

TELCO MARKET INTELLIGENCE REPORT

31 Jan 2024 – 27 Feb 2024

data:et:sonar

Telkomsel

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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	60,733	(-60%)
Facebook	Public page ID, #Hashtag	Conversations on brand's official page	f	1,746	(-2%)
Instagram	Brand official account, #Hashtag	Conversations on brand's official page	0	1,845	(-5%)
TikTok	Public page ID, #Hashtag	Keywords containing certain hashtag	J	786	(-14%)
YouTube	Keyword	Video (content) related to the Brand that use Indonesian language		137	(-10%)
Media	Keyword	Articles from 493 National & Regional News Portals		1,779	(54%)

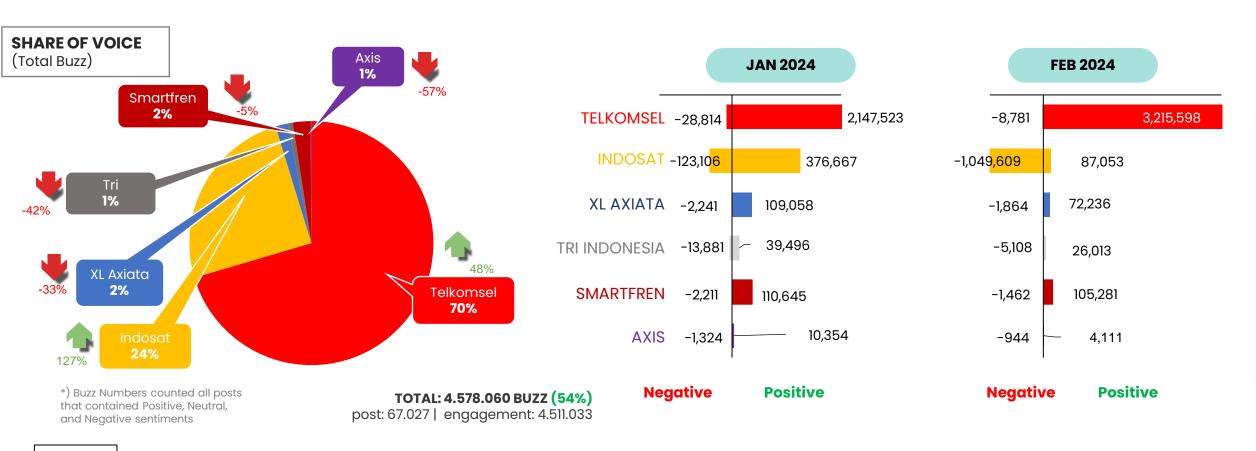


COMPETITIVE HIGHLIGHTS

Social Media Share of Voice



Telkomsel's showed significant increase contributed by MAXStream Promotion.

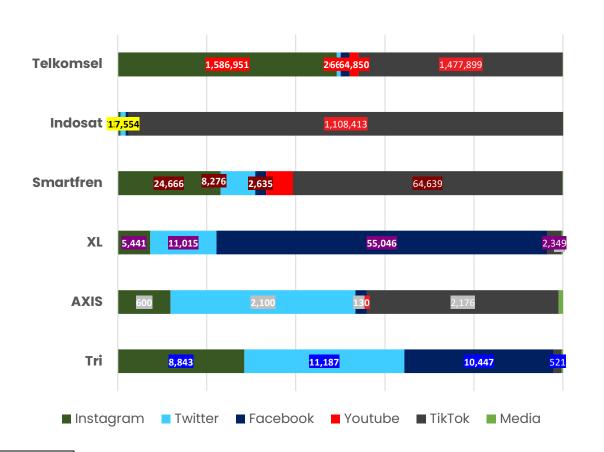


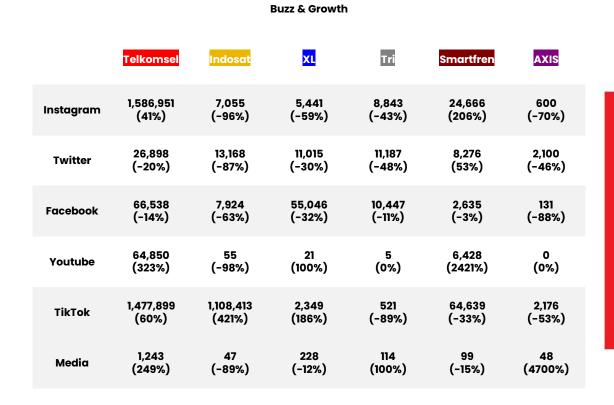
- The overall conversations showed an increase. This was contributed by significant increase on Telkomsel and Indosat. Telkomsel's increase contributed by KOL's posts on MAXStream Promotion followed by Dunia Games and #BiarBedaTetepCinta from By.U
- Meanwhile, Indosat's significant increase contributed by massive engagements on Poor Network that was posted on TikTok where audience compared his "late reaction" girlfriend with slow signal from Indosat.
- Issues on Poor Network and Expensive Package Price are still the top negative issue in this period.

Social Media Activity – By Channel

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MAXStream and Dunia Games giving a huge impact for Telkomsel on Instagram and TikTok



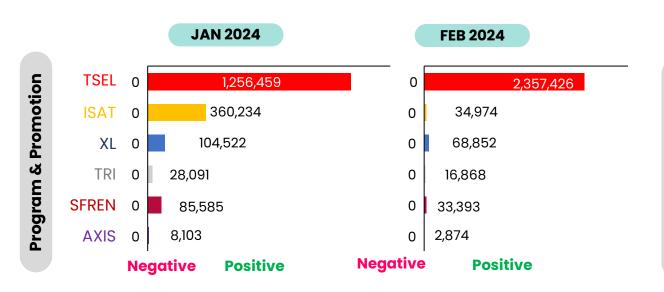


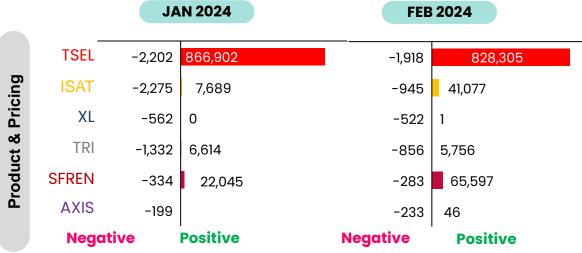
- TikTok and Instagram continue to became the top contributor for Telkomsel in this period. Indosat showed a massive increase on TikTok was contributed by complaints on Poor Network.
- Meanwhile, MAXStream and Dunia Games are the top contributor for Telkomsel on Instagram and TikTok.

Social Media Activity – By Sentiment



Significant exposure on MAXStream and Dunia Games through KOLs posts resulting domination on Program & Promotion issues for Telkomsel.







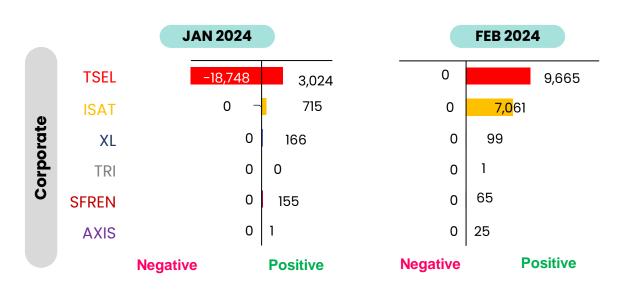
- MAXStream Promotion boost Telkomsel's positive sentiment on Program & Promotion issues in this period.
- Other brands showed a significant decrease despite several activation. Showing inconsistency in creating engaging activities.

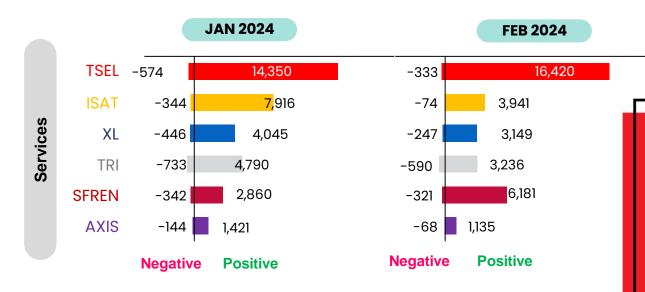
- Telkomsel showed a decrease on positive sentiment with Dunia Games became the top contributor.
- Meanwhile, Indosat and Smartfren showed significant increase in positive sentiment due to Indosat ESIM and Smartfren 100GB Package.

Social Media Activity – By Sentiment



Telkomsel Jaga Bumi campaign resulting domination on Corporate Issues positive sentiment.







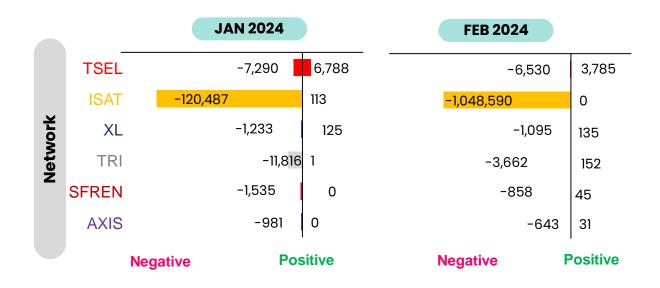
- Telkomsel gained the highest positive sentiment on Corporate Issues in this period.
- The positive sentiment contributed by Telkomsel Jaga Bumi and Greetings contents.

- Customer Service responses towards complaints and queries are the top contributor to positive sentiment across all brands.
- However, this period showed Tri gained one of the highest negative sentiments due to complaints on Irresponsive Customer Service.

Social Media Activity – By Sentiment



Indosat gained a massive buzz on negative sentiment due to viral complaints on TikTok.



Telkomsel gained the highest positive sentiment due to Merah Putih 2 Sattelite Launch for Network Improvement.

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

Top Negative Word – Service

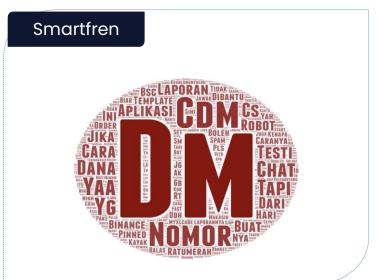














^{*)} Wordcloud is generated from **content posts** with negative sentiments. This list already excluded dominant words mainly refers to network performances

Top Negative Word – Network















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



COMMUNICATIONS PERFORMANCE

Communication Performance Overview

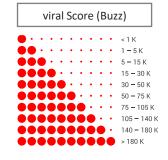


Indosat dominating the top issues with new activation such as #BiarBedaTetepCinta taking the momentum of National Election.

Top Issue	Brand	January 2024	February 2024	Sentiment	Top Channel (buzz)	
MAXStream Promo Dunia Games #BiarBedaTetepCinta Candaan Ruang Tengah	Telkomsel Telkomsel Telkomsel Telkomsel			Positive Positive Positive	IG (872.835); IG (856.295) TikTok (351.993); IG (304.546); FB (33.989) IG (121.926); TikTok (55.869); FB (1.022) TiKTok (108.288); YouTube (31.014); IG (11.605)	
Unstable Network / Signal Unstable Network / Signal Unstable Network / Signal	Indosat Telkomsel Tri Indonesia	•••0000000 •••0000000	••••••••••••••••••••••••••••••••••••••	Negative Negative Negative	TikTok (1.045.137); TW (3.451) TW (6.334) TW (3.662)	



- Telkomsel still dominates the communication overview with MAXStream promotion and Dunia Games.
- Unstable Network became the top negative issue highly targeted on Indosat, Tri, and Telkomsel.



Top Conversation Buzz - Telkomsel

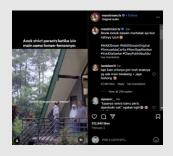


OVERALL INSIGHTS

OFFICIAL ACCOUNTS

NON - OFFICIAL ACCOUNTS

- One of the interesting fact is that the momentum of National Election that was taken by Telkomsel with #BiarBedaTetepCinta became one of the top content from Non-Official Accounts, signifying the importance of unification under differences.
- Meanwhile, TikTok still showed a very large opportunity in exposing products and programs through KOLs activation. Significantly showed the high opportunity in creating high number of engagements. This period also showed YouTube contents on Telkomsel Lite as the top content.







MAXStream Promo on TikTok; @maxstream.tv Buzz; 495.193 (Link Source)

Dunia Games on TikTok; @duniagames.espor ts.id Buzz; 94.738 (Link Source)





MAXStream Promo on Instagram; @prillylatuconsina9 6 Buzz; 86.166 (Link Source)



Candaan Ruang Tengah on TikTok; @fanisukaayam Buzz; 36.311 (Link Source)



#BedaTetepCinta on Instagram; @gadgetins Buzz; 30.392 (Link Source)

Top Conversation Buzz - Competitors



OVERALL INSIGHTS

OFFICIAL ACCOUNTS

NON - OFFICIAL ACCOUNTS

- Several brands showed similar pattern with giveaway as their top post in this period. However, Indosat returns to maximize its exposure on Entertainment content with Kalau Jodoh Takkan Kemana.
- Meanwhile, Indosat and Smartfren continue to focus on their products and collaborating with several KOLs in promoting their products. Some of it even reach out KOLs on TikTok indicating an aim for youth audience.







XL Giveaway on Facebook; @myXL Buzz; 14.588 (Link Source)



#SmartfrenxBU9th on Instagram; @smartfrenworld Buzz; 1.623 (Link Source)



Poor Network on TikTok; @rocknaall Buzz; 975.738 (Link Source)





100GB Package on TikTok; @upsakukribo Buzz; 43.507 (Link Source)

Indosat eSIM on TikTok; @kelvinkurniawan07 Buzz; 35.662 (Link Source)



EVO ANALYSIS

Communication Performance Overview



This period still showed TikTok as the highest contributor for several brands. Meanwhile, other brands still showed Instagram as their main exposure in creating contents.

Brand	Telkomsel	Indosat	XL	Tri	Smartfren	Axis
Content	MAXStream Promo	Indosat ESIM	Quiz & Challenge	#JaringanHematCepa <u>t</u>	#100PersenIndonesia	<u>Paket TengGO</u>
Channel	TikTok	Instagram	Facebook	Instagram	Instagram	TikTok
Buzz	495.193	35.665	14.588	1.087	1.623	1.762
EVO Focus	Offer	Offer	Offer	Offer	Offer	Offer

Insight

• There were no significant changes during this period as most brands showed that their top contents are all related to Offer. However, Indosat managed to gained significant buzz with Indosat ESIM.

Competitive Highlights – EVO Analysis



Telkomsel boasts the highest total number of posts and buzz compared to other brands. This reflects an extremely intensive and consistent content strategy in engaging with their audience. Telkomsel leads in terms of buzz, indicative of a significant number of interactions, such as likes, shares, and comments. Such buzz may signify high engagement from the community or responses to specific campaigns.

	Tel	komsel	lne	dosat)	(L	ī	ri	Sma	rtfren	A	kis
TOTAL Posts and Buzz	26,785	3,224,379	11,944	1,136,662	9,710	74,100	8,600	31,121	7,301	106,743	1,825	5,055
	% Posts	% Engagements	% Posts	% Engagements	% Posts	% Engagements	% Posts	% Engagements	% Posts	% Engagements	% Posts	% Engagements
Experience	85.34%	0.36%	59.44%	8.05%	45.48%	1.14%	86.34%	4.87%	91.67%	2.86%	97.81%	30.83%
Values	1.24%	7.69%	3.83%	28.07%	0.99%	0.00%	0.03%	0.00%	0.89%	0.00%	1.37%	0.00%
Offers	13.42%	91.96%	36.73%	63.87%	53.53%	98.86%	13.63%	95.13%	7.44%	97.14%	0.82%	69.17%

- Axis achieved the highest engagement percentage in the 'Experience' category, predominantly contributed by customer issues relating to network disturbances and the perceived degradation in network quality following the migration to the 'Live On' format, resulting in a slowdown of the network.
- Indosat achieved the highest engagement percentage in the 'Value' category from the #Collabornation Tour bus activity, a talent hunter initiative designed to scout for musical talents conducted across various regions in Indonesia.
- XL Axiata has achieved the highest engagement percentage in the 'Offer' category, largely attributed to reward-based gamification activities in the 'Quiz & Challenge' programs and the #WeAreMore campaign. This campaign advocates special promotional product offerings that cater to gaming and entertainment, aligned with the consumers' pursuit of enjoyment.

Influencers Performance & Findings



NAME	CONTENT FOCUS (TELKOMSEL)	CAMPAIGN	ENGAGEMENT RATE % (TELKOMSEL)	ENGAGEMENT RATE % (OTHERS)	FINDINGS	
prillylatuconsina96	Entertainment	#MAXStreamOriginal Sehati Semati	0.155%	0.60%	Telco is higher than other categories: Skincare – Azarine Cosmetics	Comments of the comments of th
praz_teguh	Lifestyle	byu#BiarBedaTetapCinta	1.57%	2.23%	Other categories is higher than Telco: Clothing Brand – Russ&Co	Part and an analysis from the first and
wijayaksuma	Lifestyle	#PakeTelkomselLite - #DibawaRileksAja	3.18%	1.51%	Telco is higher than other categories: Clothing Brand - Starline	© parameter to the parameter of the par
edelynlyn	Entertainment	Dunia Games Telkomsel	0.41%	0.27%	Telco is higher than other categories: Marketplace Wibu – Halu App	The second of th
deaauliaf	Lifestyle	Telkomsel Halo - #ExtraDimanaAja	2.08%	3.82%	Other categories is higher than Telco: Watch – Guess Watch	The state of the s
Telkomsel Opportunity	targeted engagement, o	es influencer marketing success and expanding cross-promotion led with the diversification of in	nal efforts with entertain:	ment influencers. A strateg	gic focus on understanding	g and enhancing lifestyle

KOLs Brand Strength - Telco



EXPERIENCE

Ability to create a personal and relatable connection with the audience by sharing their own experiences and the benefits.



deaauliaf is suitable for promoting a campaign related to lifestyle

VALUES

Possesses strength in fostering positivity through captions while effectively promoting product offerings.



praz_teguh
is suitable for promoting a
campaign related to entertainment

OFFER

Skilfully blends relatable humor and practical problem-solving with a seamless product mention and embodying an engaging.



Wijayaksuma is suitable for promoting a campaign related to lifestyle

Insight

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

- deaduliaf is a beauty influencer with a strong emphasis on beauty, entertainment, and lifestyle, often engaging her audience with fashion-forward OOTD visuals that suggest a following keen on style and aesthetics. Her beauty reviews and demonstration expertise position her as a valuable collaborator for brands targeting consumers drawn to visually compelling content and an elegant lifestyle portraval.
- praz_teguh, as a musician and content creator who hosts a podcast featuring a diverse range of guests from musicians to actors, positions himself as a versatile influencer with a strong entertainment focus. His concept of delivering entertaining content suggests he can engage audiences with compelling conversations and creative narratives, appealing to those interested in the arts and popular culture
- wijayakusuma is an influencer whose interests align with hobbies, suggesting a lifestyle that resonates with the youthful spirit and a sense of adventure. Their young and handsome visual appeal makes them an ideal candidate for promoting campaigns tailored to products that embody the vibrant lifestyle of younger demographics.



CAMPAIGN PERFORMANCE

Campaign Performance – All Brand's Accounts



Telkomsel holds a dominant position in social media engagement among the telecommunications brands considered. The brand's strong performance in both official and non-official accounts indicates that its content strategy is well-received by the audience, leading to active participation and interaction across platforms. Specifically, Telkomsel's significant lead in total engagement on major social media channels like Facebook and Instagram points to its success in creating content that resonates with and captivates the audience.

 ••••	•	



Brand							
ычна		Official Accounts	Non-Official Accounts	Official Accounts	Non-Official Accounts	Official Accounts	Non-Official Account
	Total Engagement	2,276	1,941	63,697	1,672	1,287,641	297,660
Telkomsel	Number of Posts	15,506	7,175	1,122	47	1,186	458
	Average Engagement	0.15	0.27	56.77	35.57	1085.70	649.91
	Total Engagement	497	958	7,209	585	6,424	582
Indosat	Number of Posts	3,730	7,983	81	49	44	5
	Average Engagement	0.13	0.12	89.00	11.94	146.00	116.40
	Total Engagement	1,440	295	54,900		4,869	519
XL Axiata	Number of Posts	2936	6344	146		43	10
	Average Engagement	0.490	0.05	376.03		113.23	51.90
	Total Engagement	2,123	833	10,253		8,634	152
Tri Indonesia	Number of Posts	3,185	5,046	194		25	32
	Average Engagement	0.67	0.165	52.85		345.36	4.75
	Total Engagement	824	398	2,429	100	7726	16906
Smartfren	Number of Posts	5,595	1,459	105	1	25	9
	Average Engagement	0.15	0.27	23.13	100	309.04	1878.44
	Total Engagement	127	199	130		101	497
Axis	Number of Posts	1,010	764	1		1	1
	Average Engagement	0.13	0.26	130		101	497

All Brands Hashtag Performance



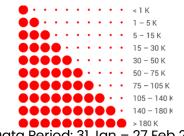
Telkomsel still dominates the overall hashtag performance with #YukKitaSantai gained the highest growth

Brand	Top Hashtag	Jan 20	24	Feb 2024	Growth	Top Channel
Telkomsel	#MAXStream	••••••	•••••••		68%	IG
Telkomsel	#SemuaAdaCerita		••••••			IG
Telkomsel	#NonStopNonton	••••••	••••••		291%	IG
Telkomsel	#YukKitaSantai	•••••00000	•••••••		2711%	IG
 Telkomsel	#MAXstreamOriginal	••••••	••••••		68%	IG
Telkomsel	#DiaryPutihAbu		••••••		363%	IG
Telkomsel	#Telkomsel	••••••	••••••		47%	IG
Telkomsel	#DuniaGames	••••••	••••••		104%	IG
Telkomsel	#DuniaGamesTsel	•••••00000	••••••		1134%	IG
Telkomsel	#Tsel	••••••	••••••	•	67%	IG

^{*}Top Campaign Hashtags based on Virality Score

Insight

• The top hashtag from Telkomsel related to the MAXStream promotion.



Telkomsel Brands Hashtag Performance



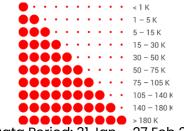
Other than #YukKitaSantai, this period also showed #duniagamestsel. as the top growth.

Brand	Top Hashtag	Jan	2024	Feb 2024	Growth	Top Channel
Telkomsel	#Telkomsel	••••••	•••••••		68%	IG
Telkomsel	#MAXstream		••••••••			IG
Telkomsel	#NonStopNonton	••••••	••••••		291%	IG
Telkomsel	#YukKitaSantai	••••••0000	••••••		2711%	IG
Telkomsel	#MAXstreamOriginal	••••••	•••••••		68%	IG
Telkomsel	#duniagames	••••••	•••••••		363%	IG
Telkomsel	#SemuaAdaCerita	••••••	•••••••		47%	IG
Telkomsel	#PerjanjianGaib	••••••	•••••••		104%	IG
Telkomsel	#duniagamestsel	•••••000000	••••••••		1134%	IG
Telkomsel	#BukaSemuaPeluang	••••••	••••••		67%	IG

^{*}Top Campaign Hashtags based on **Virality Score**

Insight

• Significantly growth from #duniagames related to Dunia Games update post.



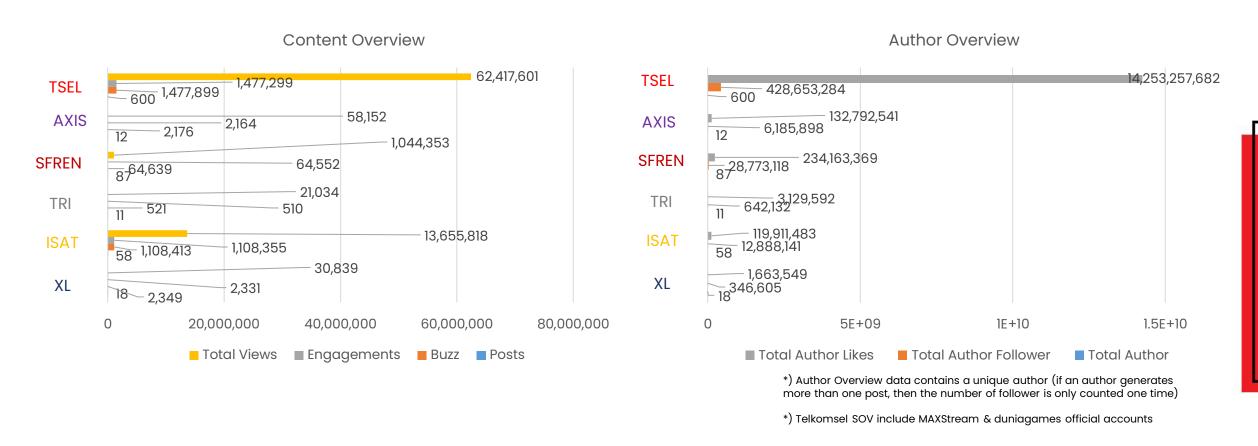


TIKTOK

Volume Overview - All Post



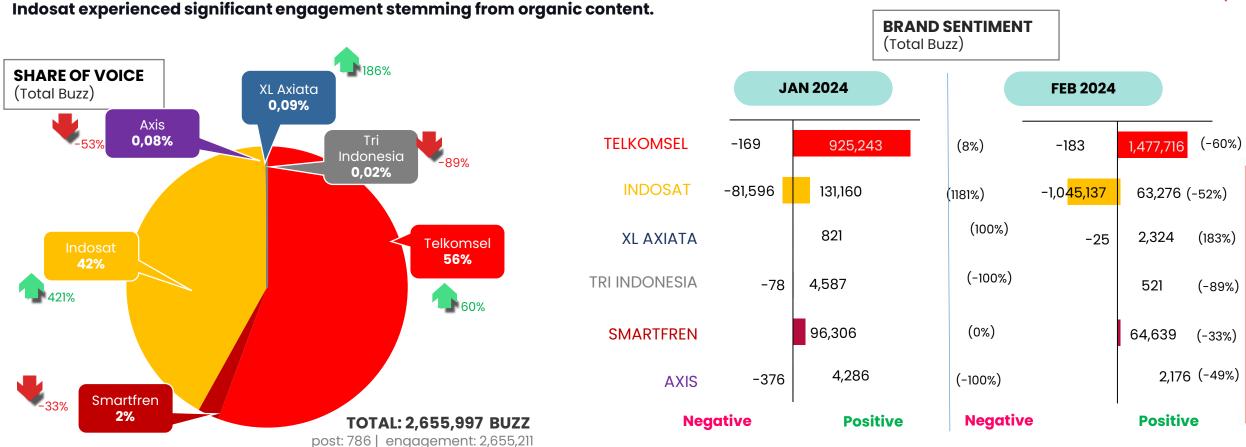
In February, MAXStream promotions and duniagames esport updates led to heightened buzz for Telkomsel.



- Indosat and Smartfren collaborated with Key Opinion Leaders (KOLs) to introduce their products, including ESIM for Indosat and the 100GB Smartfren package.
- The Axis #PaketTengGo campaign was featured five times this month, with one KOL reaching 1,761 engagements.

Share of Voice & Brand Sentiment (All Posts)





Insight

*) Telkomsel SOV include MAXStream &

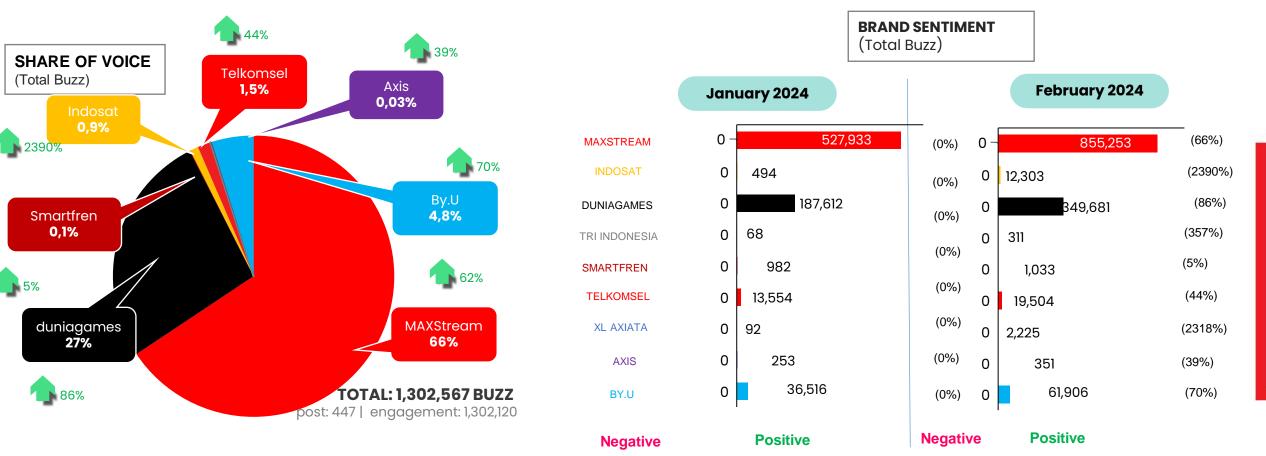
duniagames official accounts

- The issue of Indosat's poor network has been escalating since last month. Twelve posts addressing network problems contributed to an 1181% increase in negative sentiment towards Indosat.
- XL Axiata's positive growth during this period can be attributed to the #WeAreMore campaign, which focused on the "Get Ready With Me" theme, featuring tutorials on using XLPoin.

Share of Voice & Brand Sentiment (All Posts)



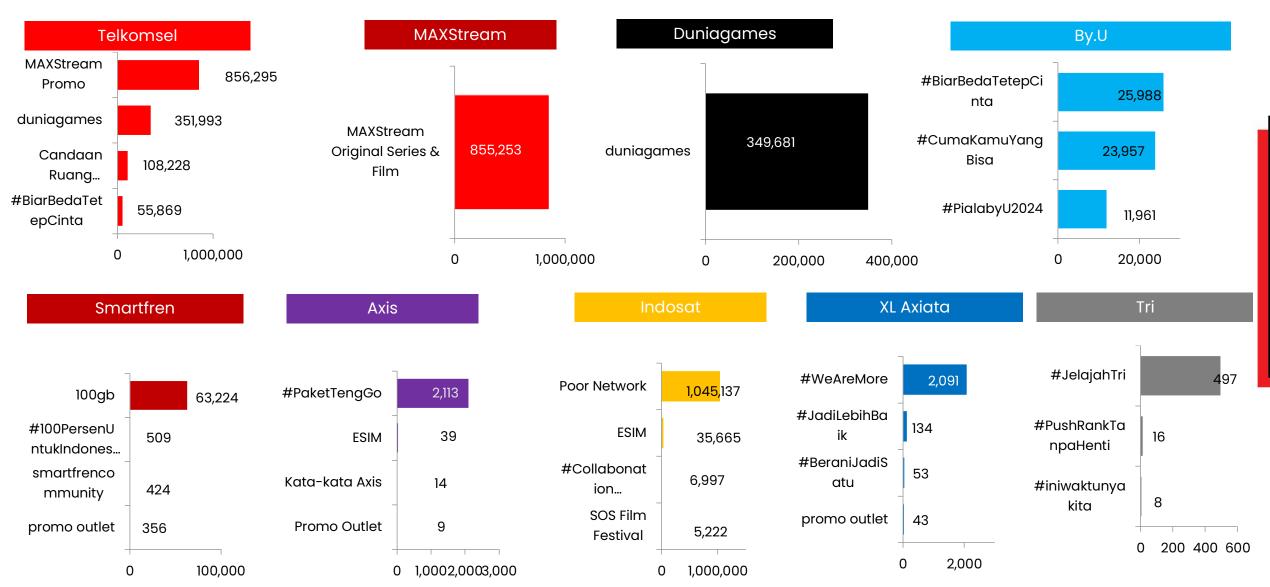
By concentrating on the duniagames.esport account, Duniagames achieved an 86% increase in buzz growth.



- "CKCKCK" (213,666 buzz) and "Princess and The Boss" (397,234 buzz) generated the highest buzz for MAXStream. Additionally, the promotion for "Princess and The Boss" emerged as the top post for MAXStream.
- Indosat launched several campaigns for its official account during this period, with the "Kalau Jodoh Takkan Kemana" series being the most prominent. Indosat focused on growing its YouTube channel, as the content led to invitations to watch the series on YouTube.

Key Issues – All Brands



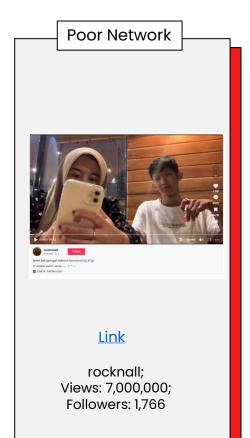


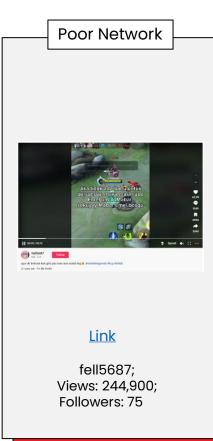
The data is collected from social media conversation

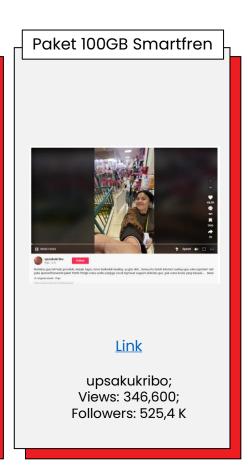
Data Period: 31 Jan - 27 Feb 2024

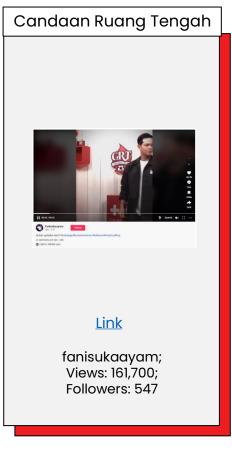
Top Buzz Conversation – Non Official

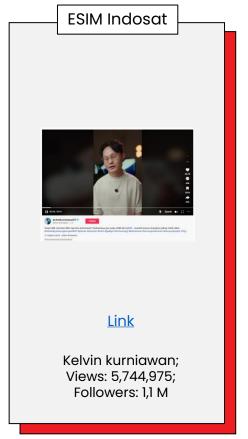






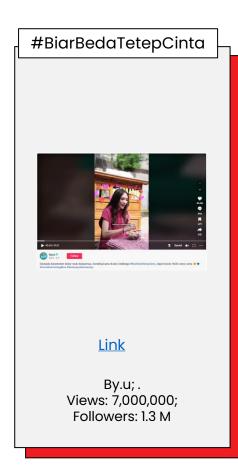


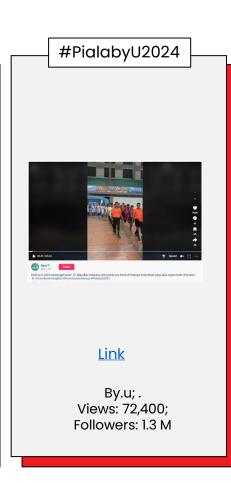




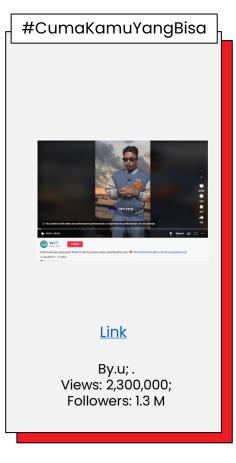
Top Buzz Conversation – By.U

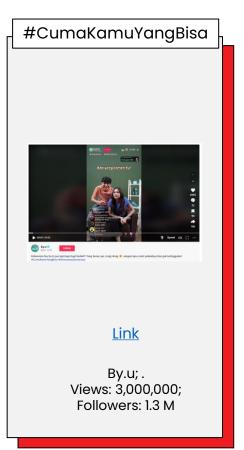






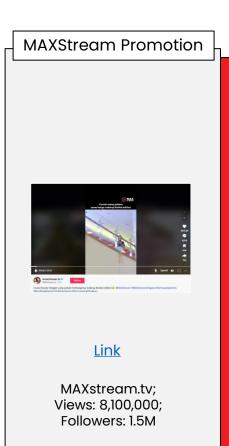


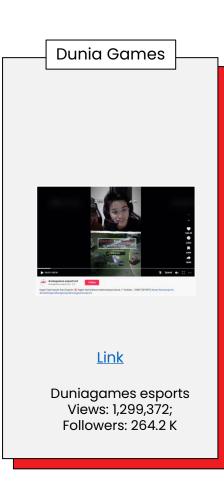


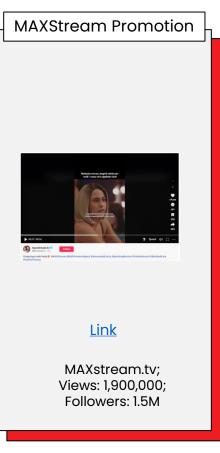


Top Buzz Conversation – Official Accounts

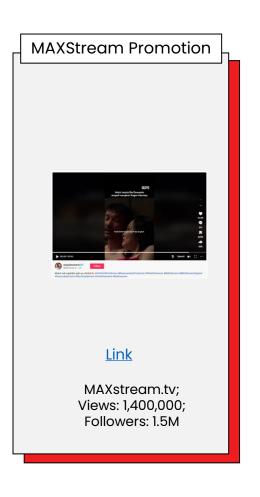






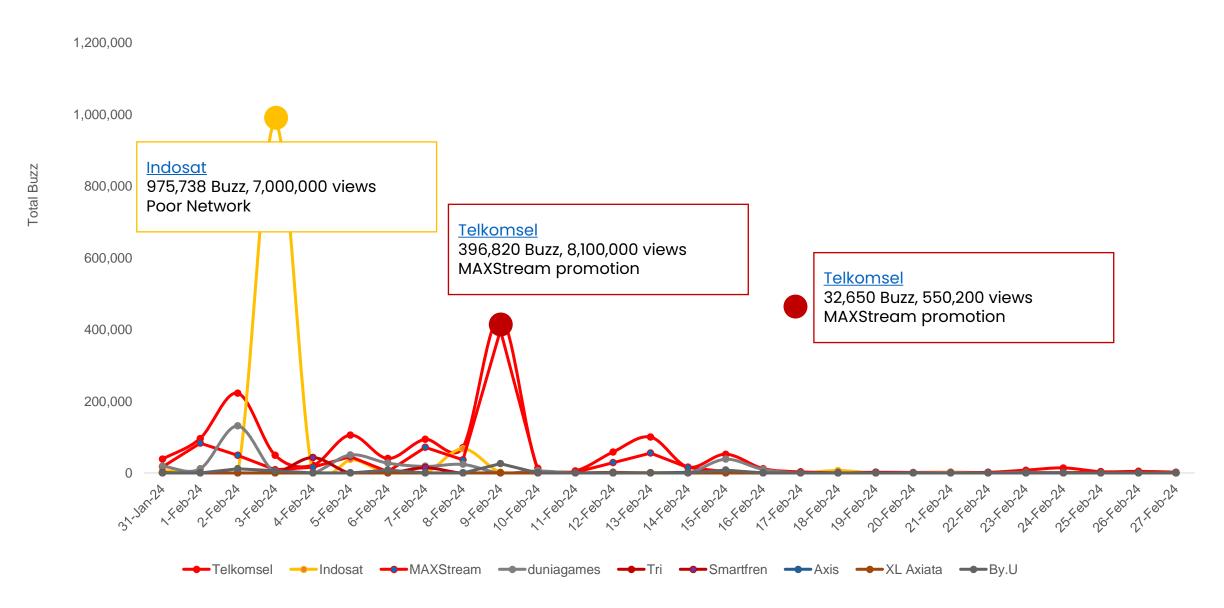






Daily Buzz Overview - All Posts







Conclusions

- Telkomsel's MAXStream promotions and duniagames esports updates drove significant buzz. Indosat and Smartfren collaborated with KOLs, while Indosat faced challenges with network issues despite engaging organic content.
- XL Axiata's #WeAreMore campaign fueled positive growth, while Duniagames' focus on esports led to remarkable buzz growth. Indosat prioritized YouTube channel growth alongside its campaign efforts.

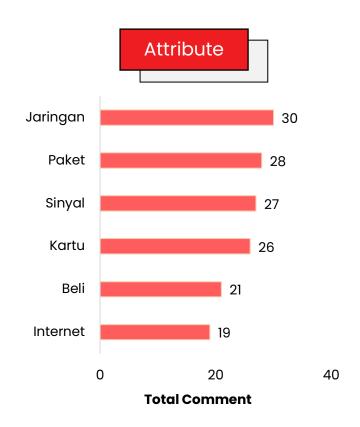


ENGAGEMENT QUALITY

Engagement Quality – Attribute Overview



Network, Data Package, and Simcard became netizen's main attention during this period.



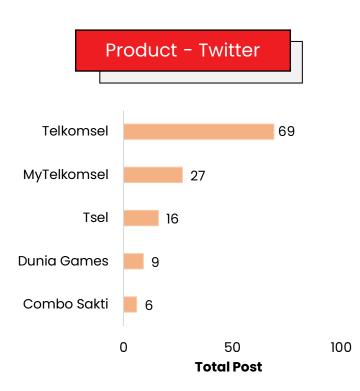
Attribute	Adjective				
Jaringan	ampas(4), lelet(3), kok(3), anjing(3), bagus(2)				
Paket	ahal(8), bullshit(2), gamau(2), gada(2), menarik(2)				
Sinyal	ngelek(2), sama(2), ngentot(2), mahal(2), abis(2)				
Kartu	hangus(5), ganti(5), terblokir(1), merah(1)				
Beli	mahal(2), asyik(2), ilangin(2), aktif(2)				
Internet	sakti(10), lemot(2), susah(1), lancar(1)				

- Ampas and Mahal were the most talked about attributes by netizens.
- This period also still showed complaints related to Network Performance.

Engagement Quality - Product Overview



Telkomsel, Tsel, and MyTelkomsel were the top mentioned products on Twitter.



Product	Top Attribute	Top Adjective	
Telkomsel	paketnya (50), bonus (49), kouta (43), kartu (28), kualitas (24)	mahal (50), sama (23), lama (10), cuma (9)	
MyTelkomsel	bonus (38), beli (37), gb (17), pengguna (16), kartu (15)	mahal (39), sama (17), murah (9), ga ada (9)	
Tsel	paketnya (3), harganya (3), nomer (3), paketannya (3), sinyalnya (2)	mahal (4), sama (3), kok (3), murah (3), suka (2)	
Dunia Games		klaim (2), mahal (2), hancur (1), tolong cek (1), menghabiskan (1)	
Combo Sakti	jaringan (2), operator (1), nomer (1), pesanan (1), google (1)	sama (2), ga bsa (1), sedih (1), tidak bisa (1), lama (1)	

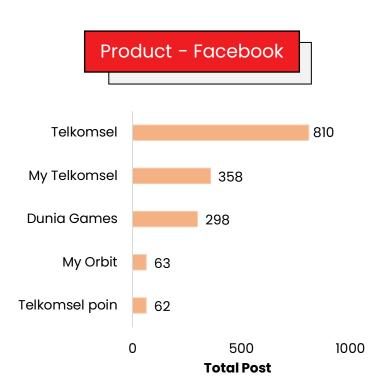
Insight

• Telkomsel, Tsel, and MyTelkomsel were top-mentioned products on Twitter, with attributes revolving around expensive package price and network

Engagement Quality - Product Overview



Telkomsel, My Telkomsel, and Dunia Games were the top-mentioned products on Facebook.



Product	Top Attribute	Top Adjective		
Telkomsel	paketan (52), paket datanya (47), jaringannya (30), voucher (29), harganya (29)	mahal (59), sulit (31), lemot (25), mendadak (23), hilang (20)		
My Telkomsel	kouta (15), harganya (13), isi pulsa (12), internet (11), hp (9)	mahal (22), sulit (16), mendadak (14), jelek (10), habis (7)		
Dunia Games	youtube (104), game (103), code (95), games (91), belajar (25)	blacklist (111), happy (24), cepat (23), late (21), menonjol (19)		
My Orbit	harga (6), jaringan (6), paket (3), paketan (3), game (3)	mahal (5), sulit (5), lemot (4), mendadak (3), buruk (3)		
Telkomsel Poin	kuota (3), game (3), games (3), paketnya (2), sinyal (2)	sulit (4), mendadak (4), tutup aja (2), happy (2), habis (2)		

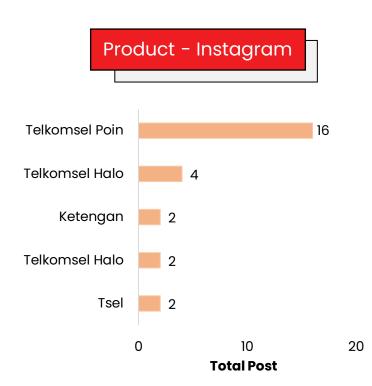
Insight

- Telkomsel, My Telkomsel, and Dunia Games were the top-mentioned products on Facebook, with attributes revolving around package, network, and game.
- Most products received negative feedback related to poor network and expensive price.

Engagement Quality - Product Overview



Telkomsel Poin, Telkomsel Halo, and Ketengan were the top mentioned products on Instagram.



Product	Top Attribute	Top Adjective		
Telkomsel Poin	dmnya (1), paket (1), pemenang (1), pulsa (1), sinyal (1)	selamat (8), otomatis (1), siap (1), tidak beruntung (1), terima kasih (1)		
Telkomsel Halo		menyedot (1), jumping (1), kurang (1), tolong dong (1), otomatis (1)		
Tsel	bonusnya (1), dmnya (1), aplikasi (1), paket (1), pemenang (1)	selamat (8), otomatis (1), siap (1), terima kasih (1)		
Telkomsel Halo	sulawesi (2), sinyal (1), harga (1), isi pulsa (1), makassar (1)	gak salah (1), sama (1), setara (1), stabil (1), benahi (1)		
Ketengan		menyedot (1), jumping (1), kurang (1), tolong dong (1), otomatis (1)		

Insight

• Telkomsel Poin and Telkomsel Halowere the top mentioned products on Instagram. with attributes revolving around the signal and giveaway.

Engagement Quality – Top Authors – Instagram



Engagements from Telkomsel's top official authors and non-official authors on Instagram.

TOP AUTHORS - OFFICIAL ACCOUNT

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
Maxstream	188	797,339	RoaMAX Package	Positive
Dunia Games	253	295,447	<u>Dunia Games</u>	Positive
Telkomsel	216	97,716	Telkomsel Giveaway	Positive
by.U	20	17,195	<u>Piala By.U</u>	Positive
Telkomsel Poin Official	14	14,526	<u>Greetings</u>	Positive
Telkomsel One	16	2,781	Telkomsel Giveaway	Positive
roli Telkomsel	9	2,477	Telkomsel Giveaway	Positive
Dunia Games Esports ID	7	1,026	<u>Dunia Games</u>	Positive
TelkomselHalo	9	711	<u>Halo+</u>	Positive
Telkomsel Semarang OFFICIAL	35	97	<u>Telkomsel Halo</u>	Positive

TOP AUTHORS - NON-OFFICIAL ACCOUNT

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
prillylatuconsina96	1	86,166	MAXStream Promo	Positive
tretanmuslim	1	49,642	#BiarBedaTetepCinta	Positive
gadgetins	1	30,392	#BiarBedaTetepCinta	Positive
Arifhmuhammaddd –	1	22,040	#BiarBedaTetepCinta	Positive
Praz_teguh	1	18,661	#BiarBedaTetepCinta	Positive
FUNWAP	2	12,593	#NgeHIPBareng	Positive
nitavior	1	7,603	#NgeHIPBareng	Positive
Cretivox	1	6,422	<u>Telkomsel Lite</u>	Positive
cgulla	1	5,618	<u>Dunia Games</u>	Positive
kumparan	1	3,634	Telkomsel Jaga Bumi	Positive

The data is collected from social media conversation

Engagement Quality – Top Authors – Twitter

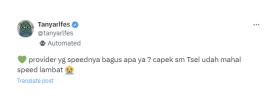


Engagements from Telkomsel's top official authors and non-official authors on Twitter.

TOP AUTHORS – OFFICIAL ACCOUNT

7100	<u> </u>			
Authors	Total Posts	Total Buzz	Top Issues	Sentiment
Telkomsel	14,905	17,013	Telkomsel x JKT48	Positive
by.U	445	602	#SemuanyaSemauny a	Positive
Telkomsel Orbit	64	71	<u>Telkomsel Package</u>	Positive
MAXstream TV	47	50	MAXStream Promo	Positive
Telkomsel Halo	22	22	<u>Halo+</u>	Positive





Telkomsel x JKT48

@Telkomsel
(Link Source)

Praise for Network
@tanyarlfes
(Link Source)

TOP AUTHORS – NON-OFFICIAL ACCOUNT

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
Tanyarlfes	4	18	Expensive Package Price	Negative
Candj09	5	14	Poor Network	Negative
callistazee_	9	14	<u>Poor Network</u>	Negative
pumpeddkicks	6	13	Poor Network	Negative
reginasint	11	12	<u>Praise for Network</u>	Positive
ininabi	8	12	Poor Network	Negative
jeaanere	9	12	Expensive Package Price	Negative
adelia20181986	6	12	Poor Network	Negative
baimbaimann	12	12	Praise for Network	Positive
MahasiswaUMS	1	11	Poor Network	Negative

Engagement Quality - Top Authors - Facebook



Engagements from Telkomsel's top official authors and non-official authors on Facebook.

TOP AUTHORS – OFFICIAL ACCOUNT

7100	JOUIN			
Authors	Total Posts	Total Buzz	Top Issues	Sentiment
Dunia Games	792	33,121	<u>Dunia Games</u>	Positive
Telkomsel	275	31,400	<u>Telkomsel Prabayar</u>	Positive
TelkomselHalo	35	155	<u>Telkomsel Halo</u>	Positive

TOP AUTHORS - NON-OFFICIAL ACCOUNT

Authors	Total Posts	Total Buzz	Top Issues	Sentiment
GadgetIn	1	1,020	#BiarBedaTetepSama	Positive
Alfamart	9	370	<u>Telkomsel Promo</u>	Positive
Kementerian Kelautan dan Perikanan RI	5	66	Neptune TV on MAXStream	Positive



Dunia Games Dunia Games

(Link Source)



Telkomsel Telkomsel Halo



Kementerian Kelautan dan Perikanan RI Neptune TV on MAXStream

(Link Source)

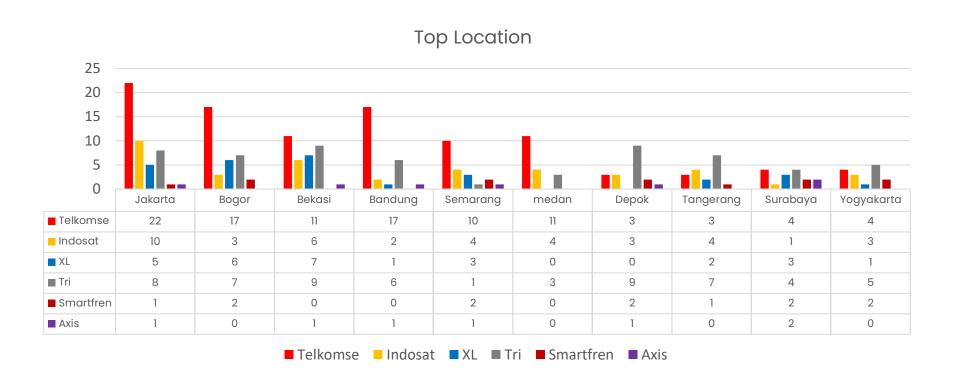


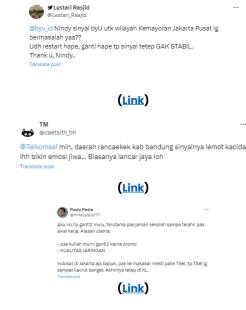
Deep Dive Issues

Deep Dive – Network



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





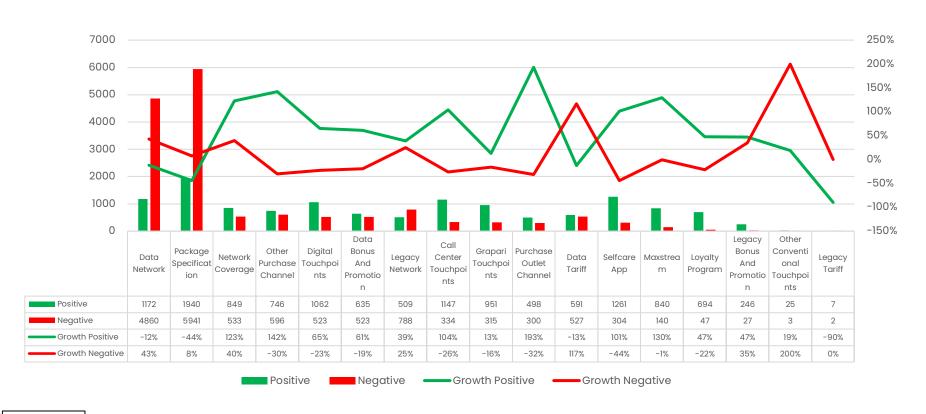
Insight

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

Deep Dive - Telkomsel



Data Network and Package Specification are still the top negative issue on Telkomsel.







(Link)

Insight

Package Specification also became Telkomsel top positive conversations due to positive sentiment and promotion posts on Telkomsel Lite.

Deep Dive – Indosat

data:et:sonar

Indosat's biggest negative sentiment still came from Data Network.







(<u>Link</u>)

Insight

• Indosat showed high positive sentiment on Digital Touchpoints due to exposure posts on special promotion from merchants.

Deep Dive - XL Axiata

data:et:sonar

XL showed high positive sentiment on Digital Touchpoints.





Insight

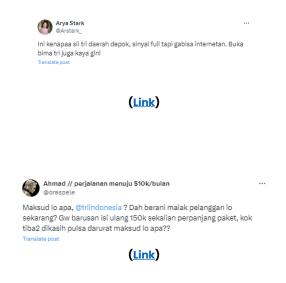
• Most of the positive sentiment came from quiz activation. Meanwhile, Data Network became XL's top negative sentiment.

Deep Dive – Tri



Similar to other brands, Tri showed high negative sentiment on Data Network and Package Specification.





Insight

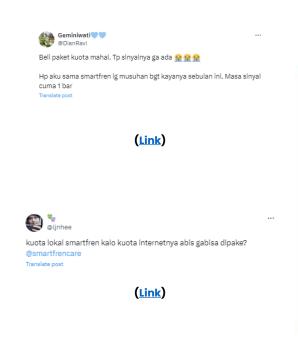
• Tri's highest positive sentiment came from Data Network.

Deep Dive – Smartfren



Smartfren showed similar pattern with Tri as Data Network and Package Specification as the top negative issues.





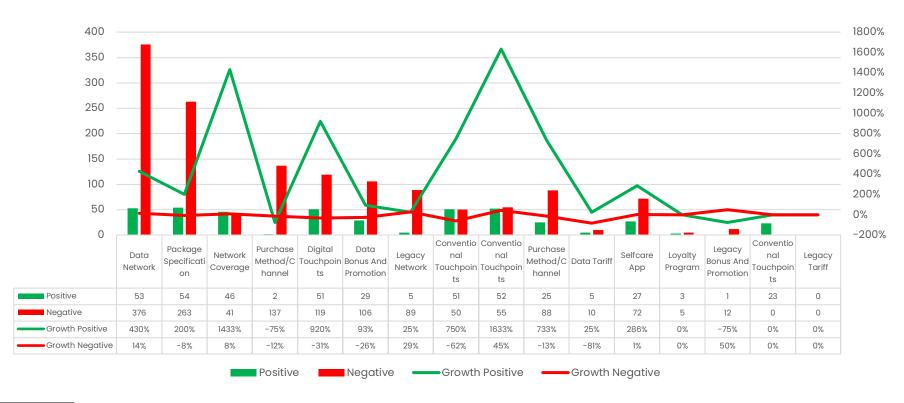
Insight

- Data Network and Package Specification became Smartfren's highest negative sentiment.
- Smartfrens biggest positive sentiment contributed by Package Specification and Data Network.

Deep Dive – Axis



AXIS gained a massive numbers on Data Network and Package Specification.





Insight

• Data Network and Package Specification became the top negative sentiment for AXIS.



SUMMARY, TAKEAWAYS, & RECOMMENDATION

Learning & Recommendation



Key Attributes Driving Sentiment

Positive Negative Network issue: Poor network (976K) Price: Customer Service responded well to customer complaints (24): Responses The high cost of internet data packages (73) regarding customer complaints or inquiries. • Top-up or purchase issue: Failed top-up credit or internet package (25) · Phone Credit Balance Lost of credit balance (14) Entertainment: Youtube content 'Candaan Ruang Tengah' (157k) Development: Smartfren #100PersenUntukIndonesia (12k), #PialabyU2024 (12k), Telkomsel Jaga Bumi (4k), Telkomsel Merah Putih Satelite 2 Launch (3k), Indosat SOS Film Festival (2k). Event: Indosat #Collabonation campaign (7k), Telkomsel x JKT48 (6k), Piala By.U (6k), Indosat family fest (1k). **Promos:** MAXStream Promo (1.8m), Gamification: Telkomsel #BiarBedaTetepCinta (330k), XL kuis & challenge (15k), Telkomsel Program #NgeHIPBareng (12k), Telkomsel Giveaway (7k), Indosat #PemiluSamaYangDisayang (199). **Product Offer:** Telkomsel duniagames (582k), Smartfren 100gb (44k), Indosat ESIM (36k), Telkomsel #CumaKamuYangBisa (35k), Telkomsel Lite (29k), Telkomsel Lite (10k), #PakeTelkomselLite (6k), Telkomsel #mainlebihdapatlebih (6k), Telkomsel Weekend Deal (6k).

The data is collected from social media conversation

EXPERIENCE

VALUE

OFFFR

Takeaways



EXPERIENCE

Positive:

- Request regular feedback from customers regarding their experience interacting with Customer Service. Utilize this information to continuously improve and enhance the quality of service.
- Respond promptly and efficiently to customer complaints. Providing timely solutions and demonstrating genuine concern for the issues faced by customers will enhance customer satisfaction. Avoid using templated response phrases to ensure personalized and effective communication.

Negative:

- Provide transparent information regarding the actions being undertaken to rectify network issues, including the repair schedule and what customers can expect.
- Implementing a confirmation system for every credit deduction or activation of paid services. This will enable customers to approve or reject the transaction before their credit is deducted.
- Providing compensation or credit refunds to customers affected by unauthorized or incorrect credit deductions. This will build trust and loyalty among customers.

VALUE

Positive:

- Telkomsel can create an innovative music event format by integrating cutting-edge technologies such as augmented reality (AR) or virtual reality (VR) to craft an immersive experience.
- · Collaborate with universities and educational institutions to offer certified and high-quality training programs.

OFFFR

Positive:

- Host live events, like concerts or Q&A sessions with filmmakers and actors, that are exclusive to MAXstream subscribers, increasing the
 value of the subscription.
- Introduce a referral program where current subscribers can get free credit or discounts when they successfully refer friends or family to use Telkomsel's services and MAXstream.
- · Partner with educational institutions to offer exclusive data rates for students and educators.
- Provide short-term free trials of high-data packages to let customers experience the benefits, aiming to convert them into regular subscribers.

Recommendation/Opportunity



COMMUNICATION DEVELOPMENT

- MAXStream promotionan and Dunia Games are still the top contributor. Significantly presents high engagements on entertainment contents.
- However, "riding the wave" moments that was done by By.U using #BiarBedaTetepCinta in celebration for National Election managed to became one of Telkomsel's top issue in this period.

INFLUENCER COLLABORATION

Based on these highlights, there are high opportunities to creating potential engaging activities by "riding the
wave" of National Importance such as "Indonesia Independence Day" by focusing on the message of
unification under difference. Telkomsel could also approach KOLs on TikTok in creating these activities into a
creative contents. Several KOL's could be approach such as <u>@tirtacipeng</u> (943K Followers on TikTok) and
<u>@pandji.pragiwaksono</u> (282K Followers on TikTok)