

# TELCO MARKET INTELLIGENCE REPORT

31 Jan – 27 Feb 2024

dataxet xsonar

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# TERMINOLOGY

Metric	Description
Buzz	Defines overall conversational trends within a certain period of time, derived from the number of total posts + engagements
Engagement	Total content interaction count from netizens
Sentiment	Sentiment scoring consisting of Positive/Neutral/Negative values, derived from Sonar's Bahasa Indonesia algorithm, localized, and tailored to the telecommunication industry
Key Issues	Highlighted or most talked about Issues related to the set of predefined topics
KOL (Key Opinion Leader)	Accounts that generate the most engagements in relation to an activation or brand
Official Accounts	Accounts that are owned and managed by a brand
Non-Official Accounts	Earned/organic accounts related to an activation or brand

#### Data Collection Overview

Collection Period: 31 Jan – 27 Feb 2024

Data Source (Channel)	Collection Method	Scope		Total Post (Growth)	
Twitter	Keyword, #Hashtag, Username	Conversations (Tweet and Interaction) related to the Brand that's located in Indonesia and use Indonesian language	X	34,944	(14%)
Facebook	Public page ID, #Hashtag	Conversations on brand's official page	f	322	(13%)
Instagram	Brand official account, #Hashtag	Conversations on brand's official page	O	2,851	(-23%)
TikTok	Public page ID, #Hashtag	Keywords containing certain hashtag	J	349	(-22%)
YouTube	Keyword	Video (content) related to the Brand that use Indonesian language		217	(-28%)
Media	Keyword	Articles from 493 National & Regional News Portals		107	(-61%)

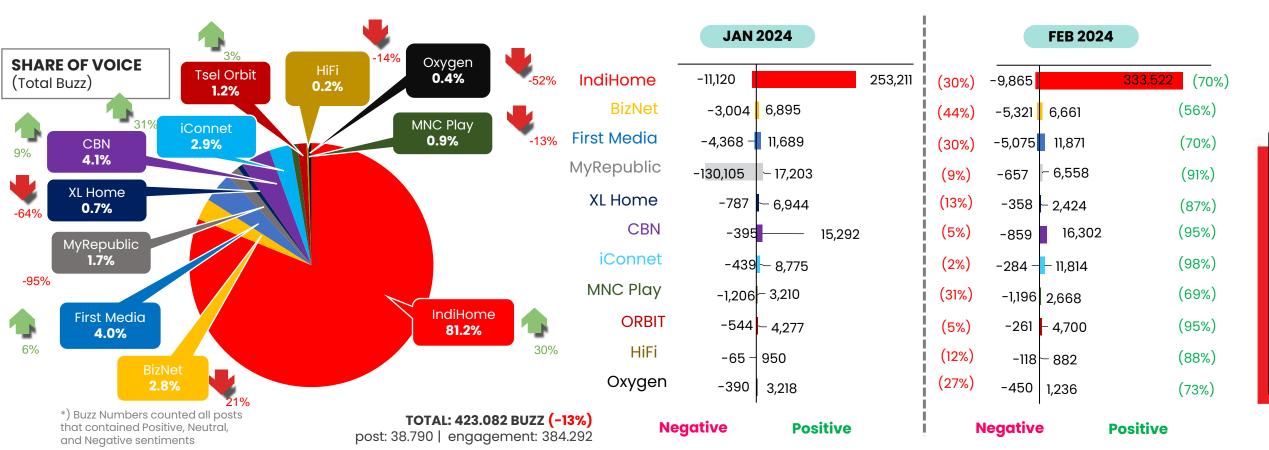


# COMPETITIVE HIGHLIGHTS

#### Social Media Share of Voice



#### Funplanet's collaboration post with @tercipungcipung resulting significant increase in this period.



#### Insight

- The overall buzz showed a decrease in this period. This was contributed by significant decrease on XL Home and My Republic. Meanwhile, IndiHome showed an increase and still led the share of voice and positive sentiment with posts on Funplanet TV in collaboration with @tercipungcipung.
- Iconnet also showed an increase in this period contributed by Iconnet promotion posts.
- Network performance issue is still the top negative issue in this period.

# Social Media Activity – By Buzz



Posts on Funplanet TV promotion resulting significant increase on IndiHome's Program & Promotion issues.

#### Buzz

	IndiHome	BizNet	First Media	MyRepublic	XL Home	CBN	iConnet	MNC Play	Orbit	HiFi	Oxygen
Program &	174,848	3,356	6,710	6,490	565	16,085	11,728	1,281	1,819	826	768
Promotion	(110%)	(-31%)	(-38%)	(-62%)	(-89%)	(7%)	(49%)	(-37%)	(-42%)	(15%)	(-71%)
Product &	149,307	530	1,810	2	1,304	95	2	352	2,726	7	118
Pricing	(-7%)	(377%)	(281%)	(-93%)	(-7%)	(-24%)	(-99%)	(75%)	(162%)	(-83%)	(-72%)
Corporate	906	740	1,725	43	207	8	2	274	0	4	155
	(1108%)	(4011%)	(100%)	(-99%)	(245%)	(100%)	(-98%)	(27300%)	(0%)	(-96%)	(100%)
Services	9,685	2,608	2,158	49	308	202	87	865	254	45	221
	(-13%)	(4%)	(-49%)	(53%)	(-36%)	(1%)	(-81%)	(-18%)	(-41%)	(-65%)	(43%)
Network	8,641	4,748	4,543	631	398	771	279	1,092	162	118	424
	(-13%)	(95%)	(710%)	(-1%)	(-46%)	(160%)	(-36%)	(-1%)	(-26%)	(-35%)	(72%)

#### Insight

• IndiHome experiencing significant increase in Program & Promotion in this period. This period also showed significant increase on IndiHome's Corporate Issues which was contributed by Greeting contents.

# Social Media Activity – By Channel



#### IndiHome still led the overall buzz in almost all channels.

Buzz

	IndiHome	<mark>BizNet</mark>	First Media	MyRepublic	XL Home	СВМ	iConnet	MNC Play	Orbit	HiFi	Oxygen
Instagram	249,191	3,831	4,086	6,096	1,631	14,803	11,716	1,643	3,249	714	898
	(43%)	(-6%)	(-18%)	(-64%)	(-72%)	(-2%)	(36%)	(-27%)	(46%)	(4%)	(-69%)
Twitter	19,179	7,422	6,736	683	56	1,046	379	2,056	483	171	684
	(-34%)	(50%)	(40%)	(0.1%)	(-96%)	(93%)	(-22%)	(-1%)	(-44%)	(-46%)	(54%)
Facebook	2,891	630	5,686	279	289	1,189	0	64	933	113	49
	(-29%)	(41%)	(-9%)	(12%)	(-3%)	(1529%)	(0%)	(64%)	(-38%)	(59%)	(-37%)
Youtube	8,907	60	2	2	0	2	0	9	0	1	3
	(74%)	(216%)	(-60%)	(0%)	(0%)	(-33%)	(0%)	(-71%)	(-100%)	(0%)	(100%)
TikTok	63,208	26	436	155	727	121	0	92	296	0	52
	(23%)	(-93%)	(828%)	(-99%)	(187%)	(1917%)	(0%)	(360%)	(-100%)	(-100%)	(30%)
Media	11	13	0	0	79	0	3	0	0	1	0
	(-48%)	(1200%)	(0%)	(-99%)	(32%)	(0%)	(0%)	(0%)	(0%)	(-99%)	(0%)

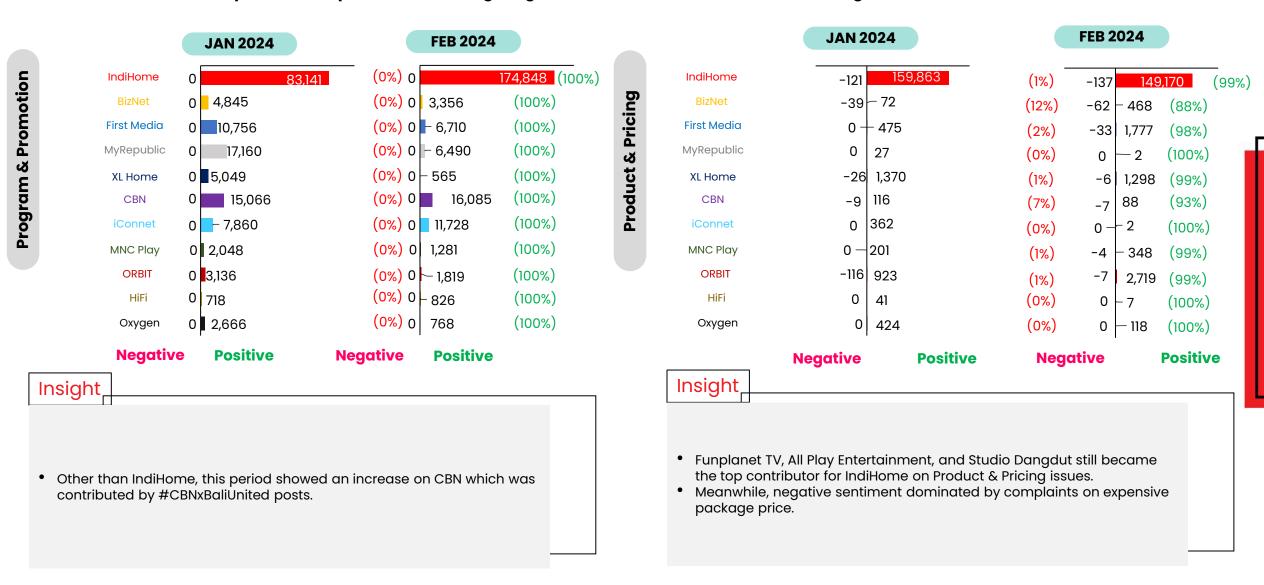
#### Insight

- IndiHome and CBN still dominates the number of buzz on Instagram through consistency in creating KOLs collaboration posts.
- Meanwhile, TikTok still dominates by IndiHome as it showed the most consistency through official accounts posts that promoting IndiHome's products.

# Social Media Activity – By Sentiment



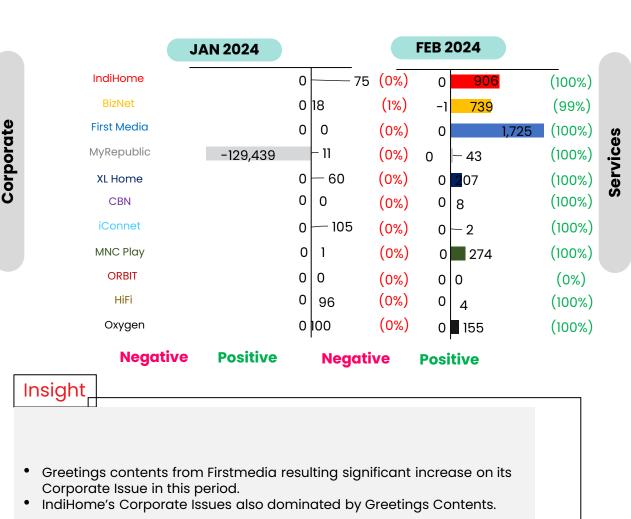
The result of collaboration posts on Funplanet TV resulting a significant domination for IndiHome's Program & Promotion issues.

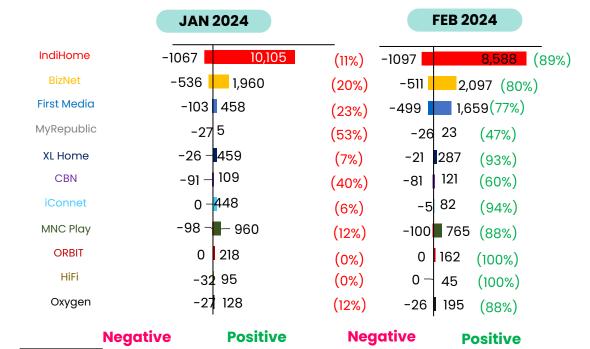


# Social Media Activity – By Sentiment



Firstmedia managed to gained the highest positive sentiment on Corporate Issue through Greeting Contents.





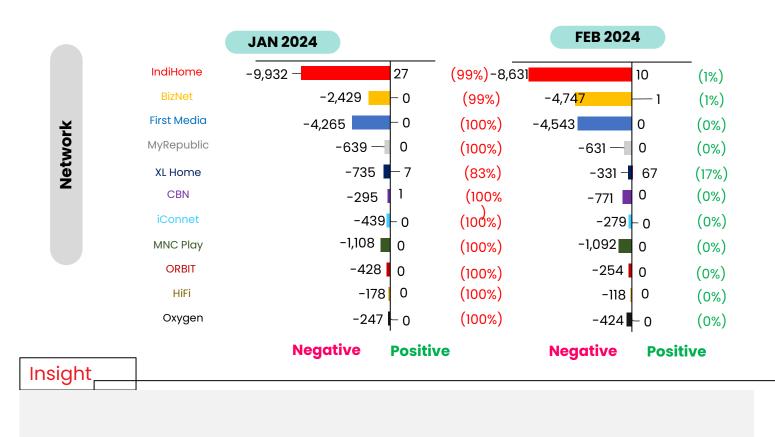
Insight

- Positive sentiment on services issues still dominated by Customer Service's response towards complaints and queries from the audience.
- Meanwhile, irresponsive Customer Service became the top negative issues across all brands.

# Social Media Activity – By Sentiment



Network Instability became the top negative issues on Network.



• IndiHome gained the highest negative sentiment on Network issues with most of the conversations came from audience complaints on Network Instability.

#### Buzz to Post Comparison



In terms of posts and buzz proportion, IndiHome, and Biznet dominates with the highest number came from Program & Promotion Issues.

Issue		Program &	Promotion	Product	& Pricing	Corp	orate	Serv	vices	Net	work
issue		<b>Positive</b>	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative
	Total Post	2,218		459	112	7	_	8,211	1,039	10	8,154
IndiHome	Buzz	174,848		149,170	137	906		8,588	1,097	10	8,631
	Share of Post	<mark>1%</mark>		0%	82%	1%		96%	95%	100%	94%
	<b>Total Post</b>	<mark>63</mark>		15	54	26	1	1,939	464	1	3,982
BizNet	Buzz	<mark>3,356</mark>		468	62	739	1	2,097	511	1	4,747
	Share of Post	<mark>2%</mark>		3%	87%	4%	100%	92%	91%	100%	84%
	<b>Total Post</b>	142		34	33	23		1,309	446		4,022
First Media	Buzz	6,710		1,777	33	1,725		1,659	499		4,543
	Share of Post	2%		2%	100%	1%		79%	89%		89%
	<b>Total Post</b>	441		1		3		21	20		486
MyRepublic	Buzz	6,490		2		43		23	26		631
	Share of Post	7%		50%		7%		91%	77%		77%
	Total Post	86		48	4	14		262	18	67	253
XL Home	Buzz	565		1,298	6	207		287	21	67	331
	Share of Post	15%		4%	67%	7%		91%	86%	100%	76%
	Total Post	68		5	6	2		106	61		623
CBN	Buzz	16,085		88	7	8		121	81		771
	Share of Post	0%		6%	86%	25%		88%	75%		81%
	Total Post	262		2		2		64	5		233
<b>IConnet</b>	Buzz	11,728		2		2		82	5		279
	Share of Post	2%		100%		100%		78%	100%		84%
	Total Post	90		15	3	10		696	69		785
MNC Play	Buzz	1,281		348	4	274		765	100		1,092
	Share of Post	7%		4%	75%	4%		91%	69%		72%
	Total Post	75		56	5			146			194
ORBIT	Buzz	1,819		2,719	7			162			254
	Share of Post	4%		2%	71%			90%			76%
	Total Post	49		2		2		42			106
HiFi	Buzz	826		7		4		45			118
	Share of Post	6%		29%		50%		93%			90%
	Total Post	46		16		9		154	16		277
Oxygen	Buzz	768		118		155		195	26		424
2~/ 3~	Share of Post	6%		14%		6%		79%	62%		65%



# COMMUNICATIONS PERFORMANCE

## Communication Performance Overview



#### Instagram still holds the highest number of buzz across all brands in this period.

Brand	IndiHome	<mark>BizNet</mark>	First Media	MyRepublic	XL Home	CBN	iConnet	MNC Play	Orbit	HiFi	Oxygen
Content	Funplanet TV	#PakeBiznet	First Media Giveaway	MyRepublic Promo	Greetings	#CBNxBaliUnited	lconnet Promo	MNC Play Promo	Tsel Orbit Promo	#BerasaKoneksi nya	Oxygen Music Corner
Channel	Instagram	Instagram	Facebook	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Buzz	50.921	615	1.350	397	130	7.532	1.563	122	483	65	103
EVO Focus	Offer	Offer	Offer	Offer	Value	Value	Offer	Offer	Offer	Offer	Offer

#### Insight,

• Instagram is still the top media in creating awareness and reach audience across all brands. However, Firstmedia showed a change where the most engaged contents came from Facebook.

## Communication Performance Overview

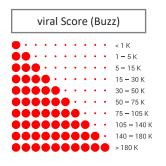


Funplanet TV collaboration combined with consistency on IndiHome's products resulting domination on Top Issues.

Top Issue	Brand	January 2024	February 2024	Sentiment	Top Channel (buzz)
Funplanet TV  All Play Entertainment  Studio Dangdut TV  IndiHome Promo	IndiHome IndiHome IndiHome IndiHome			Positive Positive Positive	IG (137.742); TikTok (546); YT (5.741) IG (33.923); TikTok (3.040); YT (1.488) IG (34.803); TikTok (1.129) IG (31.077); TikTok (1.390)
Poor Network Poor Network Poor Network	IndiHome Biznet First Media	•••0000000 ••00000000	<ul><li>••0000000</li><li>••0000000</li><li>••00000000</li></ul>	Negative Negative Negative	TW (8.631) TW (4.747) TW (4.543)



• Meanwhile, Network Instability were heavily addressed towards IndiHome, Biznet, and Firstmedia.



# Top Conversation Buzz - IndiHome



#### **OVERALL INSIGHTS**

#### OFFICIAL ACCOUNTS

#### NON - OFFICIAL ACCOUNTS

- Funplanet TV's collaboration with @tercipungcipung managed to boosts its engagements on both Official and Non-Official Accounts.
- Meanwhile, IndiHome's posts on Gamer Package showed significant engagements. Indicating high level of interests on Gaming within IndiHome's audience.







Funplanet.TV; @funlanet.tv Buzz; 50.921 (Link Source)

All Play Entertainment; @allplayent.tv Buzz; 30.123 (Link Source)

IndiHome Paket Gamer; @IndiHome Buzz; 3.617 (Link Source)





Funplanet TV; @tercipungcipung Buzz; 50.921 (Link Source)

> Paket JITU; @stangmioo Buzz; 48.685 (Link Source)

Funplanet TV; @tercipungcipung Buzz; 12.935 (Link Source)

# Top Conversation Buzz - Competitors



#### **OVERALL INSIGHTS**

#### OFFICIAL ACCOUNTS

#### NON - OFFICIAL ACCOUNTS

- While CBN maintain most of its engagements from Non-Official Accounts, other brands such as MyRepublic and Biznet focusing on their awards and achievements in service to communicate within the audience.
- Iconnet is starting to create offline activation by sponsoring #PesanBuatMantan music event.



Firstmedia Giveaway; @Firstmedia World Buzz; 1.350 (Link Source)



#PakeBiznet; @Biznethome Buzz; 435 (Link Source)



Indonesia Brand Champion; @myrepublicindone sia Buzz; 397 (Link Source)



#CBNxBaliUnited; @baliunitedfc Buzz; 7.532 (Link Source)



#PesanBuatMantan; @elcamp.id Buzz; 518 (Link Source)



Greetings; @infosidoarjo Buzz; 322 (Link Source)

#### Top Authors – Instagram



Engagements from IndiHome and competitors top official authors and non-official authors on Instagram.

#### TOP AUTHORS - OFFICIAL ACCOUNT

Authors	Total Post	Engage ment	Brand	Sample Post	Sentiment
allplay ent.	56	33,867	IndiHome	All Play Entertainment TV	Positive
Funplanet.TV	54	60,481	IndiHome	Monstar on Funplanet TV	Positive
Studio Dangdut	54	36,189	IndiHome	Studio Dangdut TV	Positive
IndiHomeCare	28	14,535	IndiHome	IndiHome Giveaway	Positive
IndiHome	27	4,787	IndiHome	IndiHome Giveaway	Positive

# TOP AUTHORS - NON OFFICIAL ACCOUNT

Authors	Total Post	Engage ment	Brand	Sample Post	Sentiment
tercipungcipung	2	63,854	IndiHome	Monstar on Funplanet TV	Positive
baliunitedfc	2	12,506	CBN Fiber	#CBNxBaliUnited	Positive
rans.animationstudio s	1	12,934	IndiHome	Monstar on Funplanet TV	Positive
Elcamp.id	1	517	Iconnet	#PesanBuatSangMantan	Positive
infosidoarjo	1	321	Firstmedia	Greetings	Positive

#### Top Authors – Twitter



Engagements from IndiHome and competitors top official authors and non-official authors on Twitter.

#### TOP AUTHORS - OFFICIAL ACCOUNT

Authors	Total Post	Engage ment	Brand	Sample Post	Sentiment
IndiHomeCare	8,247	696	IndiHome	#PanduanIndiHomeCare	Positive
Biznet Home	1,942	159	Biznet	<u>Customer Service's Response</u>	Positive
MNC Play	740	116	MNC Play	MNC Play Promo	Positive
XL HOME	312	52	XL Home	<u>XL SATU</u>	Positive
CBN Fiber	127	66	CBN Fiber	CBN Championship Series	Positive

# TOP AUTHORS - NON OFFICIAL ACCOUNT

	<del>,                                    </del>				
Authors	Total Post	Engage ment	Brand	Sample Post	Sentiment
Ara_cumi	79	6	Biznet	<u>Poor Network</u>	Negative
_Bebatikan_	71	0	IndiHome	<u>Technician Issue</u>	Negative
deanxabya	38	4	CBN Fiber	<u>Poor Network</u>	Negative
nana	28	7	Biznet	<u>Poor Network</u>	Negative
Daniel94777744	27	19	MyRepublic	<u>Poor Network</u>	Negative

#### Top Authors – TikTok



Engagements from IndiHome and competitors top official authors and non-official authors on TikTok.

#### TOP AUTHORS - OFFICIAL ACCOUNT

Authors	Total Post	Engage ment	Brand	Sample Post	Sentiment
All Play Ent.	52	2,988	Biznet	All Play Entertainment TV	Positive
StudioDangdut.TV	39	7,266	IndiHome	Studio Dangdut TV	Positive
UseeSports.TV	34	795	MNC Play	<u>Usee SPORTS TV</u>	Positive

# TOP AUTHORS - NON OFFICIAL ACCOUNT

7.0	<u> </u>				
Authors	Total Post	Engage ment	Brand	Sample Post	Sentiment
stangmioo	1	48,685	IndiHome	<u>Paket JITU</u>	Positive
mayestikguesthouse	1	404	Firstmedia	<u>First Media Promo</u>	Positive
hay.sha30	1	322	IndiHome	#IndiHomeBerbagiRezeki	Positive
nanda_gabut	1	286	IndiHome	Paket JITU	Positive
zuddeenn	1	162	IndiHome	Paket JITU	Positive



# CAMPAIGN PERFORMANCE

# All Brands Hashtag Performance



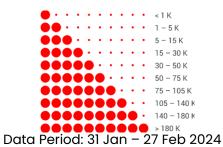
#### Most of the hashtag were decreasing but #SemuaAdaCerita rise as one of the top 10 hashtag in this period.

Brand	Top Hashtag	Jan 2024	Feb 2024	Growth	Top Channel
CBN Fiber	#CBNFiber	••••••	••••••	-54%	IG
CBN Fiber	#AbsolutelyUnlimited	••••••	••••••	-54%	IG
IndiHome	#SemuaAdaCerita		••••••		IG
IndiHome	#IndiHomeTVOriginal	••••••	••••••	-36%	IG
IndiHome	#AllPlayEnt	••••••	••••••	-45%	IG
IndiHome	#StudioDangdut	••••••	••••••	-62%	IG
IndiHome	#LangitMusik		••••••0000	-19%	IG
IndiHome	#RansMusic		••••••0000		IG
IndiHome	#RansEntertainment	••••••	••••••00000	-80%	IG
IndiHome	#TrioDarling		••••••00000		IG

<sup>\*</sup>Top Campaign Hashtags based on Virality Score

#### Insight

• Meanwhile, #CBNFiber still gained the highest buzz through continuous posts on #CBNxBaliUnited.



# IndiHome Brands Hashtag Performance



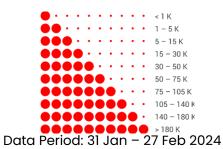
#### Other than #SemuaAdaCerita, this period also showed #StudioDangdut as the top hashtag

Brand	Top Hashtag	Jan 2024	Feb 2024	Growth	Top Channel
IndiHome	#SemuaAdaCerita		••••••0000		IG
IndiHome	#IndiHomeTVOriginal	•••••••	••••••0000	-36%	IG
IndiHome	#AllPlayEnt	••••••	••••••0000	-45%	IG
IndiHome	#StudioDangdut	••••••	•••••00000	-62%	l IG
IndiHome	#LangitMusik	•••••00000	•••••00000	-19%	IG
IndiHome	#RansMusic		•••••00000		IG
IndiHome	#RansEntertainment		•••••00000	-80%	IG
IndiHome	#TrioDarling		•••••00000		IG
IndiHome	#IndiHomebyTelkomsel	•••••00000	•••0000000	-40%	IG
IndiHome	#Funplanet		•••0000000		IG

<sup>\*</sup>Top Campaign Hashtags based on **Virality Score** 

Insight

• #SemuaAdaCerita managed to gained the highest buzz compared to other hashtag.





# Account Performance

#### IndiHome Account Performance



Funplanet TV led the number of Buzz on Instagram and YouTube while Studio Dangdut dominating the total buzz on TikTok.

	Instagram			TikTok			YouTube			
	Posts	Engagements	Buzz	Posts	Engagements	Buzz	Posts	Engagements	Buzz	
All Play Ent.	56	33,867	33,923	52	2,988	3,040	25	1,463	1,488	
FunplanetTV	54	60,481	60,535	47	499	546	47	5,694	5,741	
Studio Dangdut	54	36,189	36,243	39	7,266	7,305	21	961	982	
UseeSports.TV	0	0	0	34	795	829	0	0	0	



Fun Planet TV Buzz; 50.921 (Link Source)



All Play Entertainment Buzz; 30.123 (Link Source)



Studio Dangdut Buzz; 19.49 (Link Source)



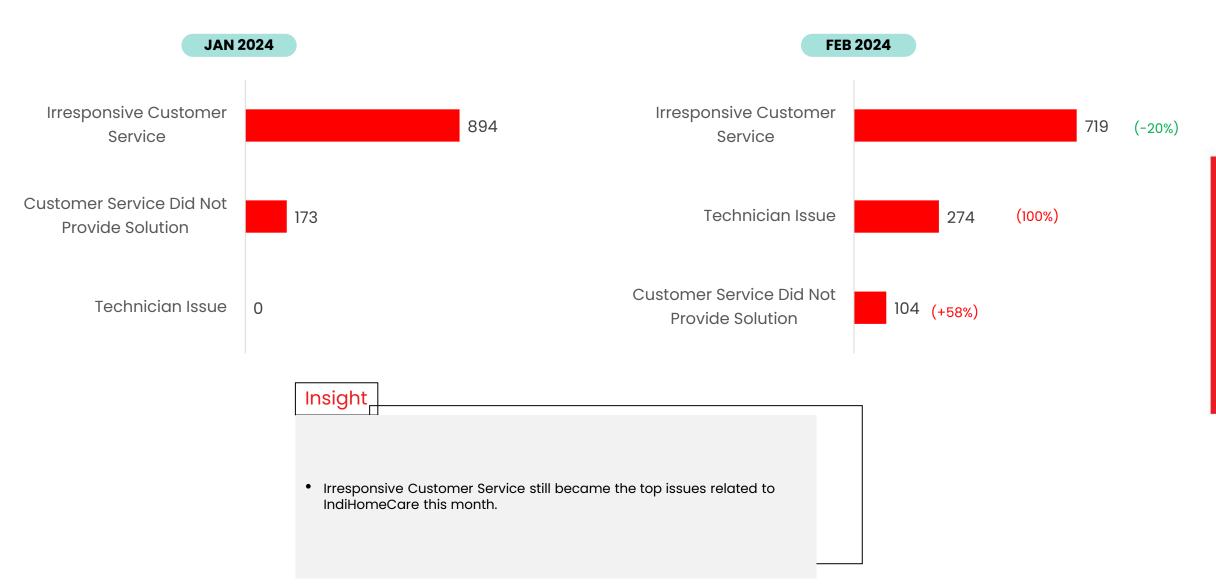
UseeSports TV Buzz; 152 (Link Source)



# Deep Dive IndiHome Care

### Customer Service - Issues





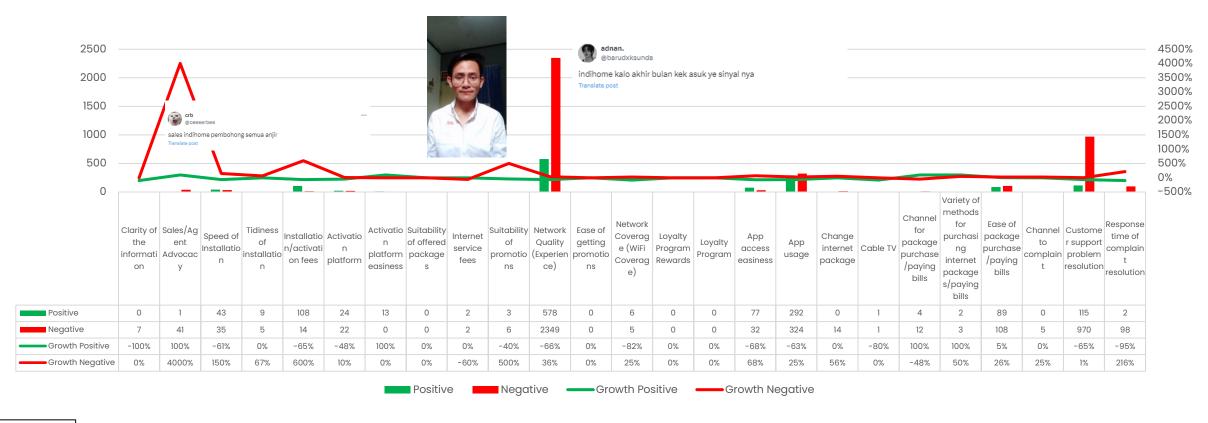


# Deep Dive Issues

# Deep Dive - IndiHome



Network Quality is still the top negative issues for IndiHome.



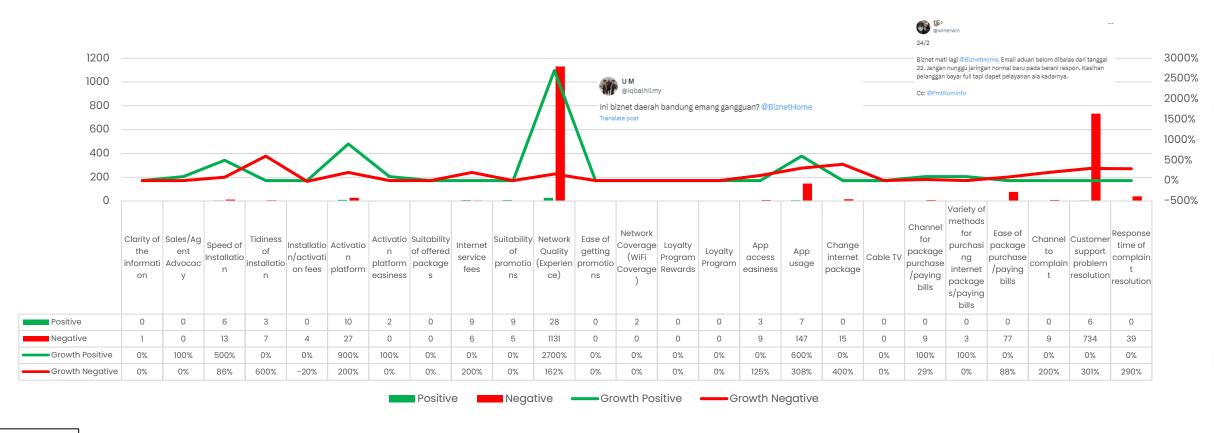
Insight

• Meanwhile, positive also showed the highest mentioned that came from Network Quality. This was affected by promotion posts that mentioned fast network from IndiHome.

# Deep Dive – Biznet



#### Similar to IndiHome, Biznet top issue also related to Network Quality.



Insight

• Biznet also still showed high negative sentiment regarding Customer Support Problem Resolution issue.

# Deep Dive – First Media



Network Quality became the top negative issue for First Media.



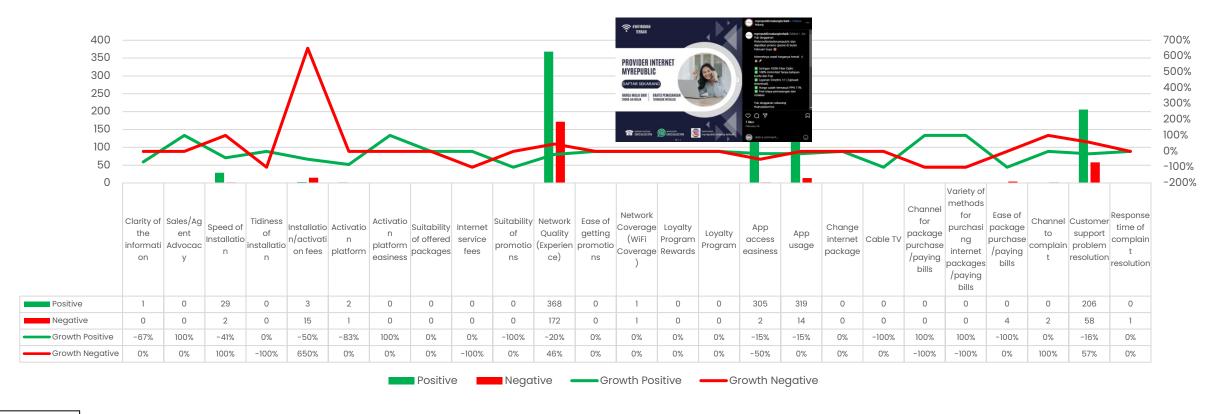
Insight

• First Media also showed high negative sentiment on Customer Support issue.

# Deep Dive - MyRepublic



MyRepublic showed high positive sentiment on Network Quality Experience.



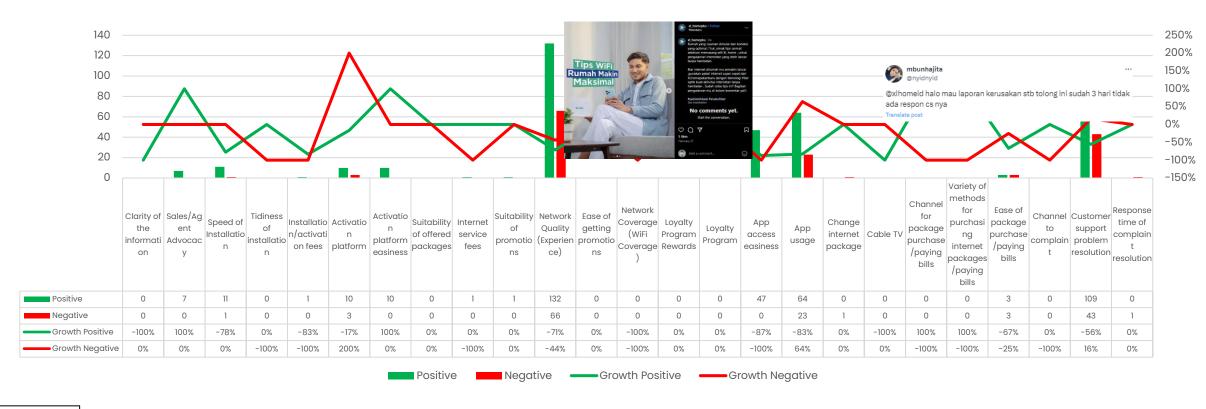
Insight

• Agents posts is still the top contributor for high positive sentiment on Network Quality Experience.

# Deep Dive - XL Home



#### This period showed XL Home gained the highest positive sentiment on Network Quality



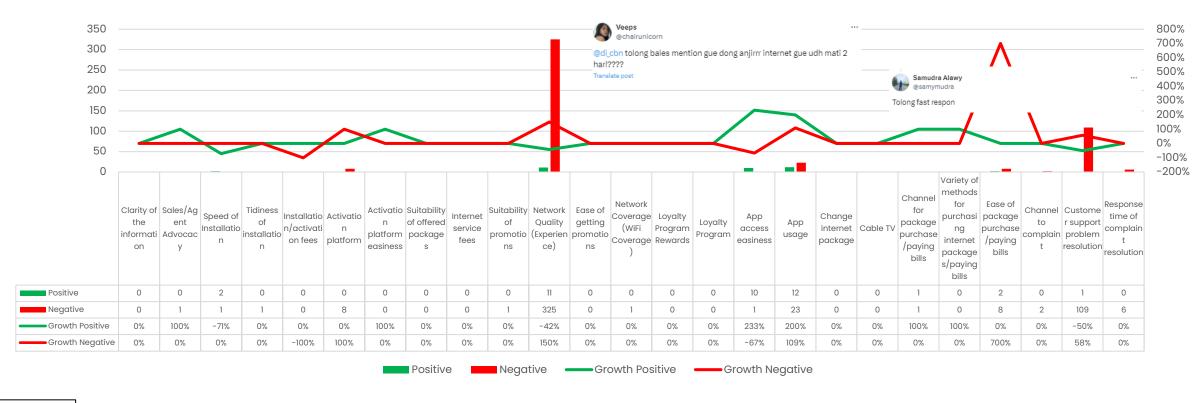
Insight

• This was a results of promotional posts on XL HOME's fast connection. Meanwhile, XL HOME also showed high negative sentiment on Customer Support Problems Resolution issue.

# Deep Dive - CBN



CBN main issues came from Network Quality. Several complaints mentioning a long time problem solving.



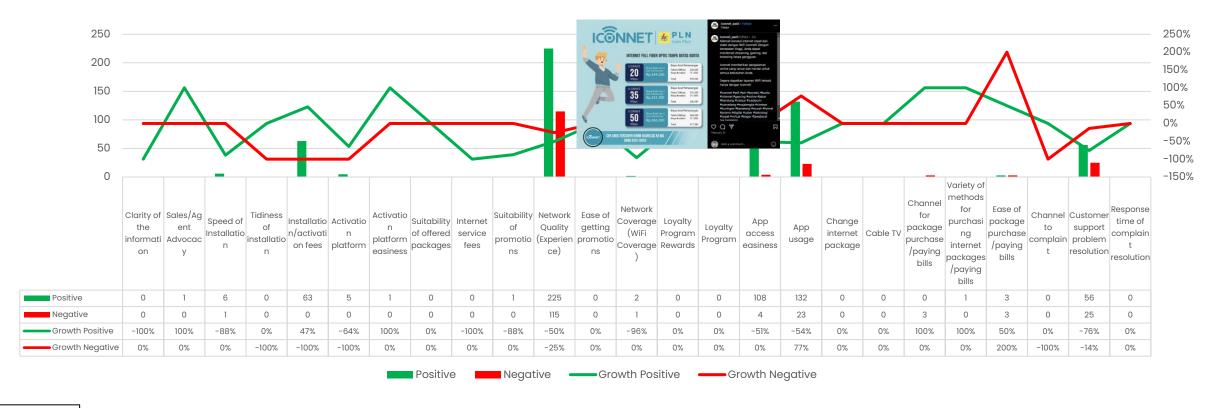
Insight

• Other than Network Quality, CBN showed high negative sentiment on Customer Support Problem Resolution.

# Deep Dive - ICONNET



Iconnet still showed the highest positive sentiment on Network Quality which came mostly from agents posts.



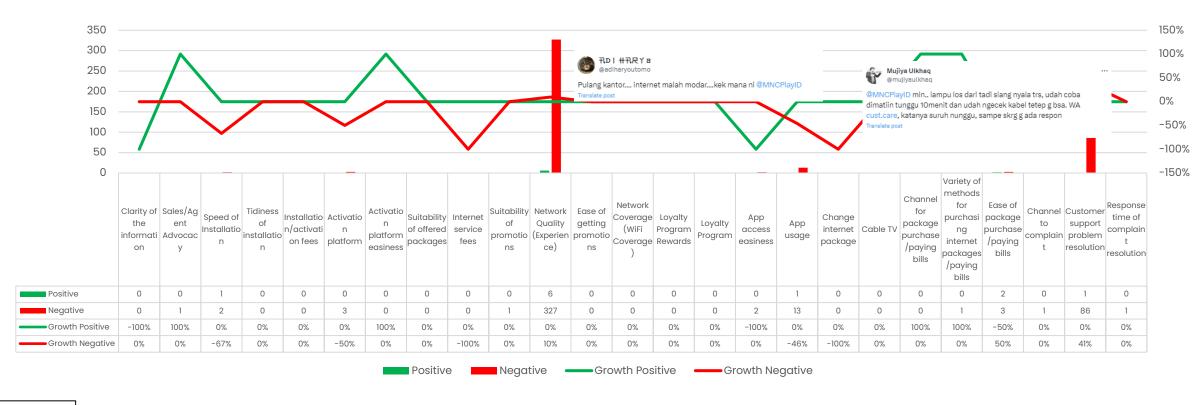
Insight

• Meanwhile, negative sentiment still came mostly from complaints on Network Quality.

# Deep Dive - MNC PLAY



Negative sentiment dominating MNC Play with the highest number came from Network Quality.



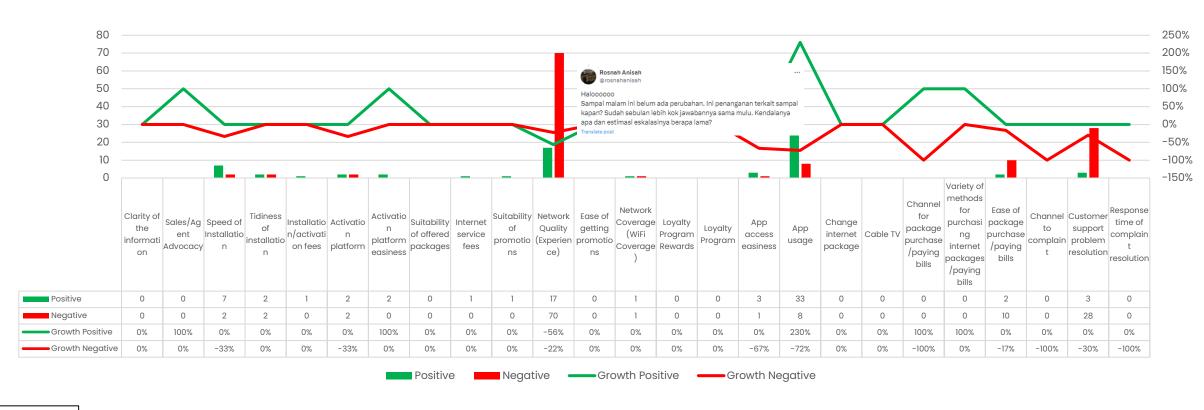
Insight

• Meanwhile, audience also showed high complaints on Customer Support Problem Resolution mentioning no response from Customer Service.

# Deep Dive - TSEL ORBIT



Network Quality became the top positive and negative issues for Tsel Orbit.



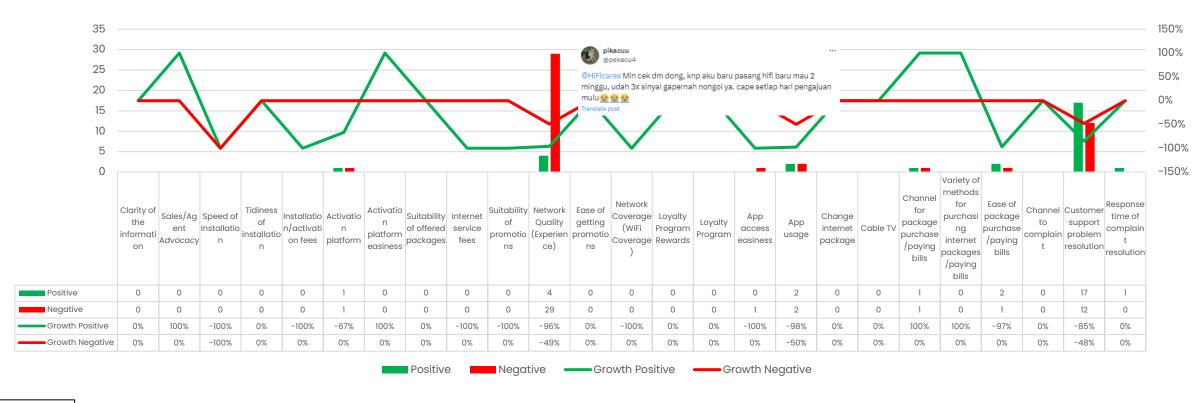
Insight

• Tsel Orbit also showed high negative sentiment on Customer Support Problems.

# Deep Dive - HIFI



Hifi Network Quality showed high proportion on negative sentiment.



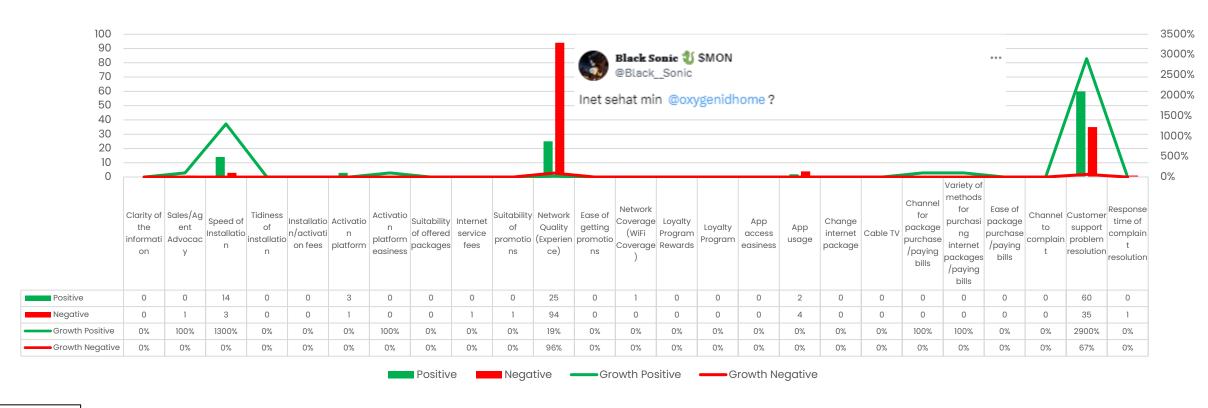
Insight

• Several complaints mentioned on problems within the short time period of installing.

# Deep Dive - OXYGEN



Oxygen main negative issues is Network Quality.



Insight

• Other than that, negative issue also showed high numbers of Customer Support Problem Resolution.

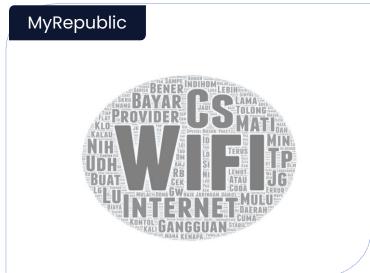
#### Top Negative Word - Network















<sup>\*)</sup> Wordcloud is generated from **content posts** with negative sentiments. This list already excluded dominant words mainly refers to network performances

#### Top Negative Word - Network











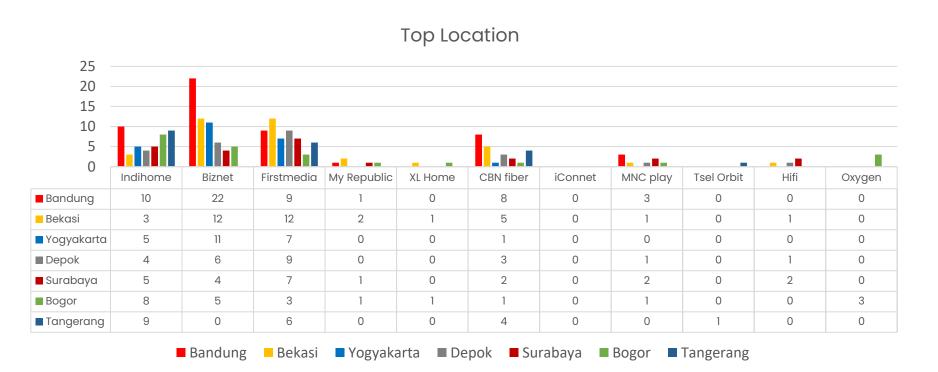


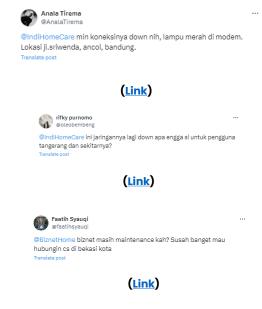
<sup>\*)</sup> Wordcloud is generated from **content posts** with negative sentiments. This list already excluded dominant words mainly refers to network performances

## Deep Dive - Network



Related to Network Issues, most of the conversations mentioned location Bandung and Tangerang as the top location for IndiHome.





#### Insight

• Indihome and Biznet highest mentioned was came from Bandung while Firstmedia showed high complaints on Network that came from Bekasi.



# SUMMARY, TAKEAWAYS, & RECOMMENDATION

#### Recommendation/Opportunity



#### **KEY ATTRIBUTES**

- **Promos:** Monstars from Funplanet TV (128K), Iconnet Installment Promo (10K), MyRepublic Installment Promo (6K)
- Collaboration: CBN x Bali United (13K), #PesanBuatsangMantan (1K)
- Gamification: First Media Giveaway (7K), IndiHome Giveaway (3K)
- Network Issues: Poor Network (21K)
- Services: Irresponsive Customer Service (1K)

#### **TAKEAWAYS**

• While other brands showed a decrease, IndiHome managed to showed an increase with collaboration posts on Monstars on Funplanet TV with @tercipungcipung. Meanwhile, other brands still relies on promotional posts on instalment. Iconnet in this period starting to became a sponsor for music event. Indicating an attempt to reach young audience.

# COMMUNICATION DEVELOPMENT

• IndiHome's collaboration posts with @tercipungcipung resulting significant increase which also can be applied towards other products such as All Play Entertainment and Studio Dangdut.

# INFLUENCER COLLABORATION

• The success of generating high number of buzz from collaboration posts on Funplanet TV can be applied towards other shows such as All Play Entertainment TV and Studio Dangdut. This can be use by collaborating with casts such as All Play Entertainment (APOSE show) by promoting through accounts such as <a href="mailto:okinyoseputri">okikysaputri</a> (3.1M Followers) and <a href="mailto:okinyoseputri">oserayasinsomnia</a> (1.5M Followers)

