

Competitive Highlights

DATA COLLECTION OVERVIEW

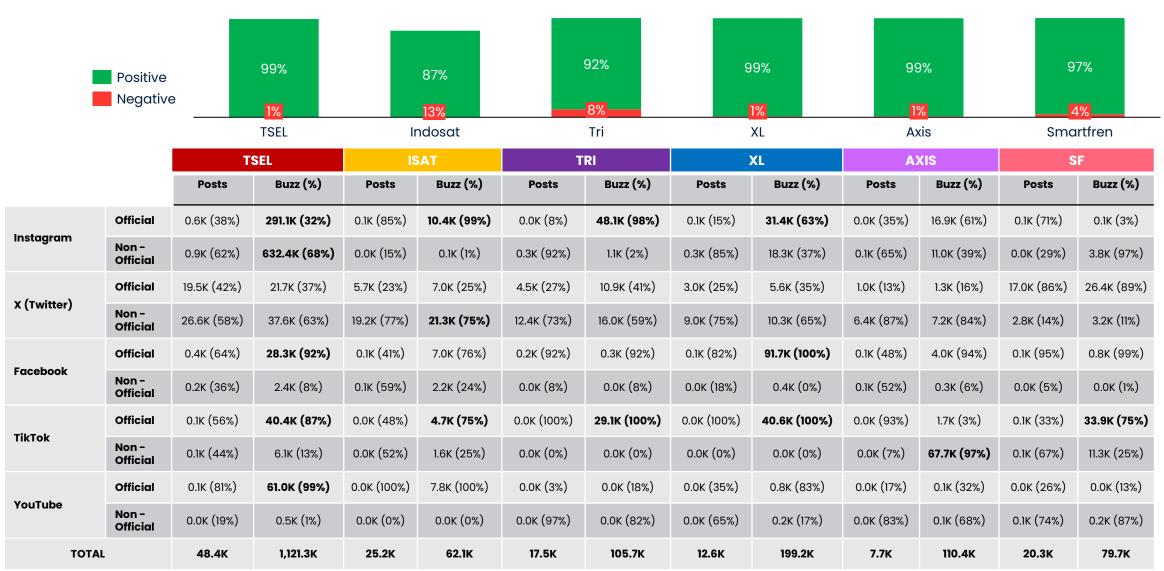


Data Source (Channel)	Collection Method	Scope	Official Account	Non-Official Account	△1M Total Post (Growth)
X (Twitter)	Keyword, #Hashtag, Username	Conversations (Tweet and Interaction) related to the Brand that's located in Indonesia and use Indonesian language	50.6K (95.9%)	76.4K (93.5%)	127.0K (-17%)
Facebook	Public page ID, #Hashtag	Conversations on brand's official page	1.0K (1.9%)	0.5K (0.6%)	1.4K (+37%)
Instagram	Brand official account, #Hashtag	Conversations on brand's official page	0.8K (1.5%)	1.6K (2.0%)	2.4K (+51%)
TikTok	Public page ID, #Hashtag	Keywords containing certain hashtag	0.2K (0.4%)	0.2K (0.3%)	0.5K (-10%)
YouTube	Keyword	Video (content) related to the Brand that use Indonesian language	0.1K (0.3%)	0.2K (0.3%)	0.4K (+10%)
News (Media)	(Media) Keyword Articles from 493 National Portals		0.0K (0.0%)	2.8K (3.4%)	2.8K (200%)

SHARE OF VOICE

#TelkomselAwards2024 managed to increase the overall share of voice from Telkomsel in this period. Posts from various participants became the top contributor.





SHARE OF VOICE

Telkomsel brand and other accounts still showed significant contribution with over 214K buzz. This period also showed @telkomsel's significant contribution on TikTok with over 19K Buzz.



		T	SEL			SAT			TRI			XL		1	AXIS		s	F	
		Account	Buzz (%)	Avg Buzz /Post	Account	Buzz (%)	Avg Buzz/P ost	Account	Buzz (%)	Avg Buzz /Pos t	Account	Buzz (%)	Avg Buzz /Pos t	Account	Buzz (%)	Avg Buzz /Post	Account	Buzz (%)	Avg Buzz/ Post
	Bran d	@Telkomse I	214.7K (77%)	0.8K	@indosatim 3	7.7K (75%)	0.7K	@triindo nesia	48.1K (100%)	1.8K	@xlaxiata _tbk	27.5K (88%)	1.1K	@axis_id	16.4K (100%)	0.6K	@smartfrenwo rld	0.0K (25%)	0.0K
		@telkomsel now	11.2K (4%)	0.3K	@indosat	2.3K (23%)	0.1K				@myxl	2.1K (7%)	0.5K				@smartfrenfo rbusiness	0.1K (61%)	0.0К
Instagr am	Othe	@telkomsel halo	2.3K (1%)	0.1K	@indosatbu siness	0.3K (2%)	0.0K				@xlpriorita s	1.6K (5%)	0.1K				@smartfrencar e	0.0K (14%)	0.0K
	rs	@telkomsel poin	19.2K (7%)	0.4K							@xlcenter_ id	0.0K (0%)	0.0K				@smartfrenco mmunity	0.0K (0%)	0.0K
		@byu.id	29.8K (11%)	0.5K															
	Bran d	@telkomsel	19.1K (47%)	0.4K	@indosatim 3	3.9K (83%)	0.5K	@triindo nesia	29.1K (100%)	2.9K	@myxl.id	40.6K (100%)	1.5K	@axis.id	1.7K (100%)	0.1K	@smartfrenwo rld	33.6K (100%)	0.6K
TikTok	Othe	@mytelkom sel	0.0K (0%)	0.0K	@indosat.ioh	0.8K (17%)	0.1K				@xlaxiata_ tbk	0.0K (0%)	0.0K						
	rs	@by.u	21.2K (53%)	0.6K															

SOCIAL MEDIA – Channel Comparison



The impact on #TelkomselAwards2024 was seen on Instagram that shows significant increase in this period. XL also showed significant increase through continuous Quiz & Challenges activation on Instagram. Smartfren gained significant buzz on TikTok due to Smartfren Run 2024 activation.

	Buzz & Percentage											
	Telkomsel		Indosat)	XL		Tri		rtfren	AXIS	
	Jun '24	Jul '24	Jun '24	Jul '24	Jun '24	Jul '24	Jun '24	Jul '24	Jun '24	Jul '24	Jun '24	Jul '24
Instagram	445.4K	923.5K (82%)	87.4K	10.4K (17%)	10.0K	49.7K (25%)	27.7K	49.2K (47%)	9.0K	3.9K (5%)	18.5K	27.9K (25%)
Twitter	71.9K	59.3K (5%)	84.1K	28.4K (46%)	35.2K	15.9K (8%)	35.2K	26.9K (25%)	33.1K	29.6K (37%)	3.5K	8.5K (8%)
Facebook	33.2K	30.6K (3%)	8.6K	9.2K (15%)	160.6K	92.1K (46%)	8.4K	0.4K (0%)	2.3K	0.8K (1%)	3.8K	4.3K (4%)
Youtube	25.6K	61.5K (5%)	117.5K	7.8K (13%)	175.2K	0.9K (0%)	1.1K	0.1K (0%)	14.3K	0.3K (0%)	1.5K	0.2K (0%)
TikTok	297.2K	46.4K (4%)	204.8K	6.2K (10%)	139.2K	40.6K (20%)	3.1K	29.1K (27%)	13.9K	45.2K (57%)	366.4K	69.4K (63%)
Media	0.4K	1.4K (0%)	0.0K	0.2K (0%)	0.2K	0.7K (0%)	0.2K	0.2K (0%)	0.2K	0.1K (0%)	0.0K	0.2K (0%)

TOP CONVERSATION BUZZ - Telkomsel

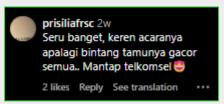


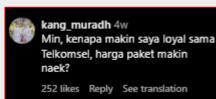
OVERALL INSIGHTS

OFFICIAL ACCOUNTS

NON - OFFICIAL ACCOUNTS

- Exposure on #TelkomselAwards2024 and #kuWOTAJKT48 became the top contributor for Non-Official accounts. Signifying the attraction of female public figure.
- Meanwhile, meme and comedy contents showed high potential in creating high engagements from the audience.











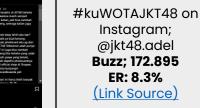
#TelkomselAwards2
024 on Instagram;
@telkomsel
Buzz; 43.006
ER: 1.8%
(Link Source)



(Link Source)

Candaan Ruang
Tengah on YouTube;
@Telkomsel
Buzz; 23.399
ER: 1.9%
(Link Source)







#TelkomselAwards2 024 on Instagram; @folkative Buzz; 167.679 ER: 2.8% (Link Source)



#TelkomselAwards2 024 on Instagram; @aurelie Buzz; 73.743 ER: 2.3%

(Link Source)

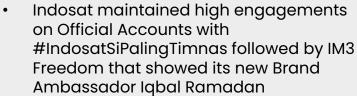
Top Conversation Buzz - Indosat



OVERALL INSIGHTS

OFFICIAL ACCOUNTS

NON - OFFICIAL ACCOUNTS



Meanwhile, most of the non-official accounts showed exposure from other brands that promoting IM3.



#IndosatSiPalingTim nas on YouTube; @Indosat Oredoo Hutchinson Buzz; 6.830 ER: 3.1% (Link Source)



IM3 Freedom on Instagram; @indosatim3 Buzz; 2.027 ER: 0.8% (Link Source)







#IndosatSiPalingTim nas on Facebook; @Tribun Ambon **Buzz**; 247 ER: 0.14% (Link Source)

Indosat Promo on Facebook; @Shopee **Buzz**; 189 ER: 0.001% (Link Source)

Indosat Promo on Facebook; @Alfamart **Buzz**; 101 ER: 0.005% (Link Source)

Top Conversation Buzz - XL



OVERALL INSIGHTS

OFFICIAL ACCOUNTS

NON - OFFICIAL ACCOUNTS

- XL continue to maintained its presence amongst mom category by maintaining #WeAreMoms through various giveaway activation on Official Accounts.
- Meanwhile the Non-Official Accounts showed lack of collaboration from KOLs. This period only showed exposure regarding XL Future Leaders programs and XL Acquisition news.







#WeAreMoms on TikTok; @myxl.id Buzz; 15.382 ER: 7.6% (Link Source)

#JadiLebihBaik
Giveaway on
Instagram;
@xlaxiata_tbk
Buzz; 10.894
ER: 2.5%
(Link Source)

#WeAreMoms on TikTok; @myxl.id Buzz; 10.713 ER: 5.3% (Link Source)



xL axiata



Buzz; 810 ER: 0.1%

XL Future Leaders on

Instagram;

@xlfutureleaders

Buzz; 2.303

ER: 2.2%

(Link Source)

(Link Source)



XL Giveaway on Instagram; @hometesterclubid

Buzz; 100 ER: 0.2%

(Link Source)

Top Conversation Buzz - Tri



OVERALL INSIGHTS

OFFICIAL ACCOUNTS

NON - OFFICIAL ACCOUNTS

- Tri showed no particular collaboration with KOLs as most of its top contents from non-official accounts came agents exposure around #IniWaktunyaKita
- Meanwhile, the official accounts maintained Giveaway activation as the top contents. Focusing on Riding The Wave contents.







#UntungPakaiTri Giveaway on Instagram; @triindonesia Buzz; 10.802 ER: 11.7% (Link Source)

#UntungPakaiTri Giveaway on Instagram; @triindonesia Buzz; 4.352 ER: 3.6% (Link Source)

#GakPakeKomprom i on Instagram; @ triindonesia **Buzz**; 1.469 ER: 0.8% (Link Source)







#IniWaktunyaKita on Instagram; @tri.jabanusra Buzz; 32

ER: 7.5%

(Link Source)

#IniWaktunyaKita on Instagram; @tri.sumatera Buzz: 32

ER: 0.8%

(Link Source)

#IniWaktunyaKita on Instagram; @tri.jabanusra

Buzz; 30 ER: 7.4%

(Link Source)

Top Conversation Buzz - Smartfren



OVERALL INSIGHTS

OFFICIAL ACCOUNTS

NON - OFFICIAL ACCOUNTS

- Unlike the previous period, Smartfren showed high exposure on Smartfren Run Events. This managed to create significant buzz on TikTok.
- The event also showed exposure from Non-Official accounts on Instagram however, no further KOLs collaboration was made in this period.







Smartfren Run 2024 on TikTok; @smartfrenworld Buzz; 11.648 ER: 0.9% (Link Source)

Smartfren Run 2024 on TikTok; @smartfrenworld Buzz; 9.932 ER: 0.8% (Link Source)

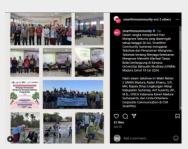
Greetings Content on TikTok; @smartfrenworld Buzz; 3.379 ER: 0.3% (Link Source)



Smartfren Run 2024 on Instagram; @budianto_j Buzz; 1.377 ER: 4.1% (Link Source)



Smartfren Promo on Instagram; permatabank Buzz; 33 ER: 0.001% (Link Source)



Smartfren
Community on
Instagram;
@smartfrencommu
nity
Buzz; 30
ER: 0.1%
(Link Source)

Top Conversation Buzz - Axis



OVERALL INSIGHTS

OFFICIAL ACCOUNTS

NON - OFFICIAL ACCOUNTS

- Axis showed teasers on Axis Nation Cup 2024. This indicates similar activation like the previous year, attempting to approach younger audiens.
- Meanwhile, AXIS gained negative sentiment exposure from meme contents about AXIS signal. This period also showed KOLs collaboration that being maintained on #EmangKitaBeda.



Axis Nation Cup 2024 on Instagram; @axis_id Buzz; 7.809 ER: 4.1% (Link Source)



Axis Nation Cup 2024 on Instagram; @axis_id Buzz; 1.469 ER: 0.8% (Link Source)



Axis Nation Cup 2024 on Instagram; @axis_id Buzz; 1.458 ER: 0.8% (Link Source)







Poor Network Meme on TikTok; @faisal.akbar59 Buzz; 43.555 ER: 125% (Link Source)

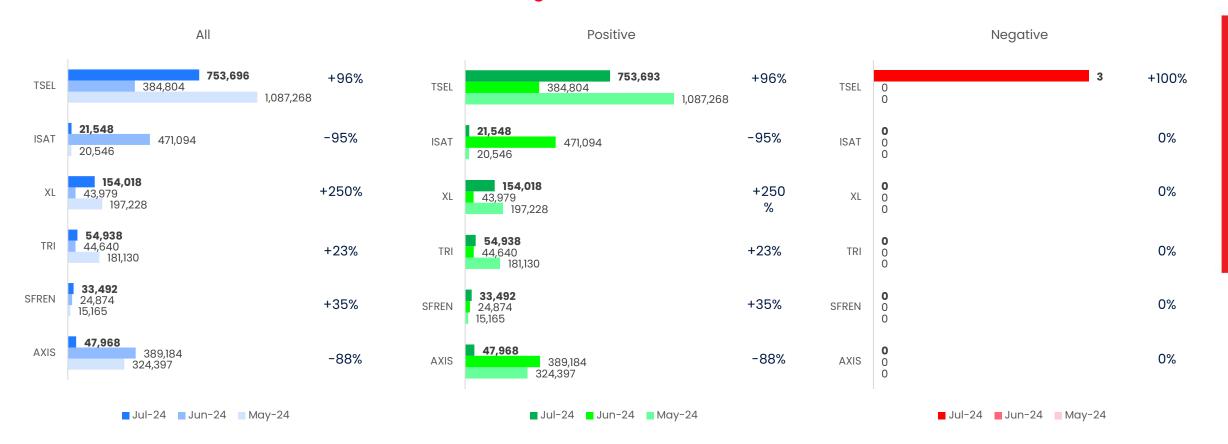
#EmangKitaBeda on TikTok; @adelinemargaret Buzz; 24.108 ER: 9.1% (Link Source)

#EmangKitaBeda on Instagram; @ pikiping Buzz; 302 ER: 1.1% (Link Source)



#TelkomselAwards2024 create significant increase on Telkomsel's Program & Promotion issue in this period. Meanwhile, XL's continuous Quiz & Challenge activation also resulting significant increase. This period also showed small negative sentiment on Telkomsel which regarded to fraud on Telkomsel Awards 2024 tickets.

Program & Promotion





KOLs collaboration on #kuWOTAJKT48 maintained Telkomsel's high positive buzz on Product & Pricing issues. Indosat also showed significant increase due to exposure on IM3 Freedom video using Iqbal Ramadan as Brand Ambassador. Issue on expensive package price is the top issues amongst all brands in this period.

Product & Pricing





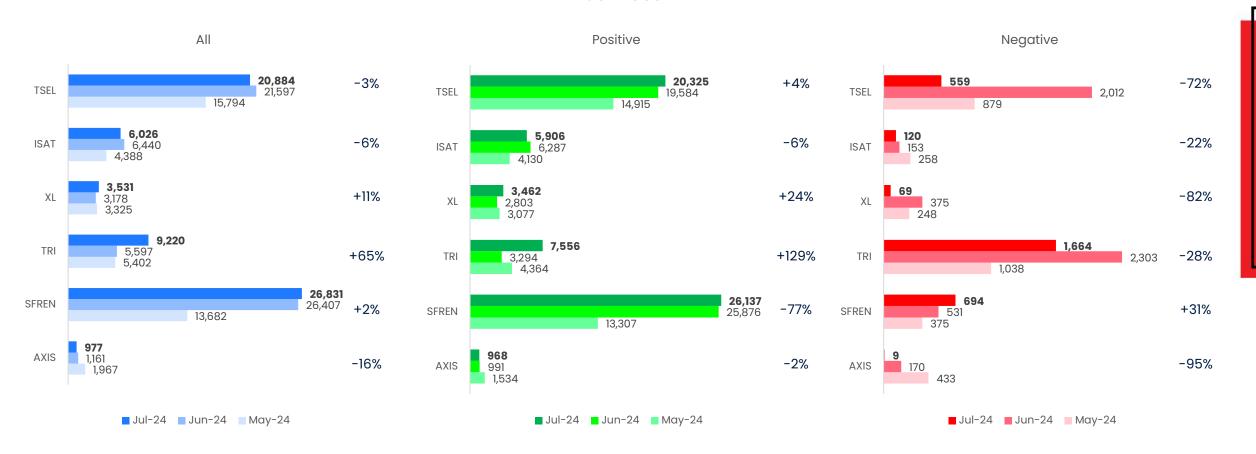
Despite a decrease, Telkomsel still led the Corporate Issues in this period. Greetings contents is the top contributor amongst all brands in this period.





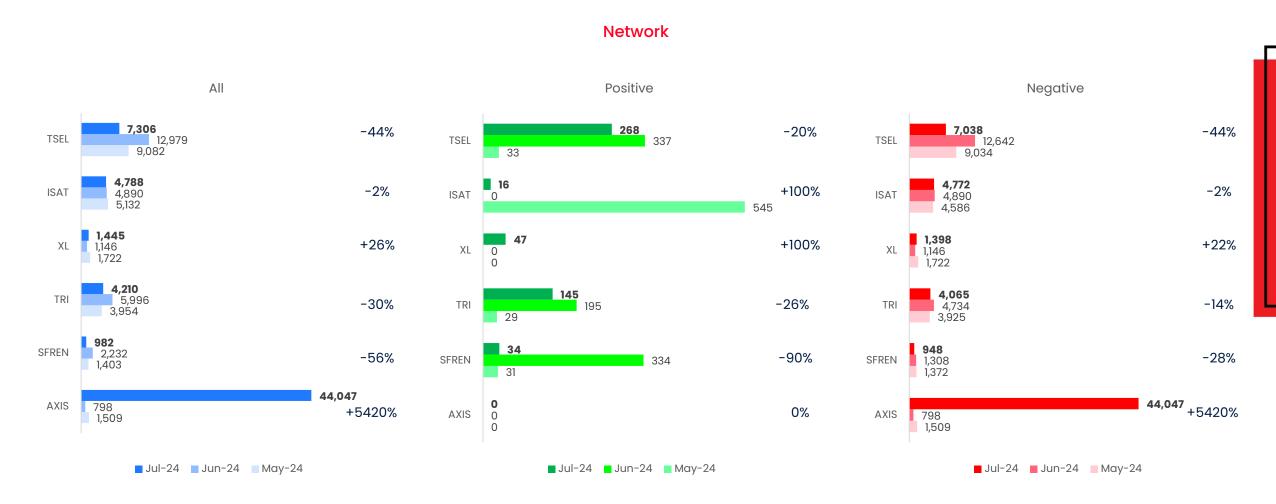
Tri still gained the highest negative sentiment on Services issues with most of the complaints related to unresponsive customer service. Meanwhile, Smartfren still gained the highest positive sentiment with Customer Service's response on complaints and queries.

Services





News on Telkomsel's 5G Network resulting significant positive sentiment on Telkomsel in this period. Meanwhile, AXIS showed significant increase on negative sentiment due to high complaints on Poor Network performance.



TOP WORD - All Sentiment















^{*)} Wordcloud is generated from **content posts** with negative sentiments. This list already excluded dominant words mainly refers to network performances

TOP WORD - Positive















^{*)} Wordcloud is generated from **content posts** with negative sentiments. This list already excluded dominant words mainly refers to network performances

TOP NEGATIVE WORD - Network















^{*)} Wordcloud is generated from **content posts** with negative sentiments. This list already excluded dominant words mainly refers to network performances

TOP NEGATIVE WORD - Services















^{*)} Wordcloud is generated from **content posts** with negative sentiments. This list already excluded dominant words mainly refers to network performances

TOP NEGATIVE WORD - Product & Pricing















^{*)} Wordcloud is generated from **content posts** with negative sentiments. This list already excluded dominant words mainly refers to network performances

Communication Performance

Communication Performance Overview



Telkomsel dominating the top issues with #TelkomselAwards2024 and #kuWOTAJK48. This was contributed by KOLs and anonymous media posts that managed to gained significant engagements from the audience. Meanwhile, continuous quiz & challenges from XL became another top issue in this period.

Top Issue	Brand	July '24	МоМ	Top Account
#TelkomselAwards2024	Telkomsel	532K	+526K (+8858%)	@folkative - IG (167K)
#kuWOTAJKT48	Telkomsel	192K	+134K (235%)	@jkt48.adel – IG (172K)
XL Quiz & Challenge	XL Axiata	118K	-364K (-75%)	@myxl.id – TikTok (15K)
Candaan Ruang Tengah	Telkomsel	55K	+52K (+1873%)	@telkomsel - YouTube (23K)
#EmangKitaBeda	Axis	46K	+41K (788%)	@adelinemargaret - TikTok (24K)

All Brands Hashtag Performance



#Telkomsel and #TelkomselAwards became the top hashtag in this period. However, #Indosat gained the highest growth contributed by posts on #IndosatSiPalingTimnas.

Official Account

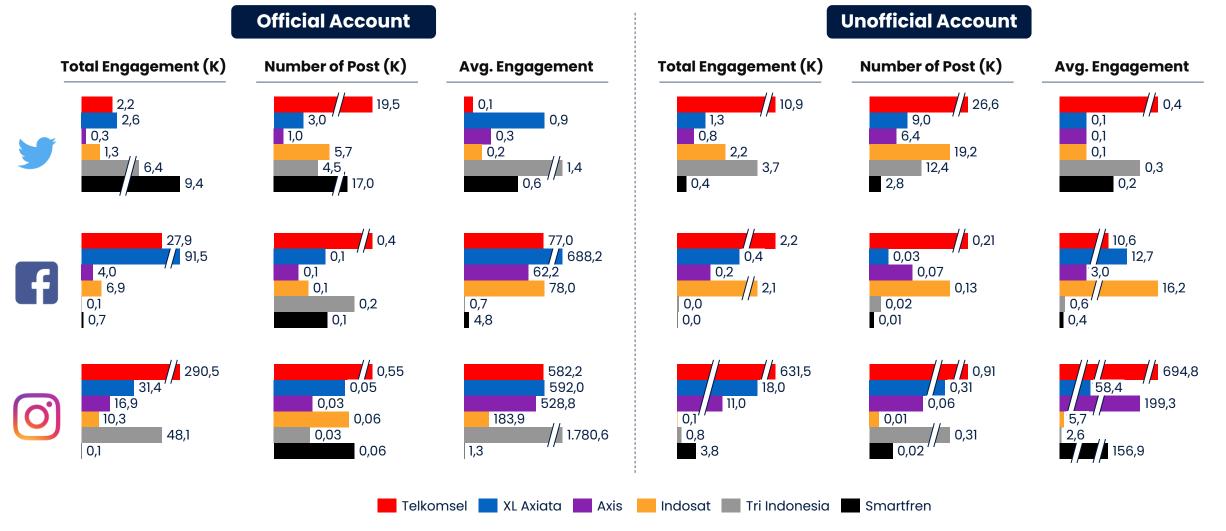
Brand	Top Hashtag	Sentiment	July '24	Growth	Top Channel
Telkomsel	#Telkomsel	Positive	739K	148%	IG
Telkomsel	#TelkomselAwards2024	Positive	470K		IG
XL Axiata	#WeAreMore	Positive	76K	-70%	IG
XL Axiata	#WeAreMoms	Positive	75K	-11%	IG
Telkomsel	#YouTubePremium	Positive	69K		IG
Tri	#IniWaktunyaKita	Positive	51K	-79%	IG
XL Axiata	#XLBebasPuas	Positive	50K		IG
Indosat	#Indosat	Positive	46K	4720%	IG
XL Axiata	#XLKejutanKeluarga	Positive	46K	-43%	IG
XL Axiata	#JadiLebihBaik	Positive	43K	-27%	IG

Campaign Performance – All Brand's Accounts



From official accounts, Telkomsel focused on Instagram, generating 169,674 engagements from 336 posts. Meanwhile, Indosat achieved the highest engagements on Twitter with 43,593 engagements. On Facebook, XL Axiata garnered 160,060 total engagements, significantly higher than the other brands.

From non-official accounts, Telkomsel achieved the highest engagement on Twitter, Facebook, and Instagram, with a total of 284,922 engagements. Telkomsel's high engagement on Instagram was largely due to the By.U Super Kaget promotional content by sumargodenny. In second place, Indosat achieved a total of 44,255 engagements, with 86% of these engagements generated from the #IndosatSipalingTimnas post, as Indosat sponsored the Indonesian national team.



Engagement Quality – Top Authors – Instagram



Telkomsel maintained to gained high engagements from #kuWOTAJKT48 and #TelkomselAwards2024 while XL gained exposure on XL Bebas Puas.

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Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@telkomsel	270	214,727	#TelkomselAwards2024	Positive
@byu.id	60	29,761	#SemuanyaSemaunya	Positive
@telkomselpoin	52	19,221	<u>Telkomsel Poin</u> Giveaway	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@indosatim3	11	7,731	IM3 Freedom	Positive
@indosat	38	2,340	Indosat Giveaway	Positive
@indosatbusiness	7	282	<u>Indosat Business</u>	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@xlaxiata_tbk	24	27,506	<u>Xtravaganza</u>	Positive
@myxl	4	2,149	#WeAreMoms	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@jkt48.adel	1	172,895	#kuWOTAJKT48	Positive
@folkative	1	167,679	#TelkomselAwards2024	Positive
@aurelie	1	73,743	#TelkomselAwards2024	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@deasty	1	25	Sustainability Campaign	Positive
@sahabatim3pku	1	11	IM3 Promo	Positive
@yellowsquad.bekasi	1	8	<u>Indosat Promo</u>	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@pricebook_id	1	6,636	XL Bebas Puas	Positive
@xlfutureleaders	4	5,418	XL Future Leaders	Positive
@idx_channel	1	810	XL's Acquisition	Positive

Engagement Quality – Top Authors – Instagram



Smartfren showed exposure from Non-Official accounts with Smartfren Run events while AXIS showed exposure related to Axis Cup teaser contents.

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NON-OFFICIAL ACCOUNT

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AXIS

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@triindonesia	26	48,084	#UntungPakaiTri	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@tri.jabanusra	4	113	#IniWaktunyaKita	Positive
@tri.sumatera	3	85	#IniWaktunyaKita	Positive
@tri.madiunraya	18	54	#IniWaktunyaKita	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@smartfrenforbusines s	7	83	Smartfren Fun Run	Positive
@samrtfrenworld	34	34	#100PersenIndonesia	Positive
@smartfrencare	19	19	#100PersenIndonesia	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@budiyanto_j	3	3,559	Smartfren Run 2024	Positive
@wanda_haraa	1	119	Smartfren Run 2024	Positive
@jepretkamu.jr	2	9	Smartfren Run 2024	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@axis_id	27	16,433	#EmangKitaBeda	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@pricebook_id	1	6,636	Axis Cup	Positive
@ff.esports.id	1	964	<u>Paket Warnet</u>	Positive

Engagement Quality – Top Authors – Twitter



Members of JKT48 maintained high engagements on Non-Official accounts for Telkomsel while Indosat's top author for Non-Official Accounts mostly came from engagements on Giveaway activation.

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Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@telkomsel	19,283	21,486	#kuWOTAJKT48	Positive
@telkomselhalo	49	54	<u>Telkomsel Promo</u>	Positive
@tselenterprise	25	43	Telkomsel Enterprise	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@S_GraciaJKT48	1	1,774	#kuWOTAJKT48	Positive
@gracie_Jkt48	1	1,216	#kuWOTAJKT48	Positive
@officialjkt48	1	960	#kuWOTAJKT48	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@IndosatCare	2,748	3,026	<u>CS Response</u>	Positive
@indosatim3	2,322	2,608	<u>IM3 Freedom</u>	Positive
@indosat	468	1,231	<u>Indosat Promo</u>	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@kwairuka7	501	501	<u>Indosat Giveaway</u>	Positive
@diantiaa1	405	405	<u>Indosat Giveaway</u>	Positive
@lindhahy	105	113	<u>Praise on Network</u>	Positive

Authors	Total Posts Total Buzz		Top Issues	Sentiment
@myXL	926	2,611	<u>CS Response</u>	Positive
@myXLCare	1,759	2,312	MyXL App	Positive
@XLAxiata_Tbk	184	507	Xtra Combo	Positive

Authors	Total Posts Total Buzz		Top Issues	Sentiment
@GeniusIQ_2	306	307	Poor Network	Negative
@aaasefsep	62	68	Quiz and Challenge	Positive
@lareinavna	52	52	Irresponsive Customer Service	Negative

Engagement Quality – Top Authors – Twitter



Similar pattern showed by Tri with most of its quiz activation generating high engagements on Twitter. Meanwhile, AXIS managed to maintained positive exposure on #EmangKitaBeda.

OFFICIAL ACCOUNT

NON-OFFICIAL ACCOUNT

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SMARTFREN

AXIS

Authors	Total Posts Total Buzz		Top Issues	Sentiment
@3CareIndonesia	1,934	5,545	#3ViaTime Quiz	Positive
@triindonesia	2,409	5,211	#UntungPakaiTri	Positive

Authors	Total Posts Total Buzz		Top Issues	Sentiment
@smartfrencare	15,415	24,286	<u>CS Response</u>	Positive
@smartfrenworld	1,539	2,090	<u>CS Response</u>	Positive

Authors	Total Posts Total Buzz		Top Issues	Sentiment
@AXISgsm	930	1,233	Quiz & Challenge	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@Sharonoviola	516	516	#UntungPakaiTri	Positive
@TheYoungBigBoss	111	251	Irresponsive Customer Service	Negative
@Bima0799	101	202	#TriMantebBanget	Positive

Authors	Total Posts Total Buzz		Top Issues	Sentiment
@srirafsanjani21	29	58	#100PersenIndonesia	Positive
@arundina3	36	51	#100PersenIndonesia	Positive
@Theyustiars	30	49	#100PersenIndonesia	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
@kwairuka7	250	250	#EmangKitaBeda	Positive
@baemonlove	148	148	#EmangKitaBeda	Positive
@diantiaa1	126	126	#EmangKitaBeda	Positive

Engagement Quality – Top Authors – Facebook



Most of the non-official accounts on Facebook were exposure from other brands promoting various products. However, XL showed exposure from giveaway made by third party accounts.

OFFICIAL ACCOUNT

NON-OFFICIAL ACCOUNT

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Authors	Total Posts Total Buzz		Top Issues	Sentiment
Telkomsel	325	28,019	<u>Undi Undi Hepi</u>	Positive
TelkomselHalo	32	154	<u>Telkomsel Halo</u>	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
CNN Indonesia	10	499	Telkomsel's High Users	Positive
SCTV	5	332	#TelkomselAwards2024	Positive
Alfamart	3	149	<u>Telkomsel Promo</u>	Positive

Authors	Total Posts Total Buzz		Top Issues	Sentiment
Indosat IM3	49	5,761	IM3 Promo	Positive
Indosat Ooredoo Hutchison	33	1,251	<u>Greetings</u>	Positive
Indosat Business	7	16	<u>Indosat Business</u>	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
Tribun Ambon	12	847	3Kiosk	Positive
Alfamart	4	281	<u>Indosat Promo</u>	Positive
Shopee	1	189	<u>Indost Promo</u>	Positive

Authors	Total Posts Total Buzz		Top Issues	Sentiment
myXL	96	74,413	Quiz & Challenge	Positive
XL Axiata Tbk	21	16,317	Quiz & Challenge	Positive
myXLCare	15	449	Gaming Package	Positive

Authors	Total Posts Total Buzz		Top Issues	Sentiment
Home Tester Club	1	203	<u>XL Giveaway</u>	Positive
Bank Mandiri	1	48	XL Promo	Positive
HOT 93.2 FM	1	13	#WeAreMore	Positive

Engagement Quality – Top Authors – Facebook



Smartren, Tri, and Axis still maintained giveaway activation as the main source of creating engagements while the non-official accounts mostly came from exposure on product promotion.

OFFICIAL ACCOUNT

NON-OFFICIAL ACCOUNT

<u>~</u>

MARTFREN

SIXV

Authors	Total Posts Total Buzz		Top Issues	Sentiment
3 Indonesia	207	323	#IniWaktunyaKita	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
Kompas TV	1	8	Poor Network	Negative
Tribun Ternate	1	5	Poor Network	Negative

Authors	Total Posts Total Buzz		Top Issues	Sentiment
smartfren	138	795	Smartfren Promo	Positive

Authors	Total Posts Total Buzz		Top Issues	Sentiment
Tribun Jogja	1	3	#100PersenIndonesia	Positive
PermataBank	2	2	<u>Smartfren Promo</u>	Positive
Beritasatu	1	2	Smartfren Run 2024	Positive

Authors	Total Posts Total Buzz		Top Issues	Sentiment
AXIS	62	3,762	#EmangKitaBeda	Positive

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
Alfamart	1	66	<u>Axis Promo</u>	Positive
Bank Mandiri	1	48	<u>Axis Promo</u>	Positive
Akulaku Indonesia	2	20	<u>Axis Promo</u>	Positive

CAMPAIGN TRACKER



#TelkomselAwards2024 generating over 500K Buzz contributed mostly on Instagram through KOLs posts.

Keyword	Buzz	Post	Engagements	Top Conversation
#TelkomselAwards2024	532,657	5,382	527,275	<u>Link</u>
Grand Total	532,657	5,382	527,275	

Channel	#TelkomselAwards2024			
Instagram	510,102			
Facebook	7,962			
Twitter	10,465			
TikTok	2,395			
YouTube	1,499			
Media	234			
Total	532,657			



#TelkomselAwards2024 (link)



#TelkomselAwards2024 (<u>link</u>)

EVO ANALYSIS

EVO Analysis Explanation



Issue and Sub Issue Categorization

- Channel Comparison
- Share of Voice
- Top Conversation Buzz
- Social Media Activity (by Sentiment)
- Word Cloud

EVO Analysis Categorizations

- Communication Performance Overview
- Campaign Performance Section
- Top Authors
- Campaign Tracking Overview

Categories	Scope	Examples		
Experience	Issues which related to Direct Experience with Consumer	Network Issues Pricing Issues Top Up Issues Data Quota Issues		
Value	Issues or Campaign related to Brand's achievement and social impact	#TelkomselJagaBumi #MajuSerentakBerikanDampak #TanamOksigen #WeAreMoms		
Offer	Issues or Campaign related to Brand's product promotion and product related activation	#kuWOTAJKT48#Telkomsel PrabayarCombo SaktiRoaming Package		

Communication Performance Overview



Contents from JKT48 members became Telkomsel's top contents. Signifying JKT48 presence in social media. Meanwhile, Smartfren focusing on offline event Smartfren Run that became the top content in this period.

Brand	Telkomsel	Indosat	XL	Tri	Smartfren	Axis
Content	#kuWOTAJKT48	#IndosatSiPalin gTimnas	Quiz & Challenge	<u>Paket Happy</u>	Smartfren Run	#EmangKitaBeda
Channel	Instagram	YouTube	Instagram	TikTok	TikTok	TikTok
Buzz	172.895	6.830	15.382	28.195	11.648	24.108
EVO Focus	Offer	Value	Offer	Offer	Value	Offer

Insight

• Other brands showed continuous activation like the previous month such as Indosat with #IndosatSiPalingTimnas and XL with Quiz & Challenges.

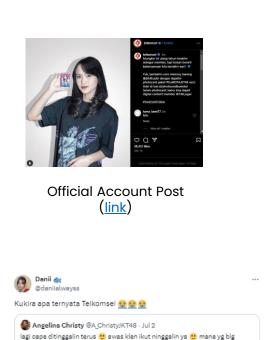
#kuWOTAJKT48



Most of the buzz from #kuWOTAJKT48 was generated from KOL posts followed by Official Accounts posts from Telkomsel. However, small number of buzz also showed audience talking about the KOL figure and the product.

Keyword	Buzz	Post	Engagements	Sample
KOL Posts	172,895	1	172,894	<u>Link</u>
Official Account Posts	19,144	11	19,133	<u>Link</u>
Product	201	18	183	<u>Link</u>
KOL Figure	4	4	0	<u>Link</u>
Total	192,244	34	192,210	





Product (link)

"satu-satunya" itu 😃 udah aktifin paket @telkomsel #kuWOTAJKT48 versi

aku belom? 😃 coba sini klik dulu tsel.id/kuwotajkt48 😃

Insight

• Those whose talking about the product were mostly talked about the bridging or punch line from KOL in mentioning #kuWOTAJKT48. Several posts showed praise towards the caption made by KOL.

Competitive Highlights - EVO Analysis



Telkomsel dominates overall posts and engagements across the categories of Experience, Values, and Offers. Telkomsel excels on Values category, captivating audience through numerous highlights from Telkomsel Awards 2024. In addition, Telkomsel also received huge number of of post and interactions upon Experience category due to large volume of customer queries and complaints regarding their experience using Telkomsel's products

	Tel	komsel	In	dosat	X	(L	Т	ri	Smai	rtfren	A	xis
TOTAL Posts and Buzz	49,752	1,122,704	25,362	62,261	13,304	199,854	17,714	105,886	20,388	79,892	7,850	110,525
	% Posts	% Engagements										
Experience	52,41%	0,44%	42,76%	4,12%	34,11%	0,56%	61,43%	8,76%	90,74%	66,55%	16,98%	0,82%
Values	11,25%	51,81%	1,15%	31,38%	3,41%	21,86%	0,00%	0,00%	0,39%	0,00%	0,65%	0,00%
Offers	6,52%	47,58%	8,07%	59,75%	10,91%	55,53%	26,34%	89,15%	6,62%	33,45%	21,46%	61,75%

Insight

- **Smartfren's** Experience category had the highest post and engagement percentage, largely driven by the conversations highlighting the poor Smartfren's customer service responses to complaints and inquiries.
- **Telkomsel** achieved the highest engagement percentage in the Value category, primarily driven by content related to the awarding event #TelkomselAwards2024.
- **Tri Indonesia** achieved the highest engagement percentage in the Offers category, primarily driven by the giveaway and product promotions under #UntungPakaiTri hashtag

Influencers Performance & Findings



NAME	CONTENT FOCUS (TELKOMSEL)	CAMPAIGN	ENGAGEMENT RATE % (TELKOMSEL)	ENGAGEMENT RATE % (OTHERS)	FINDINGS	
andreastaulany	Entertainment	#TelkomselAwards2024	0.35%	0.46%	Other categories is higher than Telco: Government – NIK Renewal	© **Amenation 1 foliage of ** **Committee 1
gerryhadi	Entertainment	#TelkomselAwards2024	6.14%	3.59%	Telco is higher than Other categories: Fashion – Uniqlo Indonesia	The second of a line in the second of t
cadburylemonade	Entertainment	#TelkomselAwards2024	0.52%	2.55%	Other categories is higher than other Telco: Entertainment – WeTheFest 2024	AWARDS AWARDS OBJECT
debisagitarius	Entertainment	#TelkomselAwards2024	0.18%	0.33%	Other categories is higher than Telco: Beauty – The Face Cosmetic	
aurelie	Entertainment	#TelkomselAwards2024	2.06%	0.55%	Telco is higher than Other categories: Beauty – Garnier Indonesia	Section Authority Section Autho
Telkomsel Opportunity	through a storyline that	unity to leverage collaboration incorporate one of Telkomsel's onsidering her strong presence	s product benefit to supp	port his activity. In addition	n, partnership with female	

KOLs Brand Strength - Telco



EXPERIENCE

gerryhadi



Highlighting the excitement of the Telkomsel Award 2024 by showcasing NIKI's performance at the event through video snippets to leverage his personal experience.

VALUES

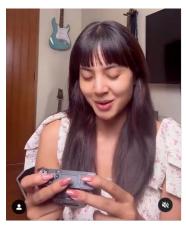
andreastaulany



Andreastaulany emphasizes the role of Indonesia's government values in easing the burden on homeowners by applying a 100% PBB exemption for NJOP up to 2 billion.

OFFER

aurelie



Attracting people to use Garnier Sakura Glow Water Gel Moisturizer by providing step-by-step product application instructions to ensure its efficacy for the skin.

Insight

Each KOL has its very own category and a particular way of promoting a brand.

- gerryhadi could be an ideal partner for promoting Telkomsel's products, services, or events through a soft-sell approach highlighting particular experience to intended audience
- andreastaulany could be a suitable figure to show Telkomsel's support to empower young generation creating a 'better Indonesia' using their skills and creativity
- aurelie, as a famous female public figure, Aurelie Moeremans would be suitable to help Telkomsel promote particular products by showcasing salient benefits for potential customers

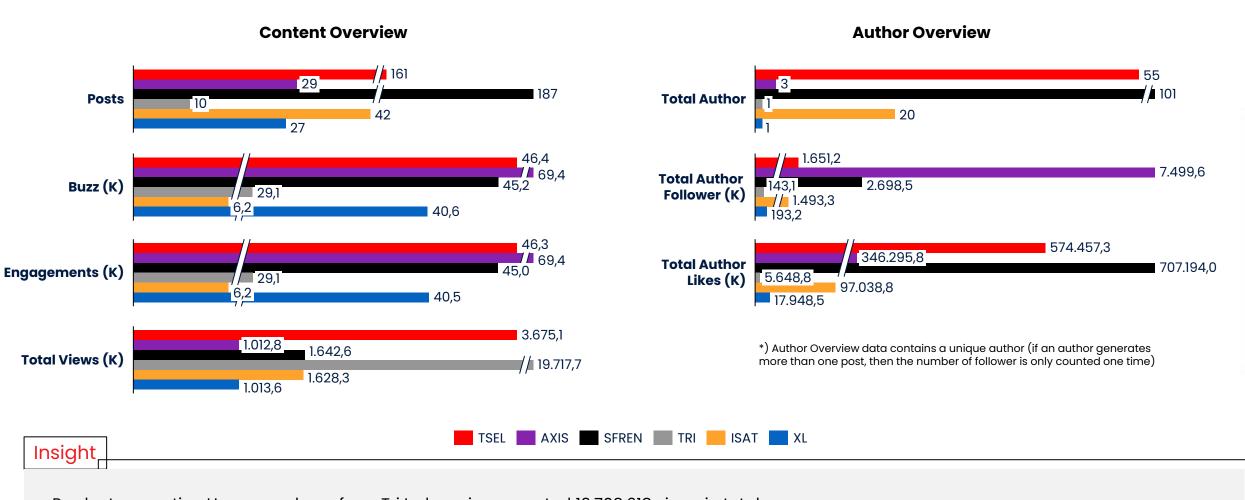
TIKTOK

Telkomsel 28/08/2024 Data Period: 1 May – 31 May 2024

Volume Overview – All Post



Smartfren appears to have highest post in this period because the Smartfren Run event and #100PersenUntukIndonesia campaign.

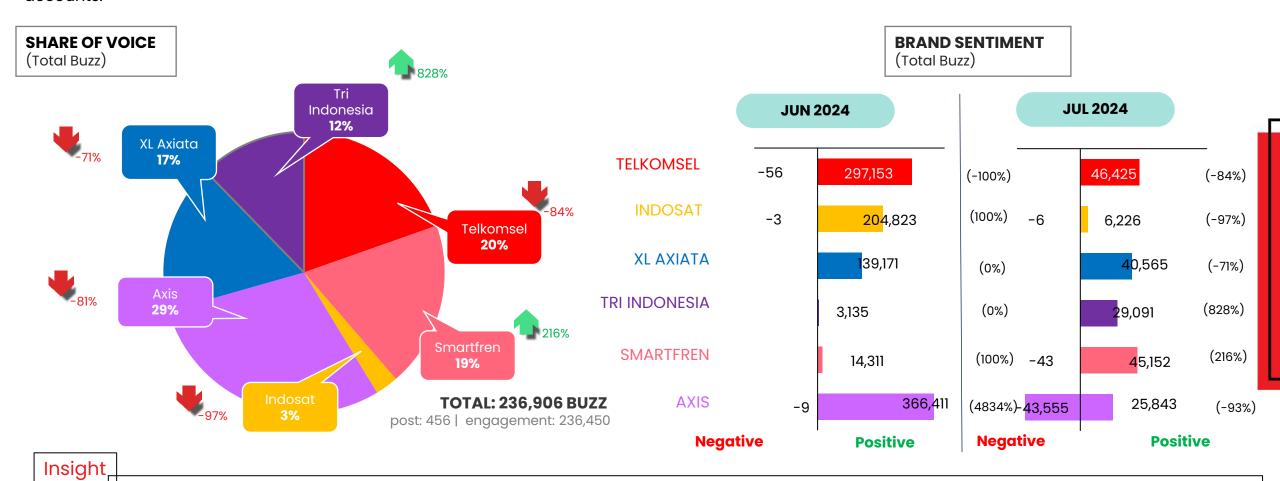


- Product promotion Happy package from Tri Indonesia generated 19,708,618 views in total.
- XL Axiata and Tri Indonesia activity came from their official accounts.

Share of Voice & Brand Sentiment (All Posts)



Despite experiencing negative growth in July, Axis still had the highest buzz generated from non-official accounts.

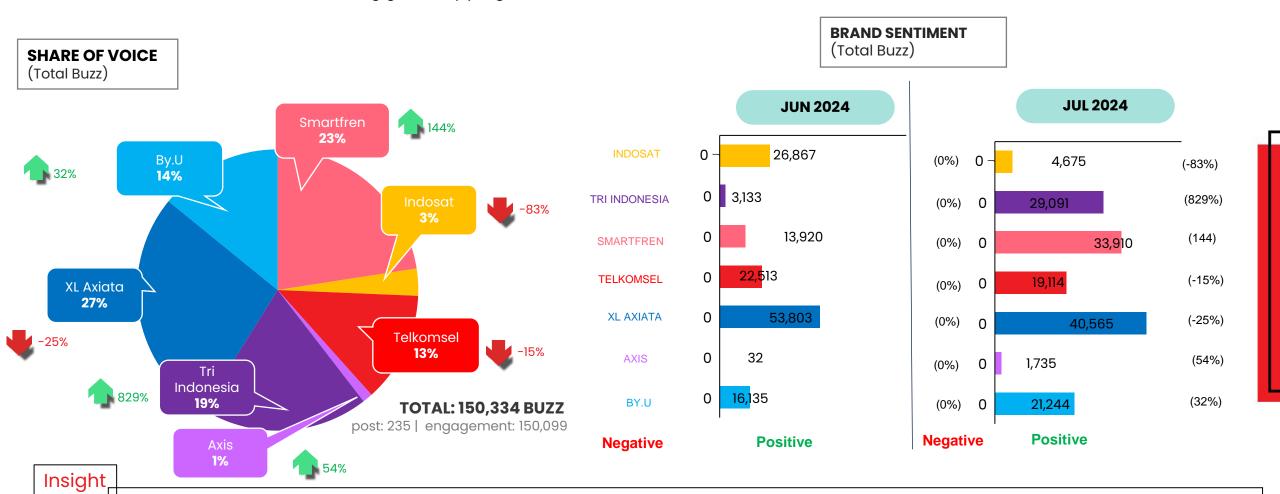


- There was meme content about the poor Axis network, which contributed to Axis having the highest negative sentiment.
- The collaboration between gadget influencers and Smartfren in creating eSIM promotional content helped Smartfren achieve a 216% positive growth.

Share of Voice & Brand Sentiment (Official Account)



Since this month, XL Axiata has started using giveaway programs to boost its buzz on the TikTok channel.



- By.U podcast snippets on TikTok have contributed to 63% of its total buzz, with #TERRORBYU being the top-performing content.
- Tri Indonesia promoted its Happy Package product this month. However, the audience noticed that the cast was from an Indonesian television series in 2018.

Key Issues – All Brands



Telkomsel

Issues	Buzz (K)
#TERORBYU	9,8
#TiktokTelkomsel	9,2
By.U Morning Run	6,2
#TelkomselPoin	4,3

Smartfren

Issues	Buzz (K)
#SmartfrenRun	25
ESIM Smartfren	6,1
smartfren unlimited	3,5
Hari Anak Nasional	3,4

By.U

Issues	Buzz (K)
#TERORBYU	9,8
By.U Morning Run	6,2
#PenjaskesbyU	1,9
Podcast By.U	1,7

Indosat

Issues	Buzz (K)
#SelaluNyambungDenganIM3	2,2
IM3 Freedom	1,6
#SiPalingTimnas	1,2
#EmpoweringIndonesia	0,8

Tri

Issues	Buzz (K)
Paket Happy	28
#IniWaktunyaKita	0,5

Axis

Issues	Buzz (K)
Poor Network	43k
#EmangKitaBeda	24k
Axis Nation Cup	0,3
Digital Mutant	0,3

XL Axiata

Issues	Buzz (K)
kuis & challenge	36
#WeAreMoms	2,7
XL Bebas Puas	1,2
XLPoin	0,2

Top Buzz Conversation – Non Official







Link

Faisal_akbar; Views: 543,700 Followers: 387

#EmangKitaBeda



<u>Link</u>

adelinemargaret; Views: 434,100 Followers: 7.5M

Esim Smartfren



<u>Link</u>

techtechid; Views: 58,730 Followers: 319.9K

Esim Smartfren



<u>Link</u>

scefsko; Views: 33,705; Followers: 133.8K

Esim Smartfren

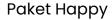


<u>Link</u>

yossarianto; Views: 8,711; Followers: 292.8K

Top Buzz Conversation – Official Accounts







Link

triindonesia; Views: 19,700,000; Followers: 142.6K

Glveaway



<u>Link</u>

Myxl.id; Views: 445,300; Followers: 200.2K

Smartfren RUN



<u>Link</u>

smartfrenworld; Views: 162,700; Followers: 1.3M

Giveaway



Link

Myxl.id; Views: 322,200; Followers: 200.2K

Smartfren RUN

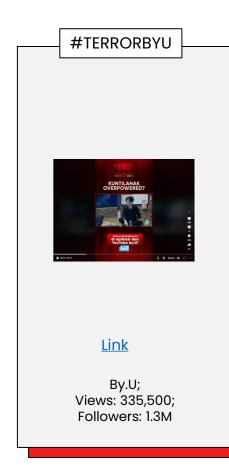


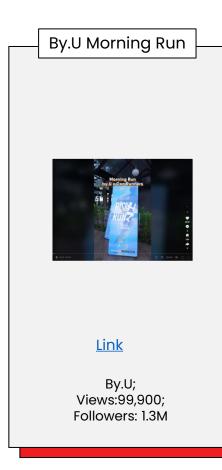
<u>Link</u>

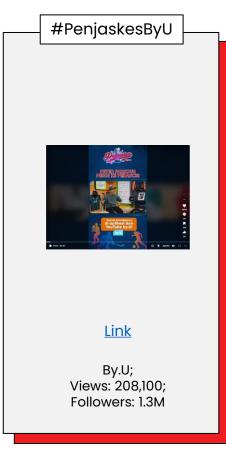
smartfrenworld; Views: 121,500; Followers: 1.3M

Top Buzz Conversation – By.U

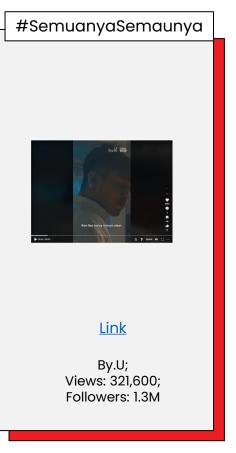






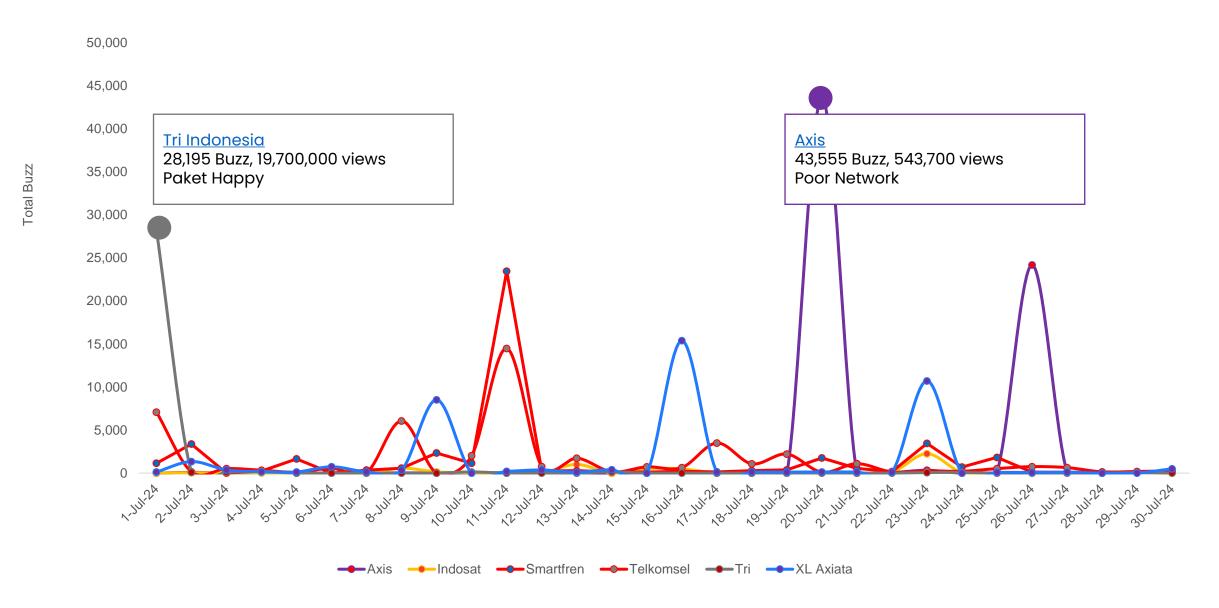






Daily Buzz Overview – All Posts



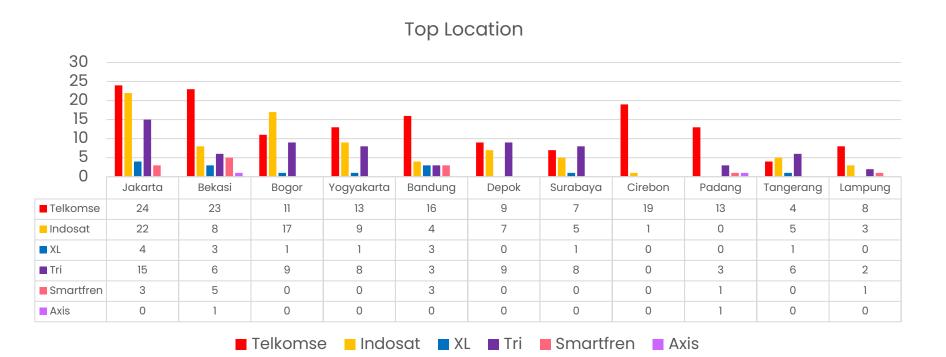


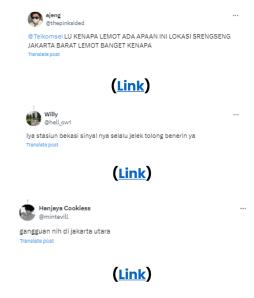
DEEP DIVE

Deep Dive – Network



Related to Network Issues, Telkomsel gained the highest mention on Network from Jakarta Bekasi and Cirebon.





Insight

• Indosat also showed one of the highest location mentioned came from Jakarta (link).

Deep Dive – Telkomsel



	Positive	Positive Growth	Negative	Negative Growth
Quality of Solution Provided	444	441%	162	-80%
Attractiveness of Package Promo	5,095	118%	6,845	-31%
Data Network Quality	1,515	119%	4,384	-33%
Suitability of Data Package Pricing	988	137%	283	-38%
Overall Touchpoints Experience	1,399	111%	719	-65%
Speed in Handling Requests/Complaints	15	67%	178	-66%
Information clarity on media communication	482	105%	121	-41%
Channel availability for starter pack purchase	36	-22%	21	-45%
Suitability of Voice and SMS Pricing	2	-60%	2	0%
Ease of obtaining rewards through loyalty programs	927	47%	50	-40%
Ease of activation for starter pack	59	97%	56	-55%
Overall Internet Network Coverage	865	167%	478	-41%
Ease of activation for postpaid	53	13%	22	22%
Availability of Various Platforms for Purchasing Packages	1,475	105%	657	-62%
Suitability of Package Specification	5,095	118%	6,845	-31%
Availability of Various Payment Method	788	144%	350	-34%
Ease of Using Self-Care Apps	1,826	121%	463	-48%
Ease of Package Change for Postpaid	1	-50%	3	0%
Legacy Network Quality	1		5	0%



Insight

• This period showed significant growth on Quality of Solution due to audience appraisal for Customer Service quick response. Meanwhile, the highest negative sentiment came from Attractiveness of Package Promo due to complaints on lack of promotion.

Deep Dive – Indosat



	Positive	Positive Growth	Negative	Negative Growth
Quality of Solution Provided	121	12000%	59	74%
Attractiveness of Package Promo	1,202	49%	1,389	11%
Data Network Quality	660	7%	3,670	6%
Suitability of Data Package Pricing	58	867%	210	-20%
Overall Touchpoints Experience	225	-86%	339	67%
Speed in Handling Requests/Complaints	2		72	177%
Information clarity on media communication	732	4206%	136	70%
Channel availability for starter pack purchase	3		6	0%
Suitability of Voice and SMS Pricing	0		0	
Ease of obtaining rewards through loyalty programs	197	-88%	22	16%
Ease of activation for starter pack	1	-67%	35	106%
Overall Internet Network Coverage	172	648%	390	33%
Ease of activation for postpaid	4	-20%	13	117%
Availability of Various Platforms for Purchasing Packages	366	-19%	537	76%
Suitability of Package Specification	1,202	49%	1,389	11%
Availability of Various Payment Method	374	2393%	191	59%
Ease of Using Self-Care Apps	162	-71%	173	77%
Ease of Package Change for Postpaid	0		0	
Legacy Network Quality	0		2	



Insight

• Indosat also showed high positive sentiment on quality of solution with audience appraisal while data network still became the top negative sentiment.

Deep Dive - XL Axiata



	Positive	Positive Growth	Negative	Negative Growth
Quality of Solution Provided	53	-21%	59	-57%
Attractiveness of Package Promo	507	-84%	318	-32%
Data Network Quality	212	-25%	905	-2%
Suitability of Data Package Pricing	53	-57%	25	-29%
Overall Touchpoints Experience	488	-87%	249	-38%
Speed in Handling Requests/Complaints	19	-17%	34	-63%
Information clarity on media communication	39	333%	13	-55%
Channel availability for starter pack purchase	0		9	200%
Suitability of Voice and SMS Pricing	0		0	-100%
Ease of obtaining rewards through loyalty programs	186	121%	5	-62%
Ease of activation for starter pack	25	-72%	4	-64%
Overall Internet Network Coverage	192	118%	88	-12%
Ease of activation for postpaid	0		4	-33%
Availability of Various Platforms for Purchasing Packages	58	-67%	178	-22%
Suitability of Package Specification	507	-84%	318	-32%
Availability of Various Payment Method	23	-81%	89	-28%
Ease of Using Self-Care Apps	97	-55%	250	-34%
Ease of Package Change for Postpaid	0		0	
Legacy Network Quality	0		1	-50%



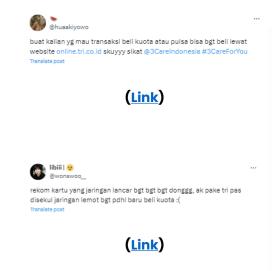
Insight

• XL gained the highest positive sentiment on attractiveness of package promo triggered by quiz activation.

Deep Dive - Tri



	Positive	Positive Growth	Negative	Negative Growth
Quality of Solution Provided	92	119%	293	148%
Attractiveness of Package Promo	2,847	13%	2,287	17%
Data Network Quality	466	-71%	2,641	76%
Suitability of Data Package Pricing	1,337	36%	228	57%
Overall Touchpoints Experience	920	-32%	1,504	61%
Speed in Handling Requests/Complaints	3	0%	329	73%
Information clarity on media communication	67	-3%	77	17%
Channel availability for starter pack purchase	7	-50%	14	-42%
Suitability of Voice and SMS Pricing	0	-100%	2	100%
Ease of obtaining rewards through loyalty programs	174	-36%	47	88%
Ease of activation for starter pack	60	-65%	108	125%
Overall Internet Network Coverage	213	-24%	449	117%
Ease of activation for postpaid	1	0%	3	#DIV/0!
Availability of Various Platforms for Purchasing Packages	1,935	609%	1,332	16%
Suitability of Package Specification	2,847	13%	2,287	17%
Availability of Various Payment Method	1,334	637%	777	21%
Ease of Using Self-Care Apps	931	201%	439	26%
Ease of Package Change for Postpaid	0	#DIV/0!	1	-50%
Legacy Network Quality	0	-100%	2	-33%



Insight

• Similar to Indosat, Tri's giveaway activation resulting high positive sentiment on attractiveness of package promo.

Deep Dive – Smartfren



	Positive	Positive Growth	Negative	Negative Growth
Quality of Solution Provided	13	0%	108	100%
Attractiveness of Package Promo	260	4%	412	4%
Data Network Quality	171	-44%	493	-13%
Suitability of Data Package Pricing	47	-31%	44	10%
Overall Touchpoints Experience	49	-50%	236	23%
Speed in Handling Requests/Complaints	0	-100%	32	68%
Information clarity on media communication	16	-27%	30	76%
Channel availability for starter pack purchase	3	200%	4	100%
Suitability of Voice and SMS Pricing	0		0	
Ease of obtaining rewards through loyalty programs	153	49%	62	138%
Ease of activation for starter pack	6	-54%	13	18%
Overall Internet Network Coverage	138	-25%	71	11%
Ease of activation for postpaid	5	67%	5	25%
Availability of Various Platforms for Purchasing Packages	112	33%	207	15%
Suitability of Package Specification	260	4%	412	4%
Availability of Various Payment Method	81	59%	104	13%
Ease of Using Self-Care Apps	115	53%	127	55%
Ease of Package Change for Postpaid	0		0	-100%
Legacy Network Quality	0		0	



Insight

• Data network quality is still the top negative issue on Smartfren.

Deep Dive - Axis



	Positive	Positive Growth	Negative	Negative Growth
Quality of Solution Provided	1		7	-86%
Attractiveness of Package Promo	151	358%	129	-56%
Data Network Quality	49	308%	303	-40%
Suitability of Data Package Pricing	0	-100%	8	-47%
Overall Touchpoints Experience	496	520%	41	-64%
Speed in Handling Requests/Complaints	0		2	-90%
Information clarity on media communication	0	-100%	3	-75%
Channel availability for starter pack purchase	0		1	0%
Suitability of Voice and SMS Pricing	0		0	
Ease of obtaining rewards through loyalty programs	31	121%	2	-85%
Ease of activation for starter pack	0		4	33%
Overall Internet Network Coverage	30	233%	23	-45%
Ease of activation for postpaid	0		0	
Availability of Various Platforms for Purchasing Packages	31	48%	65	-39%
Suitability of Package Specification	151	358%	129	-56%
Availability of Various Payment Method	1	-86%	40	-30%
Ease of Using Self-Care Apps	5	-58%	78	22%
Ease of Package Change for Postpaid	0		0	
Legacy Network Quality	0		0	

(2)	Jihana fahira @fahiraasa	***
Eh, pa	aket Teng-Go dari AXIS keren juga ya. Bisa pause & play kuota, ja	di

En, paket leng-Go dari AXIS keren juga ya. Bisa pause & piay kuota, jac aman deh kuota kita. Pas banget buat yang suka ngatur pemakaian internet.

Gampang banget, nggak ribet.

Translate post

(Link)



(Link)

Insight

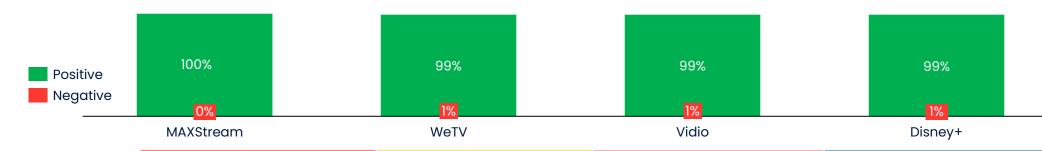
• Axis showed high positive sentiment on overall touchpoints experience. This also contributed through giveaway activation.

DIGITAL PRODUCT

SHARE OF VOICE

MAXStream led the overall share of voice with over 6M Buzz contributed by Official Accounts posts that promotes series and exclusive movies. This was followed by Vidio that contributed mostly by My Nerd Girl 3 series promotion and Football related content.





		MAX	Stream	WeTV		Vi	dio	Disney+		
		Posts	Buzz (%)	Posts	Buzz (%)	Posts	Buzz (%)	Posts	Buzz (%)	
	Official	274 (43%)	1.9м (94%)	321 (100%)	262.6K (100%)	115 (25%)	131.3K (11%)	96 (88%)	63.2K (84%)	
Instagram	Non - Official	368 (57%)	129.4K (6%)	0 (0%)	0 (0%)	348 (75%)	1.1м (89%)	13 (12%)	12.0K (16%)	
w (= to)	Official	49 (8%)	96 (6%)	235 (97%)	1.9K (97%)	117 (75%)	185 (97%)	6 (9%)	31 (29%)	
X (Twitter)	Non - Official	534 (92%)	1.6K (94%)	8 (3%)	50 (3%)	39 (25%)	6 (3%)	60 (91%)	77 (71%)	
	Official	12 (44%)	1.5K (90%)	0 (0%)	0 (0%)	0 (0%)	52.7K (82%)	78 (9%)	6.6K (97%)	
Facebook	Non - Official	15 (56%)	156 (10%)	0 (0%)	0 (0%)	43 (100%)	11.4K (18%)	79 (91%)	176 (3%)	
	Official	238 (40%)	1.7M (44%)	190 (100%)	1.0м (100%)	116 (100%)	823.9K (100%)	30 (100%)	22.1K (100%)	
TikTok	Non - Official	355 (60%)	2.2M (56%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	
	Official	149 (58%)	77.0K (93%)	181 (100%)	13.9K (56%)	5 (56%)	110 (56%)	10 (87%)	4.9K (99%)	
YouTube	Non - Official	108 (42%)	6.1K (7%)	0 (0%)	10.5K (44%)	4 (44%)	111 (50%)	6 (44%)	46 (1%)	
TOTAL		2,1K	6,0М	0,0М	1,3М	0,7К	2,1М	0,3K	109,2К	

SHARE OF VOICE - Official Account



MAXStream also leading the performance on Instagram and TikTok with meme's posts as the top contents. This pattern were also used by WeTV on Tiktok which came second as the top performed accounts based on the Tiktok channel.

		MAXstream		WeTV		Vidio		Disney+	
		Account	Buzz (%)	Account	Buzz (%)	Account	Buzz (%)	Account	Buzz (%)
Instagram	Brand	@maxstream.tv	1,9м (100%)	@wetvindonesia	262.6K (100%)	@vidiodotcom	131.3K (100%)	@disenyplu shotstarid	63.2K (100%)
TikTok	Brand	@maxstream.tv	1,7M (100%)	@wetvindonesia	1м (100%)	@vidiodotcom	823.9K (100%)	@disneyplu sid	22.2K (100%)

Social Media – Channel Comparison



TikTok gained the highest buzz for all brands except Disney+, indicating high audience engagement among those with entertainment interests who use TikTok as their main social media platform by sharing interactive content.

Buzz & Percentage										
	MAXStream	WeTV	Vidio	Disney+						
	July '24	July '24	July '24	July '24						
Instagram	2.01M	262.6K	1.2M	75.2K						
	(33.7%)	(20.0%)	(57.7%)	(68.9%)						
Twitter	1.7K	1.9K	185	108						
	(0.0%)	(0.2%)	(0.01%)	(0.1%)						
Facebook	1.6K	0	52.7K	6.8K						
	(0.0%)	(0.0%)	(2.54%)	(6.2%)						
Youtube	83.1K	13.9K	221	4.9K						
	(1.4%)	(1.1%)	(0.01%)	(4.5%)						
TikTok	3.9M	1.0M	823.9K	22.2K						
	(64.9%)	(78.8%)	(39.8%)	(20.3%)						
Media	0	0	0	0						
	(0%)	(0%)	(0%)	(0%)						

Top Conversation Buzz - MAXStream



OVERALL INSIGHTS

OFFICIAL ACCOUNTS

NON - OFFICIAL ACCOUNTS

- As mentioned before, MAXStream gained high engagements from contents which related movie scenes with daily memes and situation. Entertainment contents like this have high potential in creating engagements as it relevance with audience daily life.
- MAXStream also gained exposure from the Sehati Semati series cast Megan Domani which also shared Dance video with other cast from Sehati Semati.







Perjanjian Gaib on Tiktok; @maxstream.tv Buzz; 261.217 ER: 15% (Link Source)



Jelita Sejuba on Tiktok; @maxstream.tv Buzz; 175.506 ER: 10% (Link Source)







Sehati Semati on Tiktok; @akunara07 Buzz; 317.313 ER: 1090% (Link Source)

Dia Angkasa on Tiktok; @everydell Buzz; 190.289 ER: 54% (Link Source)

Sehati Semati on Tiktok; @megandomanii Buzz; 88.362 ER: 2% (Link Source)

Top Conversation Buzz - Competitor

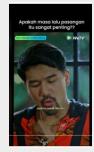


OVERALL INSIGHTS

OFFICIAL ACCOUNTS

NON - OFFICIAL ACCOUNTS

- WeTV and Vidio Originals created interactive content designed to engage audiences and spark conversations.
 Romance-themed content appeals the most to netizens.
- Vidio gained many exposure from sport events such as AFF U-19 cup and Piala Presiden. Direct collaboration for exclusive show were persuade by Vidio in order to attract audience and creating more engagements.







Kawin Tangan (WeTV) on TikTok; @wetvindonesia Buzz; 213.645 ER: 14% (Link Source)



My Nerd Girl 3(Vidio) on Tiktok; @vidiooriginals Buzz; 87.193 ER: 4%

(Link Source)



23.8800,090



Timnas Indonesia(Vidio) on Instagram; @persija

Buzz; 74.450 ER: 2% (Link Source)

Byon Combat (Vidio) on Instagram; @cillacillo_

Buzz; 70,410 ER: 20%

(Link Source)

Liputan6 News(Vidio) on Instagram; @liputan6

Buzz; 68.910 ER: 38%

(Link Source)

CAMPAIGN TRACKER



#MAXStreamStudios campaign was led by Perjanjian Gaib and Jelita Sejuba series

Keyword	Buzz	Post	Engagements	Top Conversation
#MAXStreamStudios	2,701,826	363	2,701,463	<u>Link</u>
Total	2,701,826	363	2,701,463	

Channel	#MAXStreamStudios
Instagram	1,389,215
Facebook	71
Twitter	19
TikTok	1,312,325
YouTube	196
Media	0
Total	7,783



#MAXStreamStudios (link)

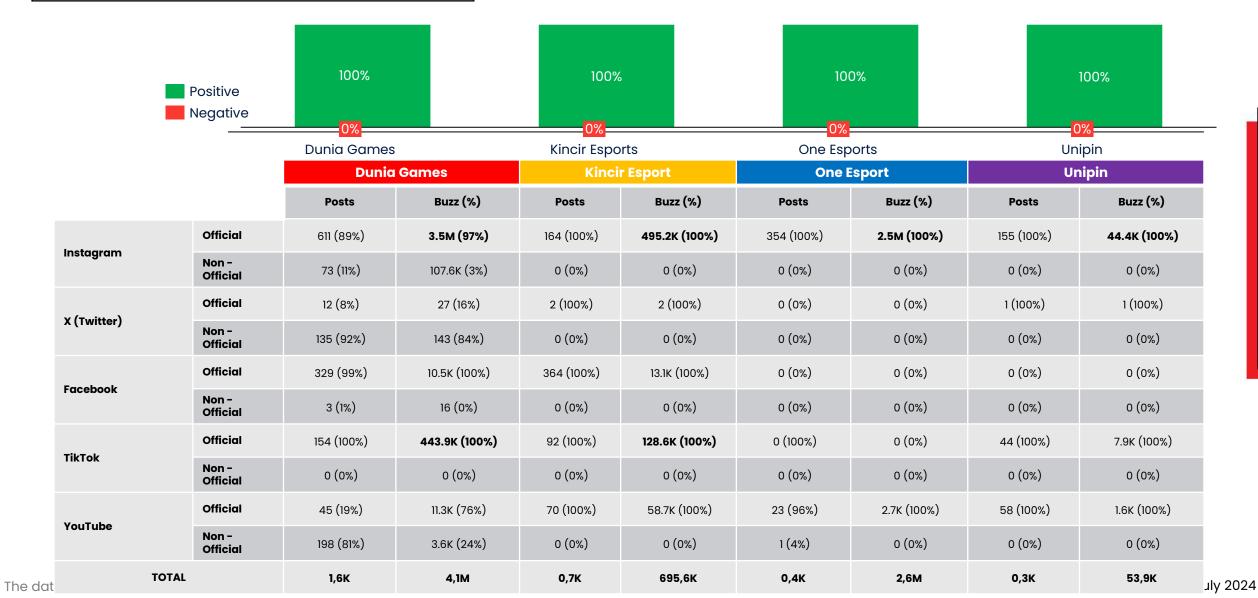


#MAXStreamStudios (link)

SHARE OF VOICE



Dunia Games gained the highest number of buzz. This was due to high posts on DGWIB Honor of Kings. One Esports gained second highest number of buzz with several posts on MLBB news update.



Share of Voice – Official Account



All brands gained significant buzz on Instagram, with the majority of MLBB content becoming the main topic.

		Dunia Games		Kincir		One esport		Unipin	
		Account	Buzz (%)	Account	Buzz (%)	Account	Buzz (%)	Account	Buzz (%)
Instagram	Brand	@duniagames.co.id	2.9м (100%)	@iespl.id	495.2K (100%)	@oneesportsid	2.6м (100%)	@unipinindonesia	44.4K (100%)
TikTok	Brand	@duniagames.co.id	396.6K (100%)	@kincir.esports	128.6K (100%)	@oneesportsid	0.0к (100%)	@unipin	7.9K (100%)

Social Media – Channel Comparison



Instagram became the top channel for all brands, while TikTok only performed well for Dunia Games.

Buzz & Percentage										
	Dunia Games	Kincir	One	Unipin						
	July '24	July '24	July '24	July '24						
Instagram	3.6M	495.2K	2.5M	44.4K						
	(88.5%)	(71%)	(100%)	(82%)						
Twitter	170	4	0	1						
	(0.001%)	(0.001%)	(0.0%)	(0.001%)						
Facebook	10.5K	13.1K	0	0						
	(0.29%)	(1.9%)	(0.0%)	(0.0%)						
Youtube	14.9K	58.7K	2.7K	1.6K						
	(0.4%)	(8%)	(0.0%)	(2.9%)						
TikTok	443.9K	128.6K	0	7.9K						
	(10.9%)	(18%)	(0.0%)	(15%)						
Media	136	0	0	0						
	(0.0%)	(0.0%)	(0.0%)	(0.0%)						

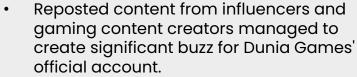
Top Conversation Buzz – Dunia Games



OVERALL INSIGHTS

OFFICIAL ACCOUNTS

NON - OFFICIAL ACCOUNTS



 Meanwhile, TeamRRQ, who participated in DuniaGamesWIB in Honor of Kings, provided several updates about their participation in the tournament.











Dunia Games
Update on
Instagram;
@duniagames.co.id
Buzz; 99.591
ER: 17%

(Link Source)

Dunia Games
Update on
Instagram;
@duniagames.co.id
Buzz; 85.502
ER: 15%
(Link Source)







DuniaGamesWIB HOK on Instagram; @teeamrrq Buzz; 66.518

ER: 1.3%

(Link Source)

Dunia Games Area on Instagram; @upoint.id.esports

Buzz; 11.409 ER: 140%

(Link Source)

DuniaGamesWIB HOK on Instagram; @teeamrrq

Buzz; 8.006 ER: 0.2%

(Link Source)

Top Conversation Buzz - Competitor



OVERALL INSIGHTS OFFICIAL ACCOUNTS NON - OFFICIAL ACCOUNTS MLBB Highlight on Youtube; Kincir Esport Buzz; 44.194 ER: 5.5% (Link Source) MSC 2024 on MLBB news update was still became the Instagram; highest topic for Official account. @iespl.id No posts from Non-Meanwhile, there was no activity recorded Buzz; 40.623 Official Accounts in this for non-official accounts. ER: 20% period. (Link Source) MLBB Update on Instagram; @oneesports.id Buzz; 33.822 ER: 6.7% (Link Source)

SUMMARY TAKEAWAYS RECOMMENDATION

Learning & Recommendation



Key Attributes Driving Sentiment

	key Attributes Driving Sentiment	
	Positive	Negative
EXPERIENCE	Customer Service Responses to Customers (64k)	 Network issue: Poor Network (62k) Price issue: Expensive price package (2.6k) Customer Service issue: Customer service not responsive (2.4k) Product issue: Unable to top-up quota (2.6k) Apps technical issue: Applications Error (1.5k)
VALUE	 Awards: #TelkomselAwards2024 (532k) Empowerment: #WeAreMoms (34k) Improvement: #EmangKitaBeda (24k) Sponsorship: #IndosatSiPalingTimnas (8k) Greetings: Hari Anak Nasional greetings (3.4k) 	
	- Greetings. Harr Ariak Nasional greetings (5.4k)	
OFFER	 Gamification: XL Axiata Giveaway (119k), Piala ByU (41k), Telkomsel Giveaway (44k), Giveaway #UntungPakaiTri (36k) Product Offer: #KuWOTAJKT48 (192k), Telkomsel Prabayar (52k), By.U #semuanyasemaunya (31k), Tri Paket Happy (28k) 	



EXPERIENCE

Negative:

• In general, customer complaints has constantly arise towards network quality, followed by price, product, and customer service issues, therefore need to do some efforts to minimize these protests

VALUE

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• The hype on Telkomsel Awards 2024 was higher than last period, indicating audience interest towards entertainment-based campaign

- XL Axiata and Indosat showcased their supports for moms and national football team through respective campaigns encompass particular storyline that suits moms and football team activities
- There is a lot of greetings across brands to support children national's day in this period

Positive:

Positive:

- Huge number of interactions on #KuWOTAJKT48 product offers indicating the needs of constant collaboration with well known yet influenced public figure to increase credibility and product usage
- Implement engaging quizzes that offer attractive prizes to spark interest in new product promotional campaigns. In addition to quizzes, organize regular giveaways where participants can win exclusive prizes by participating in activities such as sharing the campaign on social media, tagging friends, or creating user-generated content related to the new product.

OFFFR

Recommendation/Opportunity



COMMUNICATION DEVELOPMENT

• The yearly event of **#TelkomselAwards2024** became the top contributor in this period and also increase the overall buzz for Telkomsel. Meanwhile, AXIS showed teaser on its yearly event of **Axis Nation Cup**. This showed another attempt in persuading youth audience, particularly with their new tagline of #EmangKitaBeda.

INFLUENCER COLLABORATION

To capitalize on the buzz generated by #TelkomselAwards2024, Telkomsel should sustain momentum by creating engaging social media content that highlights key moments from the event and encourages user participation through polls, challenges, and interactive posts. Collaborate with influencers who resonate with the youth demographic to amplify the campaign, leveraging their reach to reinforce Telkomsel's brand presence and appeal. By consistently showcasing Telkomsel's innovative offerings and aligning with youth interests, the brand can maintain strong engagement and further strengthen its connection with the target audience. Several KOLs that can be persuade such as overnulliana (9.3 Million Followers on TikTok) and overnulliana (465K Followers on TikTok).

CALENDAR EVENTS

- International Day for Universal Access to Information (IDUAI) / 28 Sept Telkomsel could take this momentum by focusing Telkomsel's Value as the first gate for universal information through mobile telecommunication.
- Indonesia Independence Day Telkomsel could create giveaway/interactive content by creating a <u>"find waldo"</u> where audience could win certain prize.
- Telkomsel could also create <u>memes</u> or <u>"17an thread"</u> focusing on the unique celebration of Independence Day in many areas of Indonesia.



Thank You