_story\\_item\\_share&igshid=MTc4MmM1Yml2Ng==](https://instagram.com/stories/bernand_t/3193874500974780691?utm_source=ig_story_item_share&igshid=MTc4MmM1Yml2Ng==)

In this story I share my daily life when I was at college, where when I arrived at campus I always opened the GoPay application to check my transaction history to manage my finances, then told them that GoPay already had its own application and told me about other features such as payment for game vouchers and installments and invited people to download GoPay with the code referral

Total Viewers	293
Total Story Interaction	1
Link Clicks	0

Engagement Rate Percentage	0,0001838845%
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# Mandatory Activity (Twitter)



Activity

Explain the activity here!

Insert link to your post here!

Explain your content and your strategy here!

Total Impressions

Total Engagements

Detail Expands

Engagement Rate Percentage

# Mandatory Activity (Tiktok)



Activity

Explain the activity here!

Insert link to your post here!

Explain your content and your strategy here!

Average Watch Time		
Watched Full Video		
Reached Audience		
Post Interactions	Views	
	Likes	
	Shares	
	Comments	
	Saves	
Engagement Rate Percentage		

# Results and Evaluation of Mandatory Task

What are the results from the mandatory activity?

Making promotional videos with soft selling that follow the storyline scenario that has been explained. The video shows the use of GoPay in a real situation in a restaurant, the benefits of using GoPay, such as no-fee transactions, easy financial management, and the ability to transfer free up to 100x per month to any bank.

What are the key learnings from your activity?

1. The importance of including relevant and interesting information in promotional videos to attract audience attention.
2. How to describe the benefits of using GoPay clearly and convincingly.
3. Inviting peoples to download GoPay via my referral link code.

What are the improvement you can make for the next strategy?

1. Focus more on the key points and benefits of using GoPay, such as zero-fee transactions and free transfer capabilities.
2. Pay attention to video quality, lighting, and audio to produce more professional videos.
3. Maximize interaction with the audience, for example by asking questions or inviting them to participate more actively.



# What additional marketing strategies I have implement?

Strategy	First I tell them that there is an application that provides free transfers to any bank up to 100x/month because this feature is definitely very interesting for anyone, then I also tell them that the size of this application is small and doesn't use a lot of cellphone memory. Just telling them this will certainly attract their interest in downloading and using the free transfer feature to any bank
Platform	Online (Instagram)
Quantity of reached people	15
Users Demographic	The users demographic: age : 15 - 35 occupation : Student, Employee, Housewife geographic : Jakarta, Tangerang

# Results and Evaluation of the Marketing Initiatives

What are the results from your own initiative marketing campaign?

1. After carrying out this marketing campaign, I succeeded in making a video that well describes the experience of using GoPay at a famous restaurant.
2. The video was reposted on my Instagram account and received a number of views, likes and comments.
3. I also succeeded in inviting several of my followers to download GoPay using the referral link code that I included in the video caption.

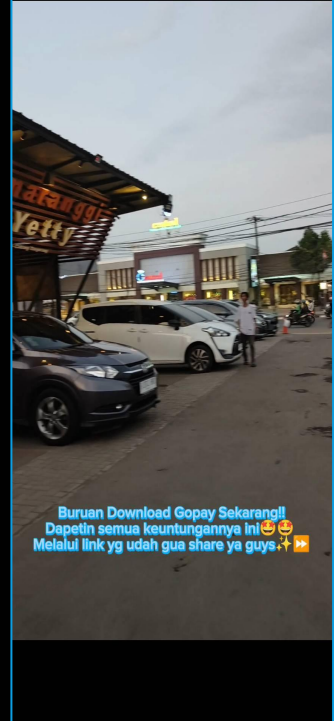
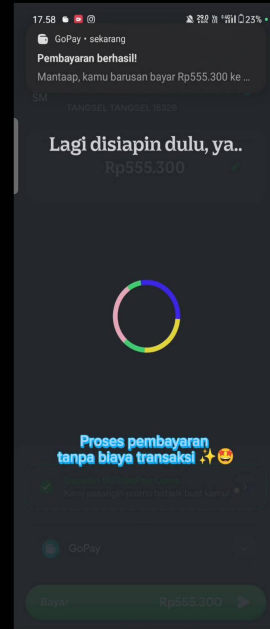
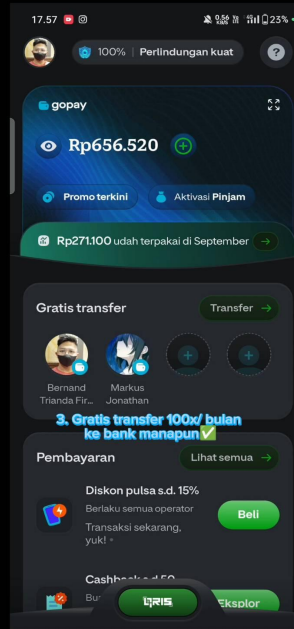
What are the key learnings from your initiatives?

1. The importance of using real-world situations in promotional videos to make them more relevant and engaging to the audience.
2. Emphasizes the main benefits of using GoPay, such as zero-fee transactions, free transfer capabilities, and better financial management.
3. Create a clear and compelling to action to download GoPay using the referral link code.

What are the improvement you can make for the next strategy?

1. Further improve video quality, especially lighting and audio, to create more professional videos.
2. Utilize creative elements such as animation or visual effects to make videos more interesting.
3. Use data analytics to track video performance and adjust marketing strategies based on follower feedback.
4. Focus on interacting with followers, answering questions, and communicating actively to build stronger connections.

# Documentation



# Feedbacks and Future Improvement

What can you improve from your performance on conducting this week tasks?

I was satisfied with the overall execution of the video, especially how I showcased the use of GoPay in a real-life scenario at a famous restaurant. What I liked about my performance was the clear explanation of GoPay's benefits, including no transaction fees, financial management features, and its lightweight application. What I disliked was that I could have made the video more engaging by incorporating creative elements like animations or visual effects.

For the next week, I aim to improve the production quality of my videos, ensuring better lighting and audio for a more professional look and feel. This week's constraint was the limited time available for video production.

Did you find any feedback or complaints from the new user of GoPay application? What can be improved?

Yes, I received some feedback from new users who downloaded the GoPay app after watching my video. The feedback was generally positive, with users appreciating the ease of use and the benefits of free transfers to any bank. Some users suggested that I include more practical tips and tricks for using GoPay in my future videos. To improve, I plan to address these suggestions by providing valuable insights and practical guidance in my promotional content.