

**How to Get Clients  
as a Developer -**

**Content Creator?**

# Riopurba

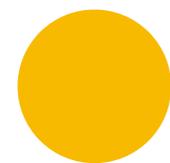
Seorang Design Freelancer  
sejak tahun 2012.

Spesialisasi Branding Design  
dan UI/UX Design.

Seorang Design-Vlogger sejak  
tahun 2018. Aktif sharing  
banyak hal mengenai desain  
dan freelancing di Youtube.



# Awal : Bermula dari ke-isengan.

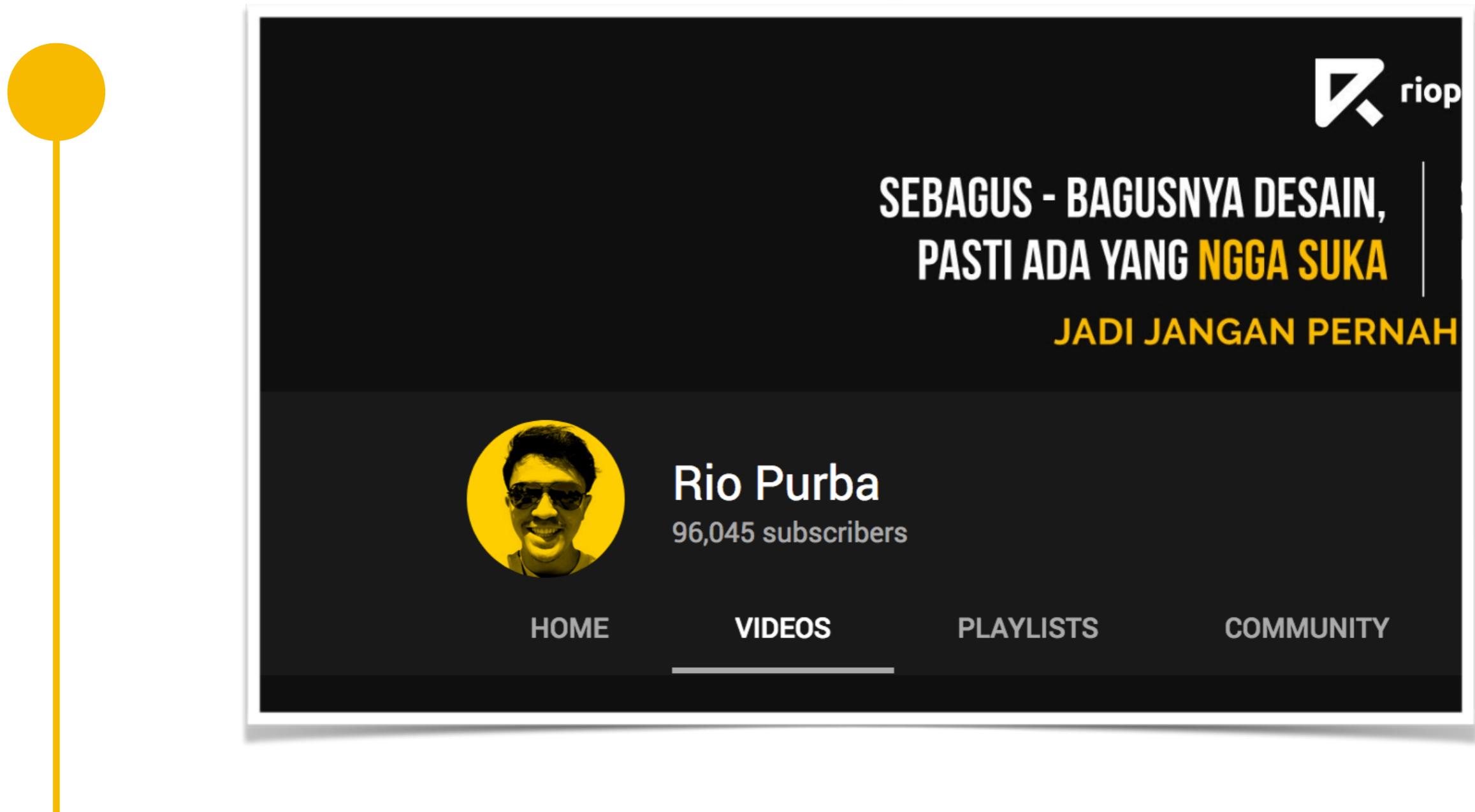


2016

# Mencapai 50K Subscribers



# Mencapai 100K Subscribers



# Brand yang kontak Riopurba utk Kerjasama



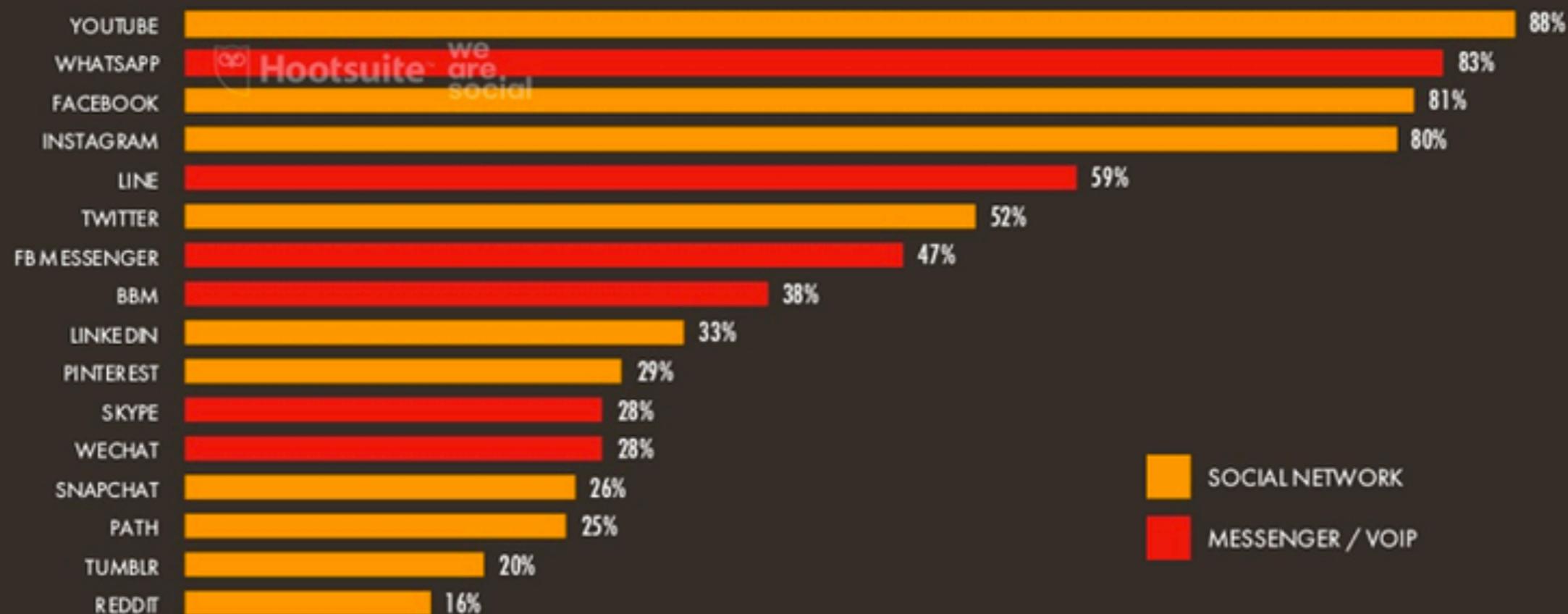
**Why is it important  
to create a**

**Youtube Channel?**

JAN  
2019

## MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]



Riset We Are Social dan Hootsuite

Youtube by the numbers

Over one  
billion users

Meningkatnya nilai guna Youtube,  
bukan sekedar Hiburan tapi media Belajar

# 57%



Pengguna Youtube mencari Konten Hiburan

# 86%



Pengguna Youtube mencari pembelajaran baru

Source : [thinkwithgoogle.com](http://thinkwithgoogle.com) (2018)

Data tersebut menjadi

# Alasan Kuat

Untuk membangun Personal Brand atau bahkan  
Brand Bisnis utk mendapatkan positioning dan exposure  
sebagai Content Creator

**The Fact!**

# Fenomena Artis Jadi Youtuber



Apa mereka ke Youtube karena **TIDAK LAKU?**

Karena mereka ingin menjaga

# **Positioning & Popularitas**

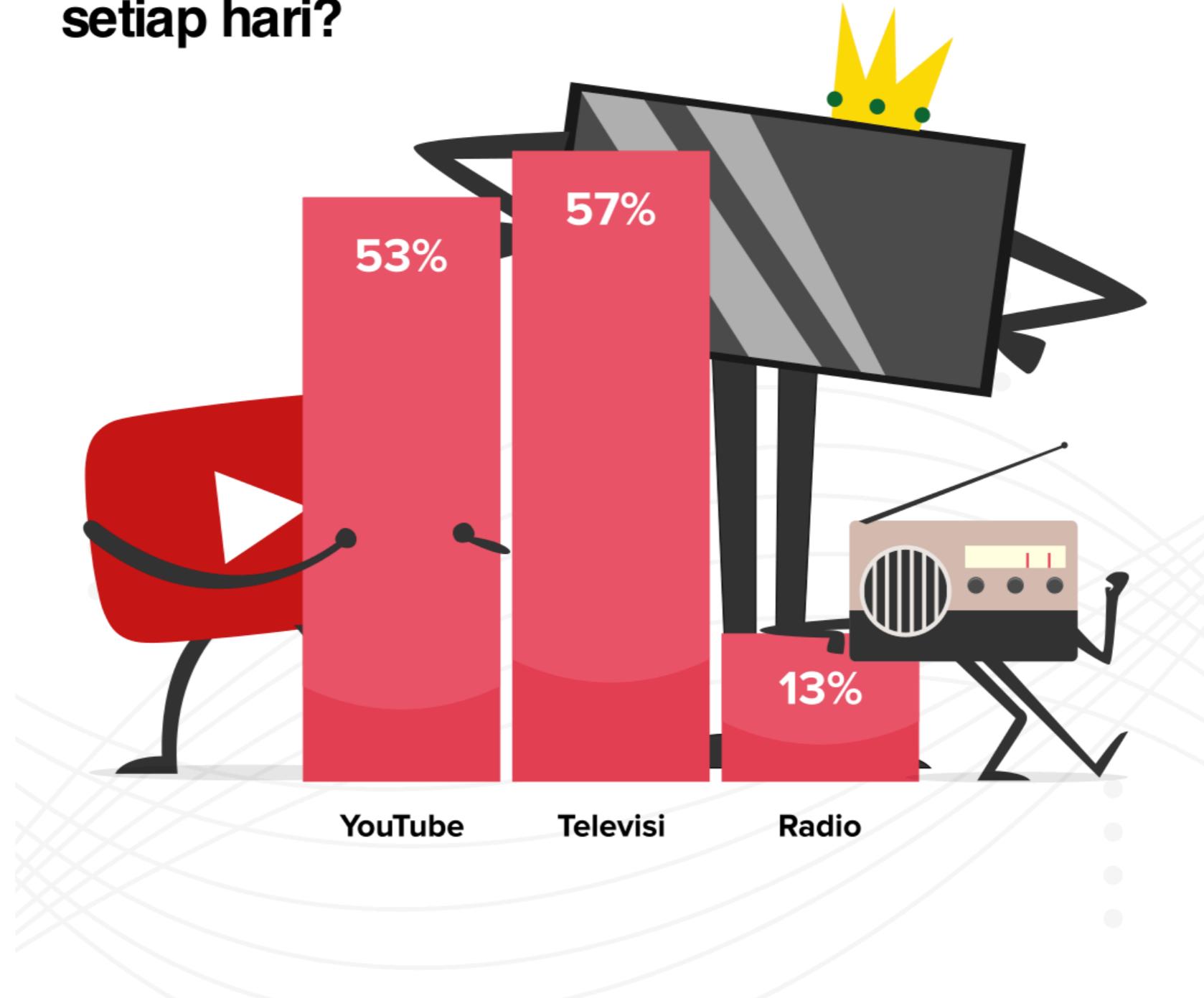
Youtube hampir menyamai TV.

TV terkekang aturan, di Youtube mereka babas.

Sumber penghasilan tidak terbatas.



# Apa saja sarana media yang digunakan warganet Indonesia setiap hari?



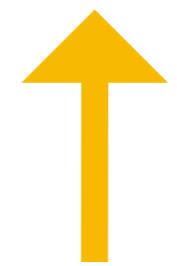
Source : TechInAsia

**Punya Channel Youtube**



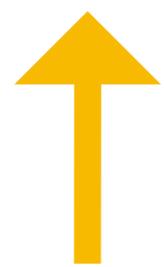
**Youtubers**

# **Sekarang Eranya Content Marketing**



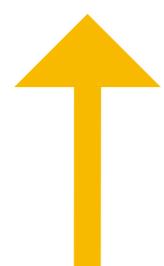
**Konten**

=



**Audience**

=



**Peluang Client**

# Riopurba

-  [instagram.com/riopurbaid](https://instagram.com/riopurbaid)
-  [youtube.com/c/riopurbaid](https://youtube.com/c/riopurbaid)
-  [dribbble.com/riopurba](https://dribbble.com/riopurba)
-  [behance.net/riopurba](https://behance.net/riopurba)

