

## TELCO MARKET INTELLIGENCE REPORT

3 Jan 2024 – 30 Jan 2024

data:et:sonar

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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: 3 Jan 2023 - 30 Jan 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	30,638	(-30%)
Facebook	Public page ID, #Hashtag	Conversations on brand's official page	f	286	(-32%)
Instagram	Brand official account, #Hashtag	Conversations on brand's official page	O	3,706	(13%)
TikTok	Public page ID, #Hashtag	Keywords containing certain hashtag	J	449	(-51%)
YouTube	Keyword	Video (content) related to the Brand that use Indonesian language		301	(-27%)
Media	Keyword	Articles from 493 National & Regional News Portals		275	(-35%)

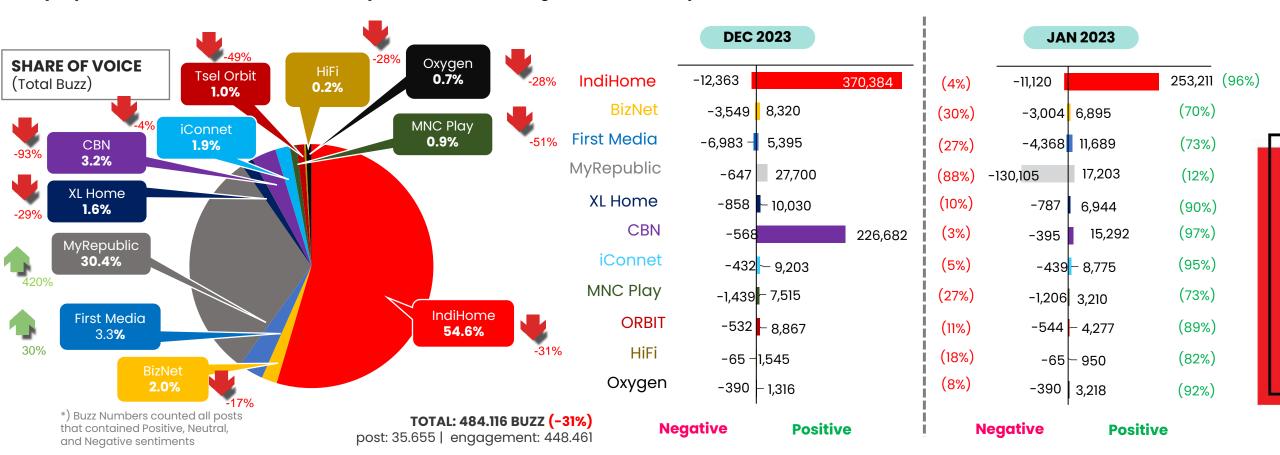


## COMPETITIVE HIGHLIGHTS

#### Social Media Share of Voice



#### MyRepublic's increase was contributed by viral video criticizing their ads that copied one of YouTube content creator.



#### Insight

- The overall buzz showed a decrease in this period with MyRepublic and First Media as the only brands that showed an increase. MyRepublic gained the highest increase. However, this was due to viral video from @chandraliow criticizing their ads which copied his previous video. Meanwhile, First Media increased contributed by engagements on Giveaway.
- Indihome showed a decrease but still dominates the overall share of voice and positive sentiment. This was due consistency of Studio Dangdut and All Play Entertainment in creating contents and updates.
- Network Instability is still the top negative issue across all brands.

#### Social Media Activity – By Buzz



Unlike the previous period, Indihome is leading the overall buzz on Program & Promotion as CBN's collaboration with Alter Ego E-Sports showed less contents in this period.

Buzz

	IndiHome	<b>BizNet</b>	First Media	MyRepublic	XL Home	CBN	iConnet	MNC Play	Orbit	HiFi	Oxygen
Program &	83,141	4,845	10,756	17,160	5,049	15,066	7,860	2,048	3,136	718	2,666
Promotion	(-35%)	(71%)	(251%)	(-31%)	(90%)	(-93%)	(-3%)	(-55%)	(-53%)	(-17%)	(557%)
Product &	159,984	111	475	27	1,396	125	362	201	1,039	41	424
Pricing	(-29%)	(-96%)	(-73%)	(-99%)	(-79%)	(-76%)	(-54%)	(-85%)	(-42%)	(-83%)	(-23%)
Corporate	75	18	0	129,450	60	0	105	1	0	96	0
	(-95%)	(-98%)	(-100%)	(177229%)	(-70%)	(-100%)	(-20%)	(-99%)	(-100%)	(-73%)	(-100%)
Services	11,172	2,496	4,265	32	484	200	448	1,058	428	127	155
	(-26%)	(69%)	(633%)	(-16%)	(-28%)	(83%)	(180%)	(-77%)	(44%)	(63%)	(-42%)
Network	9,959	2,429	561	639	742	296	439	1,108	218	178	247
	(-12%)	(-39%)	(-92%)	(0%)	(-9%)	(-45%)	(6%)	(-17%)	(-54%)	(178%)	(-35%)

#### Insight

• CBN still focusing on gaming audience in this period with several contents still became one of its top content. Meanwhile, the viral video from @chandraliauw creating a significant spike on MyRepublic's Corporate Issues.

#### Social Media Activity – By Channel



Indihome's consistency in creating contents resulting domination in almost all channels.

Buzz

	IndiHome	<mark>BizNet</mark>	First Media	MyRepublic	XL Home	CBN	iConnet	MNC Play	Orbit	HiFi	Oxygen
Instagram	174,556	4,081	4,961	16,846	5,777	15,064	8,627	2,243	2,221	688	2,931
	(-37%)	(3%)	(132%)	(-37%)	(-32%)	(-93%)	(-3%)	(-64%)	(-62%)	(-35%)	(227%)
Twitter	29,107	<mark>4,964</mark>	4,828	685	1,344	541	488	2,083	861	316	443
	(-7%)	(5%)	(-35%)	(-1%)	(-14%)	(-22%)	(-21%)	(-17%)	(-5%)	(153%)	(-35%)
Facebook	4,070	448	6,216	249	297	73	0	39	1,517	71	78
	(-88%)	(-59%)	(119%)	(-45%)	(-63%)	(-88%)	(-100%)	(-49%)	(-36%)	(-42%)	(28%)
Youtube	5,127	19	5	2	0	3	0	31	222	1	0
	(-59%)	(-93%)	(100%)	(0%)	(0%)	(-50%)	(-100%)	(-30%)	(825%)	(100%)	(0%)
TikTok	51,450	386	47	129,514	253	6	0	20	0	2	40
	(63%)	(-78%)	(100%)	(42225%)	(100%)	(-50%)	(0%)	(-77%)	(100%)	(-67%)	(-44%)
Media	21	1	0	12	60	0	99	0	0	82	0
	(-80%)	(-94%)	(-100%)	(100%)	(-6%)	(0%)	(99%)	(0%)	(0%)	(-41%)	(0%)

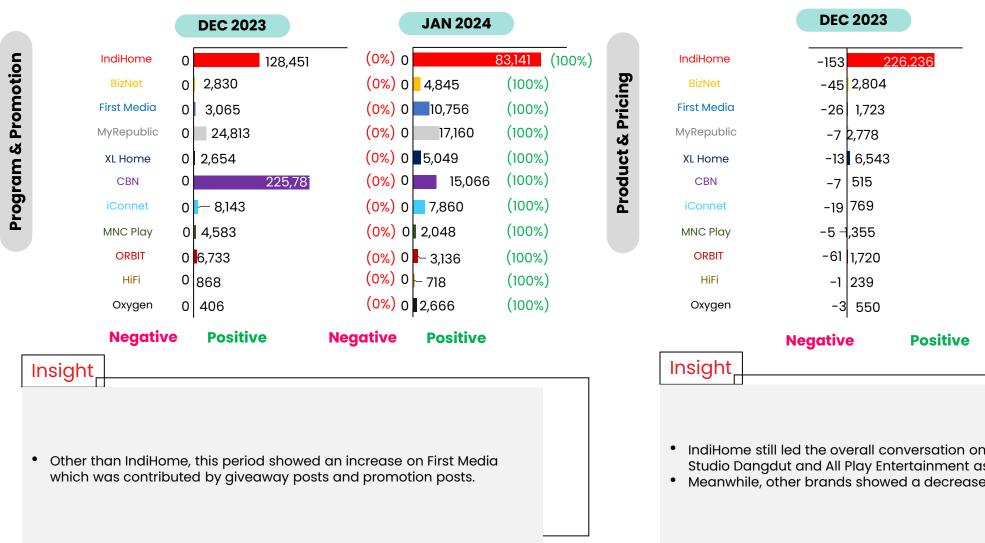
#### Insight

- Instagram still dominates by IndiHome and CBN in this period. Continous KOLs posts and promotional posts became the top contributors.
- Meanwhile, viral video from @chandraliauw on MyRepublic resulting its domination on TikTok channel in this period.

#### Social Media Activity – By Sentiment



Massive decrease on CBN's collaboration with Alter Ego Esports resulting IndiHome's domination in Program & Promotion issues.



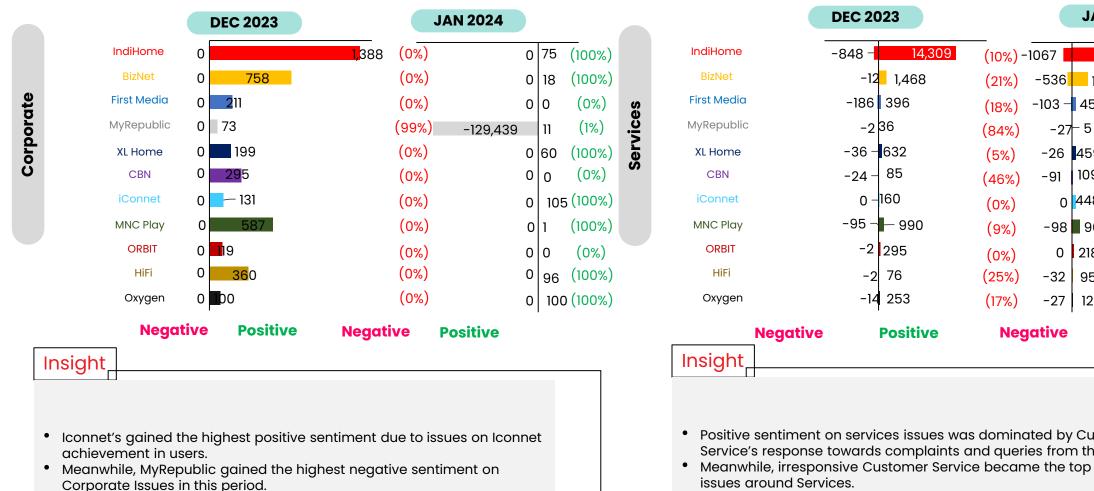
	DEC 2	023		JAN 2	2024		
IndiHome	-153	226,236	(1%)	-121	159	9,863	_ (99%
BizNet	-45 2	.804	(35%)	-39	<del> 72</del>	(65%)	•
First Media	-26 1	,723	(0%)	0 -	– 475	(100%)	
MyRepublic	-7 2,7	778	(0%)	0	<del></del> 27	(100%)	
XL Home	-13 6	5,543	(2%)	-26	1,370	(98%)	
CBN	-7 5	15	(7%)	-9	116	(93%)	
iConnet	-19 70	39	(0%)	0 —	362	(100%)	
MNC Play	-5 -1,3	55	(0%)	0 -	<b>–</b> 201	(100%)	
ORBIT	-61 1,7	720	(11%)	-116	<del>-</del> 923	(89%)	
HiFi	-1 2	39	(0%)	0	41	(100%)	
Oxygen	-3 5	550	(0%)	0	<del>-</del> 424	(100%)	
	Negative	Positive	Neg	ative		Positiv	e
Insight							

- IndiHome still led the overall conversation on Product & Pricing with Studio Dangdut and All Play Entertainment as the top contributor.
- Meanwhile, other brands showed a decrease in this period.

#### Social Media Activity – By Sentiment



Viral video from @chandraliauw creating significant impact on MyRepublic's negative sentiment on Corporate Issues.



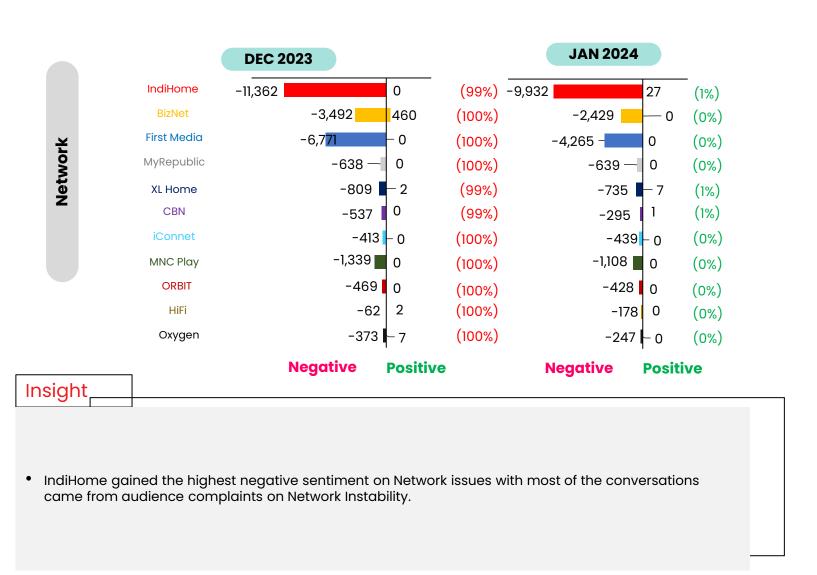


- Positive sentiment on services issues was dominated by Customer Service's response towards complaints and queries from the audience.
- Meanwhile, irresponsive Customer Service became the top negative issues around Services.

#### Social Media Activity – By Sentiment



Network instability is still the dominant negative issues across all brands with IndiHome showed the highest negative sentiment.



#### Buzz to Post Comparison



In terms of posts and buzz proportion, IndiHome, CBN, and Biznet dominatingC in almost all issues.

Issue		Program &	Promotion	Product	& Pricing	Corp	orate	Ser	vices	Net	work
issue		P <u>ositiv</u> e	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative
	Total Post	5,250		710	76	41		8,215	789	27	6,485
IndiHome	Buzz	83,141		159,863	121	75		10,105	1,067	27	9,932
	Share of Post	<mark>6%</mark>		0%	63%	55%		81%	74%	100%	65%
	Total Post	58		11		2		1,620	435		1,569
BizNet	Buzz	4,845		72		18		1,960	536		2,429
	Share of Post	1%		15%		11%		83%	81%		65%
	<b>Total Post</b>	199		9	21			270	96		3,741
First Media	Buzz	10,756		475	39			458	103		4,265
	Share of Post	2%		2%	54%			59%	93%		88%
	<b>Total Post</b>	551		3		11	9	4	10		369
MyRepublic	Buzz	17,160		27		11	129439	5	27		639
	Share of Post	3%		11%		100%	0%	80%	37%		58%
	<b>Total Post</b>	69		24	15	60		380	17	7	395
XL Home	Buzz	5,049		1,370	26	60		458	26	7	735
	Share of Post	1%		2%	58%	100%		83%	65%	100%	54%
	Total Post	<mark>61</mark>		7	4			70	63	1	216
CBN	Buzz	<mark>15,066</mark>		116	9			109	91	1	295
	Share of Post	<mark>0%</mark>		6%	44%	!		64%	69%	100%	73%
	Total Post	428		2		102		32			297
<b>IConnet</b>	Buzz	7,860		362		105		448			439
	Share of Post	5%		1%		97%		7%			68%
	Total Post	88		30		1		683	61		678
MNC Play	Buzz	2,048		201		1		960	98		1,108
	Share of Post	4%		15%		100%		71%	62%		61%
	<b>Total Post</b>	94		19	43			164			246
ORBIT	Buzz	3,136		923	116			218			428
	Share of Post	3%		2%	37%			75%			57%
	Total Post	35		7		96		80	23		151
HiFi	Buzz	718		41		96		95	32		178
	Share of Post			17%		100%		84%			85%
		5%									
	Total Post	30		32				111	14		138
Oxygen	Buzz	2,666		424				128	27		247
	Share of Post	1%		8%				87%	52%		56%



## COMMUNICATIONS PERFORMANCE

#### Communication Performance Overview



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

Brand	IndiHome	<b>BizNet</b>	First Media	MyRepublic	XL Home	CBN	iConnet	MNC Play	Orbit	HiFi	Oxygen
Content	Studio Dangdut TV	#PakeBizn et	First Media Giveaway	MyRepublic Copy Ads	XL Home Promo	#AbsolutelyUnl imited	lconnet Giveaway	#Extravajanza	<u>Tsel Orbit</u> <u>Promo</u>	#BerasaUntung nya	#NontonBaren gOxygenID
Channel	Instagram	Instagram	Facebook	TikTok	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
Buzz	24.663	578	1.878	128.618	3.395	7.376	1.318	190	530	123	1.614
EVO Focus	Offer	Offer	Offer	Value	Offer	Value	Offer	Offer	Offer	Offer	Offer

Insight

• This period showed domination of Instagram contents across all brands. Indicating the focus in garnering audience through activation from Instagram.

#### Communication Performance Overview

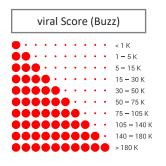


IndiHome is dominating the top issues across all brands. This was contributed by exposure and continuous posts from its official accounts.

Top Issue	Brand	December 2023	January 2024	Sentiment	Top Channel (buzz)
Studio Dangdut TV  All Play Entertainment IndiHome Promo #IndiHomeTVOriginal	IndiHome IndiHome IndiHome IndiHome			Positive Positive Positive	IG (88.983); TikTok (2.338); YT (1.034) TikTok (26.019); IG (7.442); YT (1.050 IG (22.767); TW (604) TikTok (19.853); IG (2.202)
MyRepublic Copy Ads Poor Network Poor Network	MyRepublic IndiHome First Media	 •••0000000 ••0000000	••••••••••••••••••••••••••••••••••••••	Negative Negative Negative	TikTok (129.428)  TW (9.932)  TW (4.265)



• Meanwhile, viral video on critics towards MyRepublic ads resulting high negative sentiment towards MyRepublic.



#### Top Conversation Buzz - IndiHome



#### **OVERALL INSIGHTS**

#### **OFFICIAL ACCOUNTS**

#### NON - OFFICIAL ACCOUNTS

- The official accounts showed variation of Top Contents, starting from Entertainments, and giveaway. Indicating a high interest from IndiHome's followers in participating towards Quiz & Giveaway.
- Meanwhile, the Non-Official Accounts showed most of the conversations came from audience whose participating on Giveaway activation.



Studio Danadut; @studiodanadut.tv Buzz; 20.807 (Link Source)



All Play Entertainment; @allplayent.tv Buzz; 19.155 (Link Source)





Kutipan Zodiak

#IndiHomeBerbagiR ezeki; @TxtZodiak Ternyata jadi pelanggan setia IndiHome bisa dapat rezeki juga yaa, Buzz: 805 (Link Source)

BerbagiRezeki siap datangi pelanggan setia. dan @IndiHome by @Telkomsel bikin internet jadi lancar . Terimakasih

•Kecoa Tongseng• 🔮 wah #IndiHomeBerbagiRezeki loh untuk pelanggan setia nya, dulu mikir pasang internet tuh mahal tapi setelah pake @IndiHome dari Telkomsel itu hemat bgt , harga nya terjangkau cuma 280k perbulan, bebas biaya pasang juga! bisa kalian cek di my indihome dan my

#IndiHomeBerbagiR ezeki; @Muhayya\_\_

Buzz: 1.280

(Link Source)

#IndiHomeBerbagiR ezeki; @kecoatongseng Buzz; 525 (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 XL Home is trying the tap into contents based on "Riding The Wave" trends.



MyRepublic Giveaway; @myrepublic Buzz; 5.586 (Link Source)



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Fun Content; @xlhomeid Buzz; 3.395 (Link Source)

First Media Giveaway; @First Media World Buzz; 1.878 (Link Source)



#AboslutelyUnlimite d; @evosesports Buzz; 7.376 (Link Source)



CBN x Alter Ego ESports; @alteregoesports Buzz; 3.578 (Link Source)



#CBNxBaliUnited; @baliunitedfc Buzz; 1.038 (Link Source)

#### Top Authors – Instagram



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

#### TOP AUTHORS - OFFICIAL ACCOUNT

Authors	Authors Total Engage Post ment		Brand	Sample Post	Sentiment
Studiodangdut.tv	60	88,983	IndiHome	Studio Dangdut	Positive
MyRepublic Indonesia	17	15,671	MyRepublic	MyRepublic Giveaway	Positive
IndiHomeCare	21	9,219	IndiHome	#PanduanIndiHomeCare	Positive
allplayent.tv	71	9,194	IndiHome	All Play Entertainment TV	Positive
XL HOME	26	5,760	XL Home	XL Home Promo	Positive

#### TOP AUTHORS - NON OFFICIAL ACCOUNT

Authors	Total Post	Engage ment	Brand	Sample Post	Sentiment
evosesports	1	7,376	CBN Fiber	#AboslutelyUnlimited	Positive
alteregoesports	1	3,578	CBN Fiber	CBN x Alter Ego Esports	Positive
uzoneindonesia	1	2,180	IndiHome	<u>Fixed Broadband</u>	Positive
radarcirebon	18	1,232	IndiHome	<u>IndiHome Promo</u>	Positive
baliunitedfc	1	1,038	Biznet	#CBNxBaliUnited	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	8,092	10,436	IndiHome	<u>IndiHome Promo</u>	Positive
Biznet Home	1,631	1,977	Biznet	<u>Customer Services's Response</u>	Positive
MNC Play	717	878	MNC Play	<u>Cinemaworld</u>	Positive
XL HOME	379	501	XL Home	<u>XL SATU</u>	Positive
Telkomsel	260	411	First Media	IndiHome Poin	Positive

#### TOP AUTHORS – NON OFFICIAL ACCOUNT

Authors	Total Post	Engage ment	Brand	Sample Post	Sentiment
Muhayya	3	1,282	IndiHome	#IndiHomeBerbagiRezeki	Positive
TxtZodiak	3	807	IndiHome	#IndiHomeBerbagiRezeki	Positive
Dila	8	752	IndiHome	#IndiHomeBerbagiRezeki	Positive
kecoatongseng	10	534	IndiHome	#IndiHomeBerbagiRezeki	Positive
cimotyy	4	376	IndiHome	#IndiHomeBerbagiRezeki	Positive

#### 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	Brand Sample Post		
All Play Ent.	68	45,872	IndiHome	All Play Entertainment TV	Positive	
StudioDangdut.TV	62	2,199	IndiHome	Studio Dangdut TV	Positive	
UseeSports.TV	26	852	IndiHome	<u>UseeSports</u>	Positive	

#### TOP AUTHORS - NON OFFICIAL ACCOUNT

Authors	Total Post	Engage ment	Brand	Sample Post	Sentiment
Chandraliow	1	128,618	MyRepublic	MyRepublic Copy Ads	Negative
PAPA_MUDA	1	810	MyRepublic	MyRepublic Copy Ads	Negative
Octwnty7	1	381	Biznet	#PakeBiznet	Positive
08marett	1	22	IndiHome	Studio Dangdut	Positive
kumparan	1	20	IndiHome	#IndiHomeBerbagiRezeki	Positive



### CAMPAIGN PERFORMANCE

#### All Brands Hashtag Performance



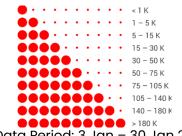
#### This period showed #DigitalisasiNegeri gaining the highest Growth through IndiHome promotional post.

Brand	Top Hashtag	Dec 2023	Jan 2024	Growth	Top Channel
CBN Fiber	#CBNFiber	••••••	••••••	203%	IG
CBN Fiber	#AbsolutelyUnlimited	••••••	••••••	203%	IG
IndiHome	#IndiHomeTVOriginal	••••••	••••••	-56%	IG
IndiHome	#AllPlayEnt	•••••	••••••	-55%	IG
IndiHome	#StudioDangdut		••••••	-51%	IG
Oxygen	#ConnectionMatters	•••000000	•••••0000	674%	IG
IndiHome	#ElevatingYourFuture	••••000000	•••••00000	32%	IG
IndiHome	#DigitalisasiNegeri	••0000000	••••00000	1351%	IG
IndiHome	#IndiHomebyTelkomsel	••••00000	•••••00000	-17%	IG
First Media	#LebihKencangLebihBebas	••0000000	•••0000000	381%	IG

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

#### Insight

• Meanwhile, #CBNFiber still gained the highest buzz through continuous posts on Alter Ego E-Sports collaboration.



#### IndiHome Brands Hashtag Performance



#### Other than #DigitalisasiNegeri, this period also showed #ElevatingYourFuture as the top growth hashtag

Brand	Top Hashtag	Dec 2023	Jan 2024	Growth	Top Channel
IndiHome	#IndiHomeTVOriginal	••••••	••••••	-56%	IG
IndiHome	#AllPlayEnt	••••••	••••••	-55%	IG
IndiHome	#StudioDangdut	•••••••	••••••	-51%	IG
IndiHome	#ElevatingYourFuture	•••••000000	•••••0000	32%	IG I
IndiHome	#DigitalisasiNegeri	••0000000	••••000000	1351%	IG
IndiHome	#IndiHomebyTelkomsel	•••••000000	••••000000	-17%	IG
IndiHome	#BersatuLebihMudah	•00000000	•••0000000	30%	IG
IndiHome	#IndiHomeBerbagiRezeki		•••0000000	-97%	IG
IndiHome	#TerusMelajuBersamaIndiHome	•••••00000	••0000000	-98%	IG
IndiHome	#DariRumahTanpaBatas	••00000000	••0000000	-99%	IG

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

Insight

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





## Account Performance

#### IndiHome Account Performance



Studio Dangdut led the number of Buzz on Instagram while All Play Entertainment dominating the total buzz on TikTok.

	Instagram			TikTok			YouTube		
	Posts	Engagements	Buzz	Posts	Engagements	Buzz	Posts	Engagements	Buzz
All Play Ent.	71	9,123	9,194	68	45,804	45,872	25	1,025	1,050
FunplanetTV	77	1,301	1,378	70	528	598	44	2,610	2,654
Studio Dangdut	60	88,923	88,983	62	2,137	2,199	35	999	1,034
UseeSports.TV	0	0	0	26	826	852	0	0	0

#### Instagram



Studio Dangdut Buzz; 20.807 (Link Source)

#### TikTok



All Play Entertainment Buzz; 19.155 (Link Source)



Fun Planet TV Buzz; 217 (Link Source)



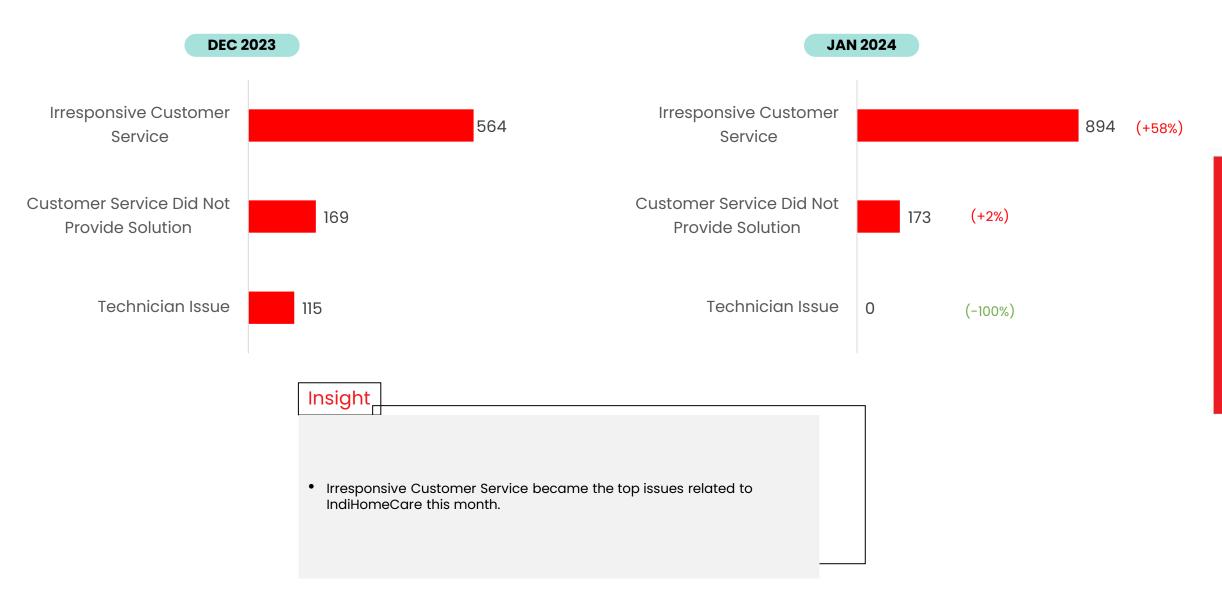
UseeSports TV Buzz; 118 (Link Source)



## Deep Dive IndiHome Care

#### Customer Service - Issues





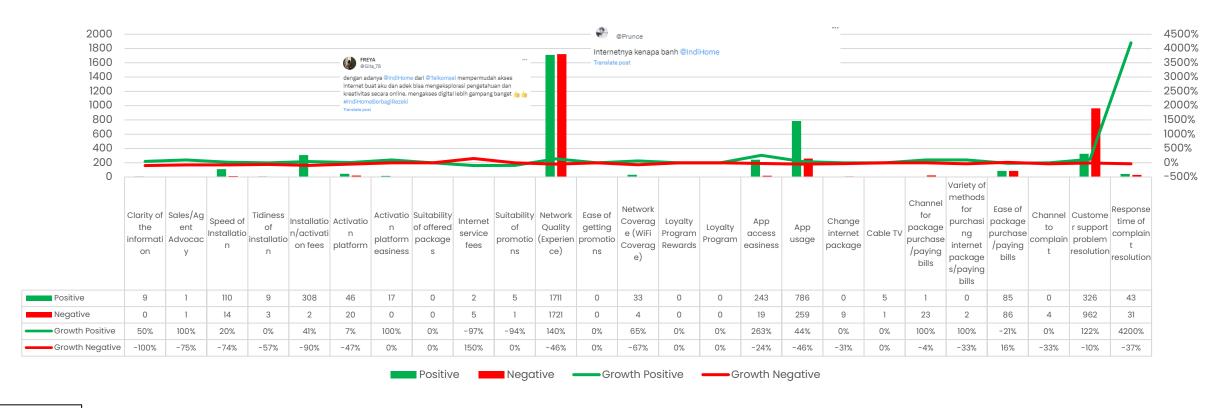


# Deep Dive Issues

#### Deep Dive - IndiHome



Network Quality is still the top negative issues for IndiHome.



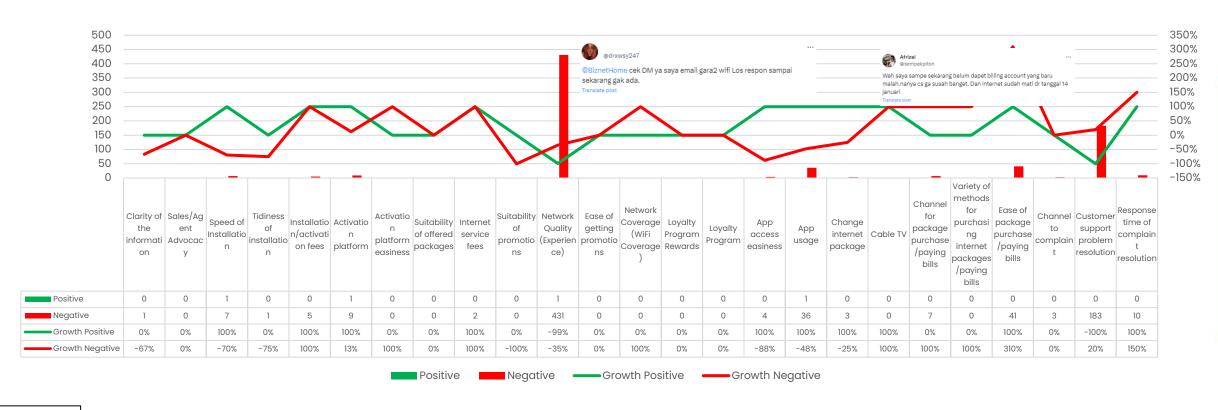
Insight

• Meanwhile, positive also showed the highest mentioned that came from Network Quality. This was affected by audience participation on #IndiHomeBerbagiRezeki.

#### Deep Dive - Biznet



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



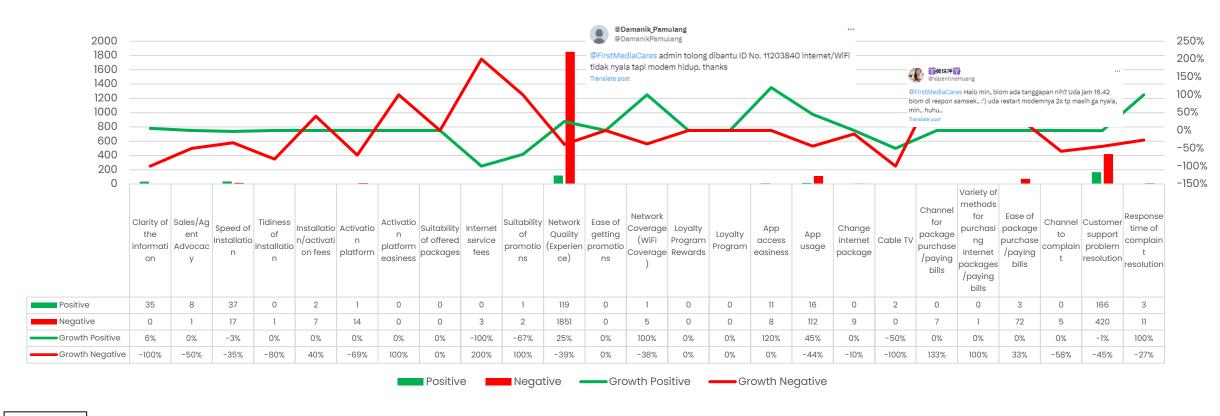
#### Insight

• Biznet also showed high negative sentiment due to complaints on irresponsive customer service.

#### 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.



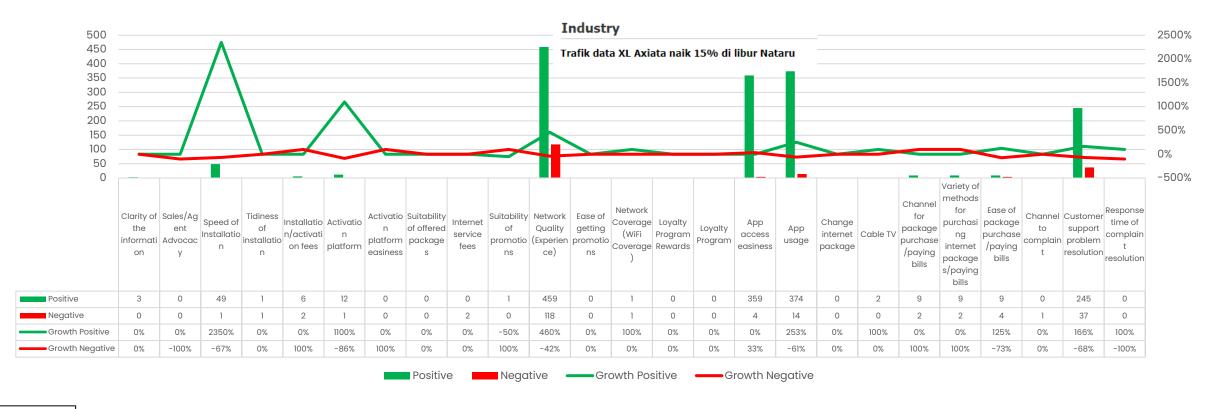
#### Insight

• However, most of the positive sentiment came from agents selling the products.

#### Deep Dive - XL Home



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



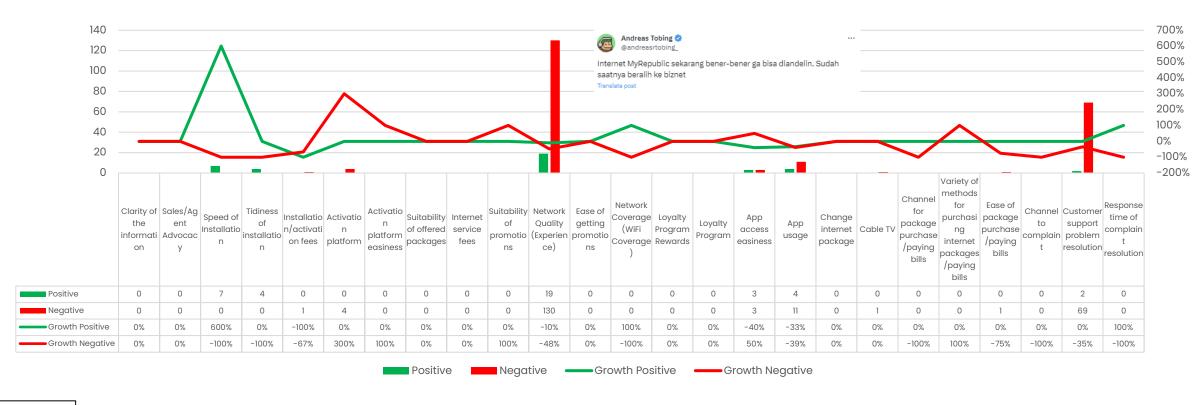
Insight

• This was a result of articles on increased traffic on XL Home during Christmas and New Year holiday

#### Deep Dive - CBN



CBN main issues came from Network Quality. Audience also mentioned about switching to other operator.



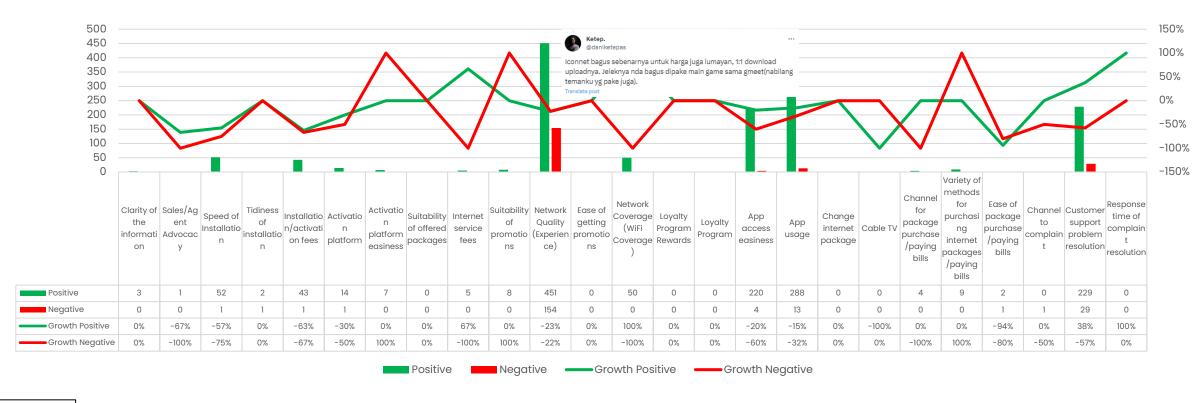
Insight

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

#### Deep Dive - ICONNET



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



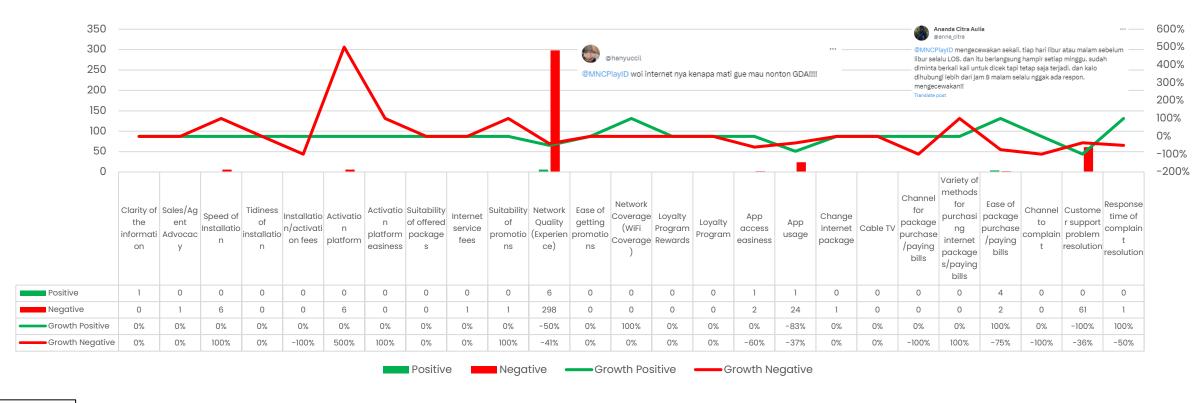
Insight

• 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.



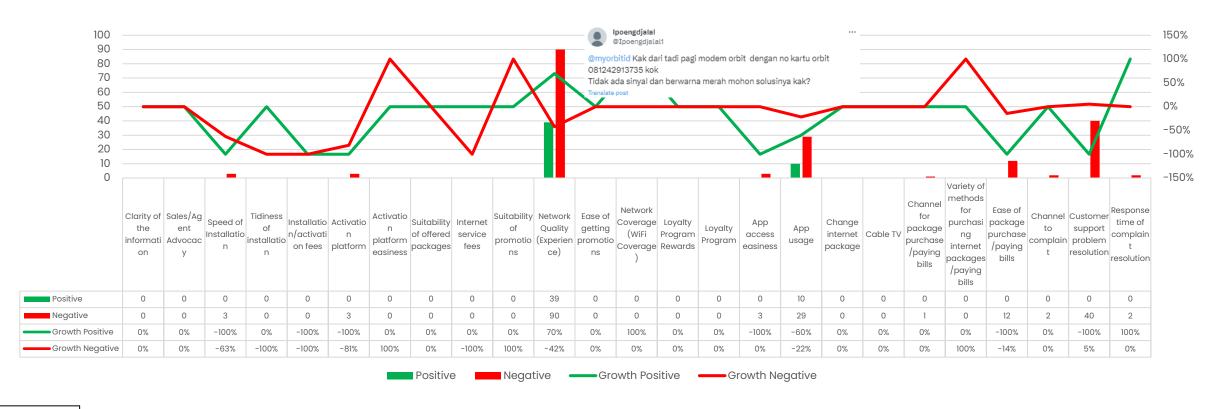
Insight

• Network Quality and Customer Support Problem Resolution are the top negative issues on MNC Play.

#### Deep Dive - TSEL ORBIT



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



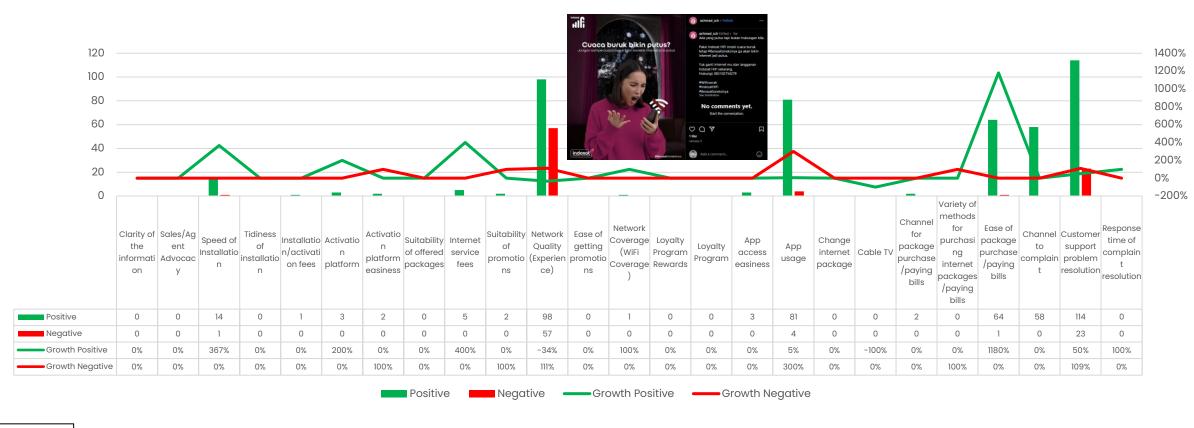
Insight

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

#### Deep Dive - HIFI



#### Hifi Network Quality showed high proportion on positive sentiment.



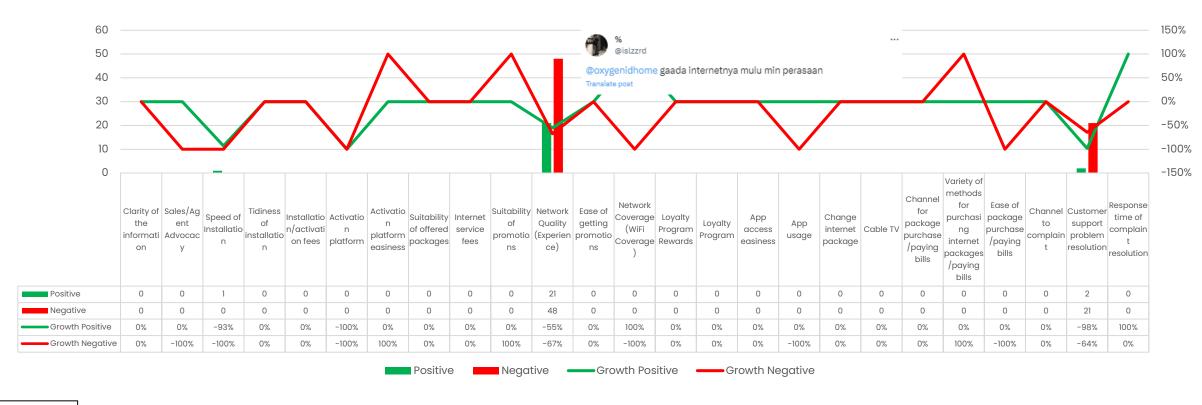
#### Insight

• HiFi also showed high positive sentiment on Customer Support through posts on Call Center Information.

#### Deep Dive - OXYGEN



#### Oxygen main negative issues is Network Quality.



#### Insight

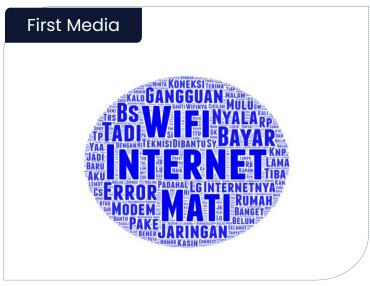
• Other than that, negative issue also showed high numbers of Customer Support Problem Resolution.

#### 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

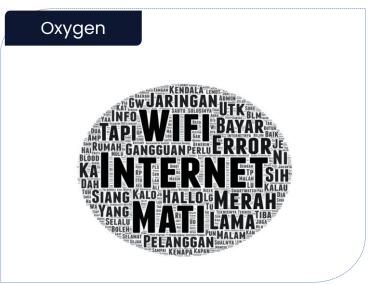










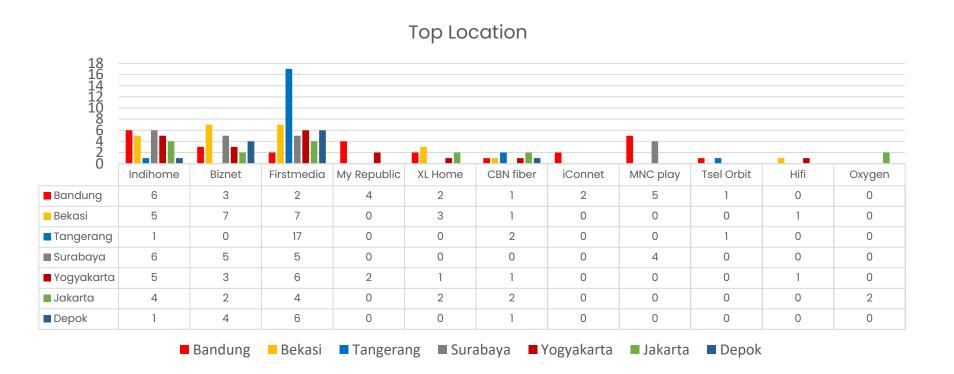


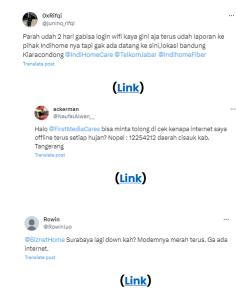
<sup>\*)</sup> Wordcloud is generated from **content posts** with negative sentiments. This list already excluded dominant words mainly refers to network performances

#### Deep Dive - Network



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





#### Insight

• Indihome highest mentioned was came from Jakarta and Bandung while Biznet highest mentions came from Jakarta. MyRepublic showed high complaints on Network that came from Tangerang.



# SUMMARY, TAKEAWAYS, & RECOMMENDATION

#### Recommendation/Opportunity



#### **KEY ATTRIBUTES**

- Promos: IndiHome Installment Promo (23K), MyRepublic Installment Promo (16K), Iconnet Installment Promo (5K)
- Collaboration: CBN x Alter Ego E-Sports (7K), #NontonBarengOxygenID (2K)
- Gamification: First Media Giveaway (7K)
- Network Issues: Poor Network (26K)
- Services: Irresponsive Customer Service (755)

#### **TAKEAWAYS**

- This period showed a massive impact on content released as MyRepublic showed a high negative sentiment due to viral video from @chandraliauw criticizing MyRepublic ads for copied his ads concepts from previous video. This indicating a need for more creativity in contents and also a needs to continuously collaborating with KOLs in creating an entertaining contents.
- Brand such as XL Home is now trying to adapting with its audience by creating a more entertaining and fun contents. Indicating an attempt in making their contents relevant with their audience.

#### COMMUNICATION DEVELOPMENT

• One of the most notable issue in this period IndiHome's consistency in entertainment contents that managed to gained a lot of audience attention. Despite less engagements, this showed the content could also be applied on other IndiHome accounts such as @IndiHome.

#### INFLUENCER COLLABORATION

• IndiHome can start creating several contents that related to entertainment which can be embedded towards audience daily life, "riding the wave" concept such as viral video on TikTok (<u>sample1</u>, <u>sample2</u>) could be an alternative in creating a more engaged contents. IndiHome could also collaborate with several KOLs that often creating a riding the wave trend with their own style such as <u>@teukurizky</u> (254K Followers on TikTok) or <u>@kinosgina</u> (2.6M Followers on TikTok).

