

MY PORTOFOLIO

Farid abdillah



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ABOUT FARID ABDILLAH

Forestry students who have an interest in media and communication, have experience editing and managing on several social media platforms, can properly use several editing platforms to create a work

Enjoys working in a team, stays organized, has good communication skills, and can handle a variety of responsibilities while maintaining a positive attitude



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EXPERIENCE

● Marketing Staff at atributpionirmurah2024

Managing Social Media by own self and make a social media content strategy

● Marketing and Communication Staff at StudentxCEOs

As Grapich Design sub, i have responsibility to make a grapict content to necessary Social Media

● Grapich Design Staff at Forestry Summer Course 2024

As Grapich Design i have resposibility to make visualization and serve a material content

● Design Staff at UGM Interrated Carier Days Batch 1 2024

As Grapich Design i have resposibility to make visualization and serve a material content

● Design Staff at Enfornation 2024

As Grapich Design i have resposibility to make visualization and serve a material content

● Grapich Design UMKM Hebat Batch 10

As Grapich Design i have resposibility to make visualization and serve a material content

Skills

GRAPICH AND EDITING DESIGN SKILL



MANAGEMENT SKILL



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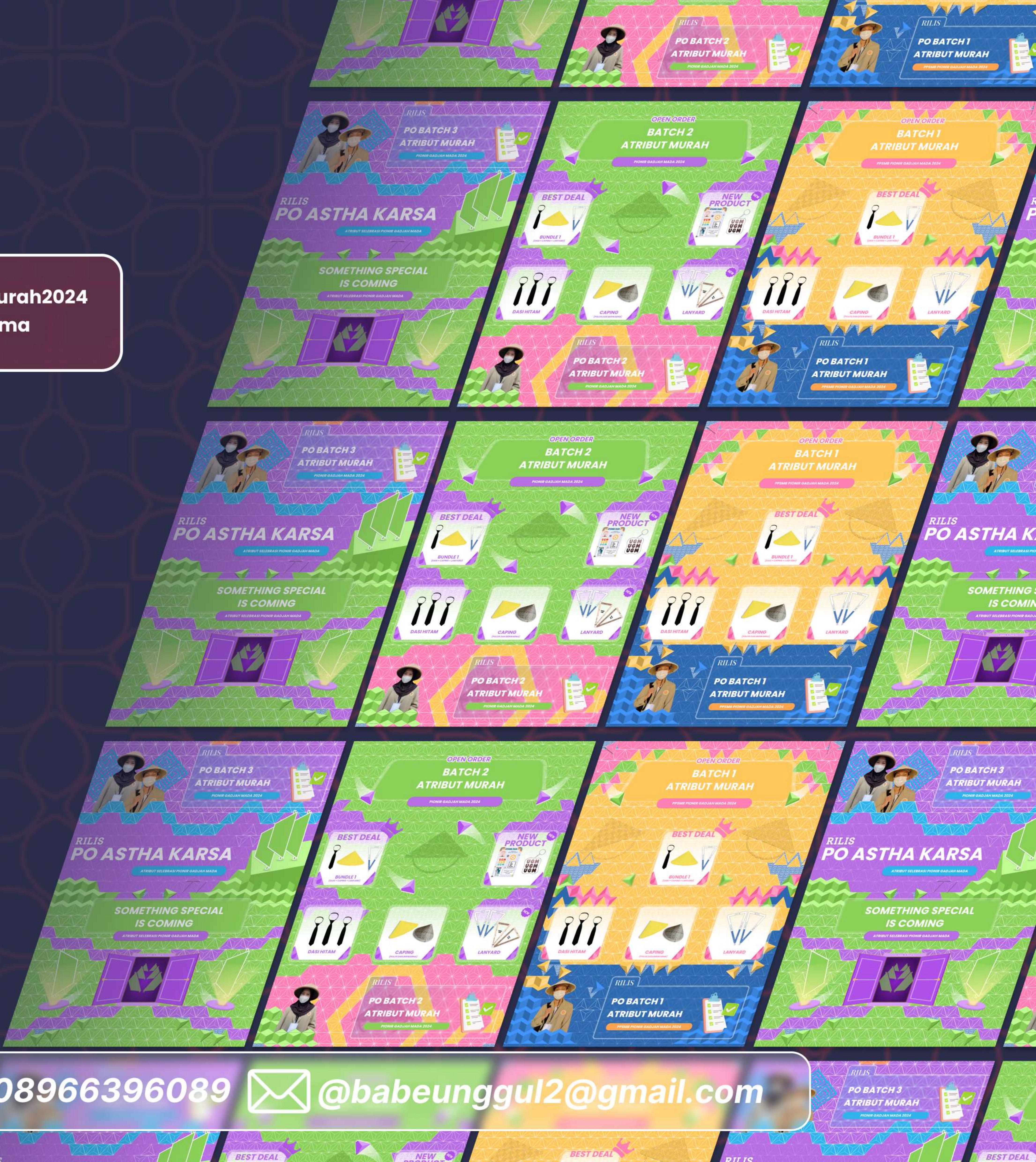
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Design Feed

As one and only at marketing staff at **atributpionirmurah2024**
i made a lot of element for design using pentool at figma



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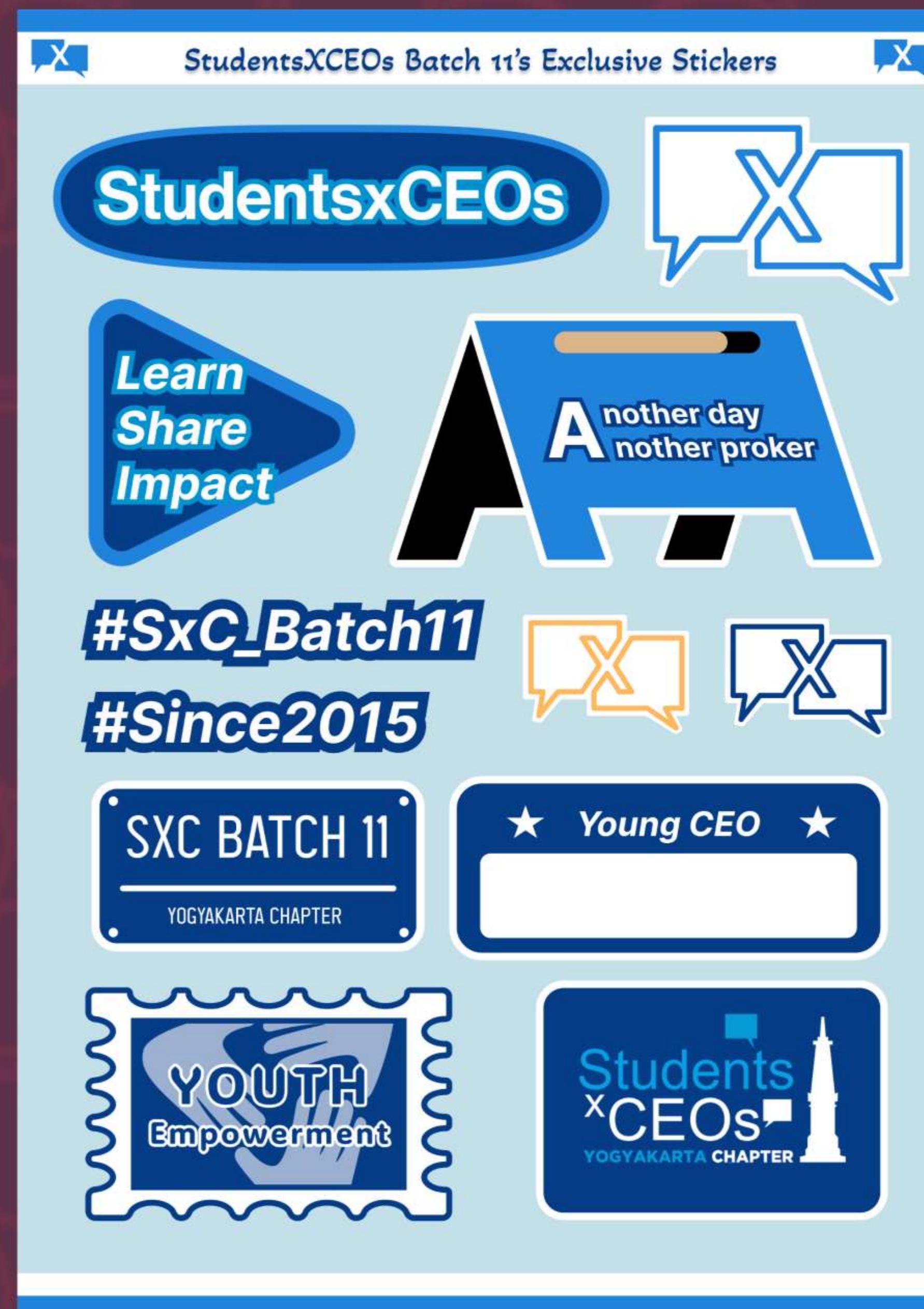
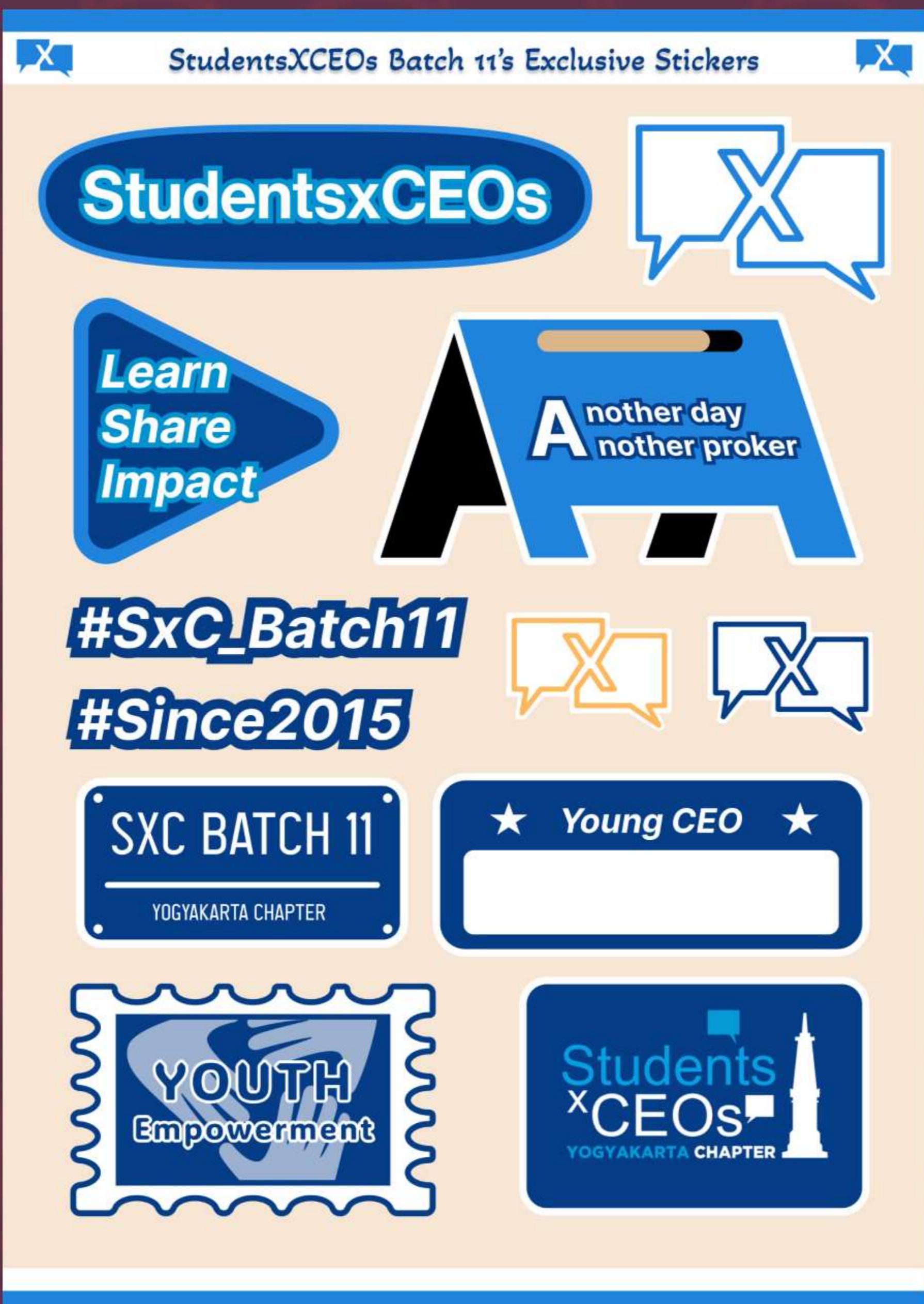


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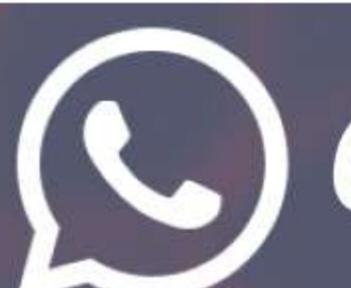


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Product Design



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Product Design



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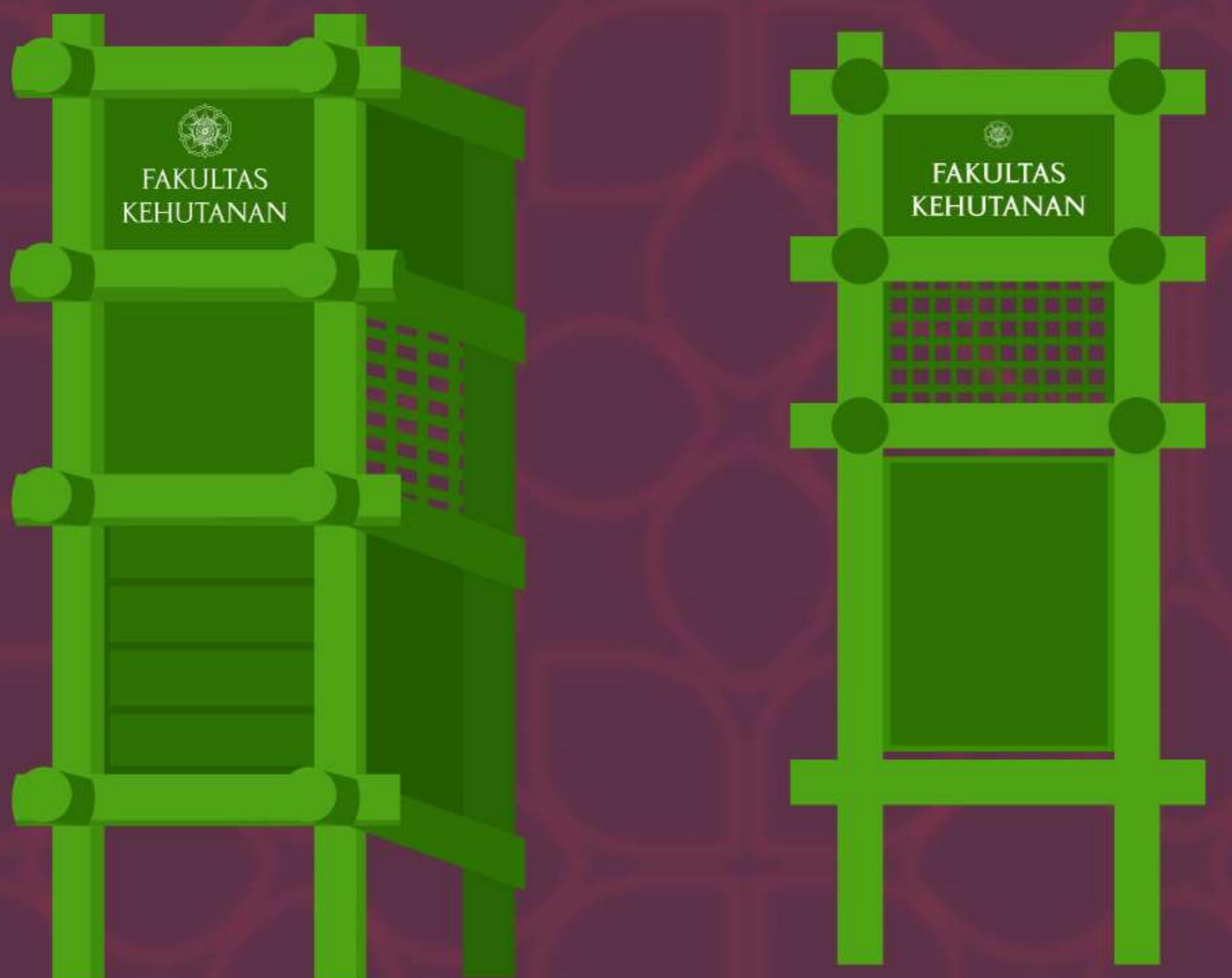
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Guideline Design

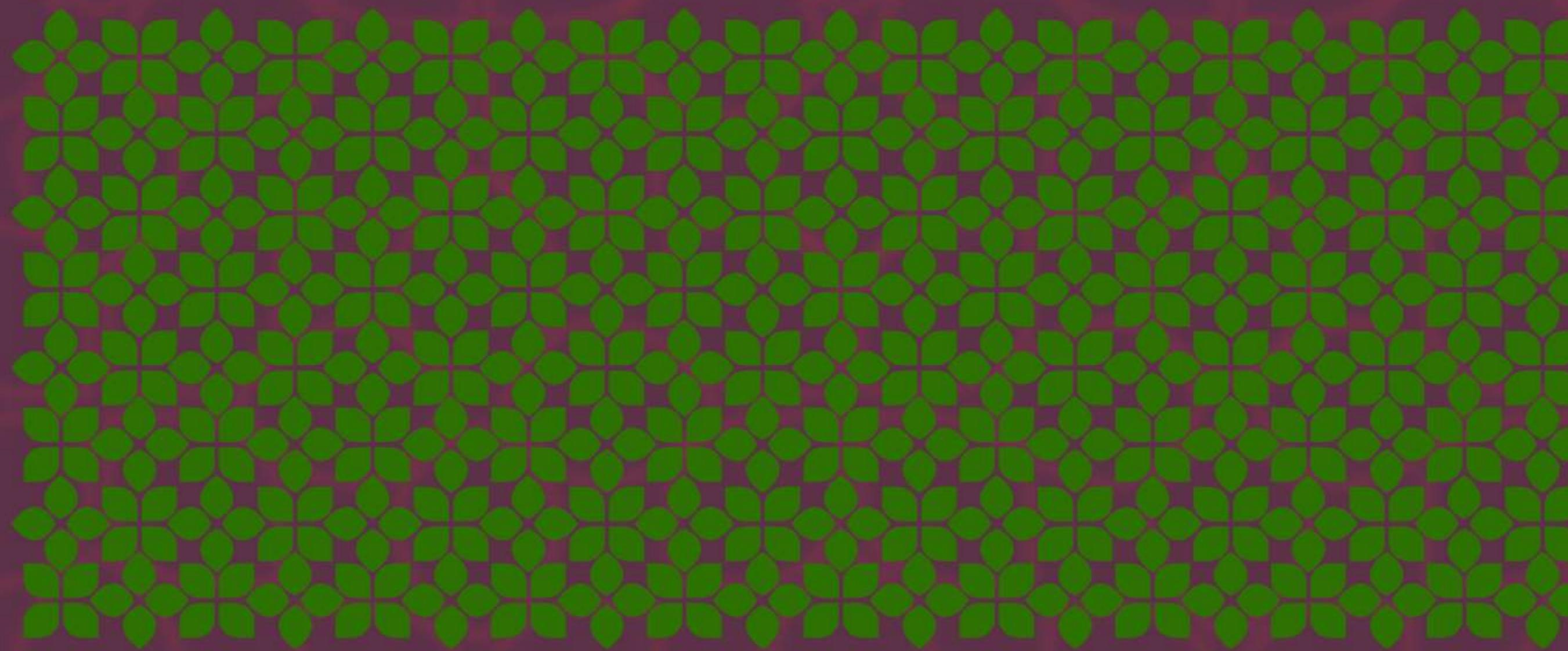
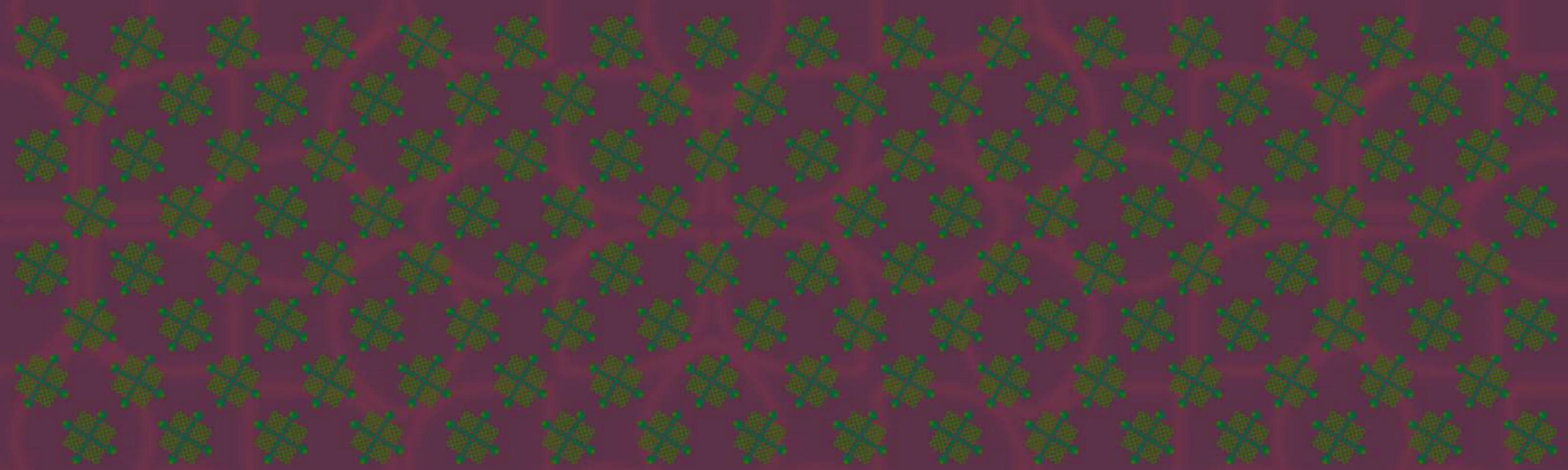
Logo



Color Pallet and elemnt



Pattern



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CO CARD dan Lanyard Design



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Product Design



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Design Feed

THE OJOL RIVALRY

Inside the Battle for Dominance Between Gojek and Grab

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#Learn, Share, Impact

Indonesia's transportation landscape has undergone a significant transformation in recent years. Online ride-hailing services, known locally as "ojek online (ojol)" have surged in popularity. Their convenience, 24/7 availability, and competitive fares have made them the preferred choice for many Indonesians, overshadowing traditional taxis and public transport.

However, this rise in popularity has also led to increased competition, with numerous new players entering the market. Among many players, there are currently two major companies dominating the ojol scene in Indonesia, namely Gojek and Grab. In this fiercely competitive environment, how do these companies retain their users while attracting new customers? What are their strategies?

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Indonesia's Ojol Industry

The rise of ojol began in 2015 when Gojek, the first ojol app, was launched and received a positive response from many Indonesians. Then, this new industry continued to grow until the Covid-19 pandemic hit Indonesia in 2020. Amidst the collapse of many companies due to social and mobility restrictions, the ojol industry miraculously survived and even became a new workplace for many workers who lost their jobs.

According to a survey conducted by the Transportation Policy Agency of the Ministry of Transportation (Badan Kebijakan Transportasi Kementerian Perhubungan) in 2022, 60 percent of ojol drivers joined the industry during the pandemic period. Another study by the Institute for Development of Economics & Finance (INDEF) in 2022 indicated that, along with the rise in ojol drivers, the demand for online transportation is increasing as well, especially after the government loosened restrictions.

This increase in demand was also driven by a shift in market behavior from offline to online. During the pandemic, many sellers turned to online markets to survive and adapt to new consumer behaviors, which in turn increased the demand for online transportation and logistics services. This shift in market behavior further fueled the growth of the ojol industry. Even now, we continue the habit of ordering food online, don't we? Isn't it just convenient? Well, we can thank ojol for that!

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COMPANY PROFILE

Company	GroB Holdings Inc. (PT Grab Teknologi Indonesia)
Founder	Anthony Tan and Tan Hock Ling
Year Founded	2012
Based in	Singapore
Services Offered	Transportation, food delivery, grocery and package delivery, financial services, entertainment and productivity, health services, and home maintenance services.

COMPANY PROFILE

Company	PT GoTo Gojek Tokopedia Indonesia Tbk (GO TO)
Founder	Noelie Makarim, Kevin Alwe, and Michael Onggo
Year Founded	2010
Based in	Indonesia
Services Offered	Transportation, food delivery, grocery and package delivery, financial services, entertainment and productivity, home cleaning and services.

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Most Used Ojol Apps in 2022

RANK	APP	PERCENT OF RESPONDENTS
1.	Gojek	82%
1.	Grab	53%

Source: Institute for Development of Economics & Finance (INDEF), 2022.

Sales Market Share of Gojek and Grab From January 2021 – July 2022

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Endless Innovation:
The Key to Thrive in A Competitive Industry

In a competitive industry like the ojol industry, the constant need for innovation stems from the rapid growth of technology and evolving consumer expectations. Moreover, the influx of new players entering the market makes it challenging for companies to stand out. Therefore, innovation is essential to help them differentiate themselves and attract consumers. As two most dominant players in the industry, Gojek and Grab have their own "battle of innovation" as well. Let's see how they compete with each other!

Gojek's Innovations

- GoFood: An online food delivery service.
- GoPay: E-Wallet by Gojek, providing financial services.
- Service Variability: Provides premium services like GoCar Luxe and GoRide XL, and logistics service GoSend Car for up to 100 kg.
- GoTransit: Integrates Commuter Line and GoTaksi services.
- GoServices: Offers home cleaning, AC service, and car wash services.
- GoDinein: Provides dining vouchers for curated restaurants, purchasable only through the Gojek app.

Grab's Innovations

- GrabFood: An online food delivery service.
- GrabPay: Collaboration with OVO, Superbank, and Brikka in providing financial services.
- GrabHealth: Partnership with Good Doctor for health consultations, medical appointments, and delivery of medicines and health products.
- Clean & Fix Collaboration with Sejasaja.com for home maintenance services.
- GrabMerchant: Platform for accelerating digital transformation of Micro-, Small and Medium-sized Enterprises (MSMEs) in Indonesia.
- Grab Tourism Safety & Security Center: A page for 9 major tourist cities in Indonesia, providing contact information for safety and security services.

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Their Competitive Business Models

As two most dominant companies in the industry, Grab and Gojek have always been so competitive with each other. From "who can provide good service with the cheapest price" to "who can give promos and discounts the most". Grab, for instance, is known for its competitive pricing, while Gojek has slightly higher prices but offers more diverse services. This strategy of focusing on price and promotions is part of a broader competitive business model, which includes:

- Cost leadership:** Attracting consumers by offering lower prices than competitors.
- Differentiation:** Offering unique features or higher quality services to stand out.
- Focus Strategy:** Targeting specific market segments with tailored services.

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From Competition to Collaboration: A Shift in Strategy

However, relying solely on price and discounts is not sustainable in the long run, as it can lead to price wars between companies, creating low price expectations from consumers in the long run, and worst, it can hinder innovation and possibly lead to bankruptcy due to the company not being able to cover its operational costs.

Thus, to create a more sustainable business strategy, Gojek and Grab have shifted towards improving service quality and collaborating with various stakeholders, from private parties to local governments. For instance, Grab collaboration with Sejasaja.com in providing Good & Fix services (2019) and Gojek collaboration with local government of Malang in building MSMEs and tourism in the digital era (2021).

Therefore, not only innovation is crucial, but sustainability of a business is also essential to survive in a competitive market.

What do you think about their unique innovation and shift to a collaboration business model? Do you think it's a good strategy? Future Leaders? Let's discuss it together!

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Design Feed



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Motion Graph



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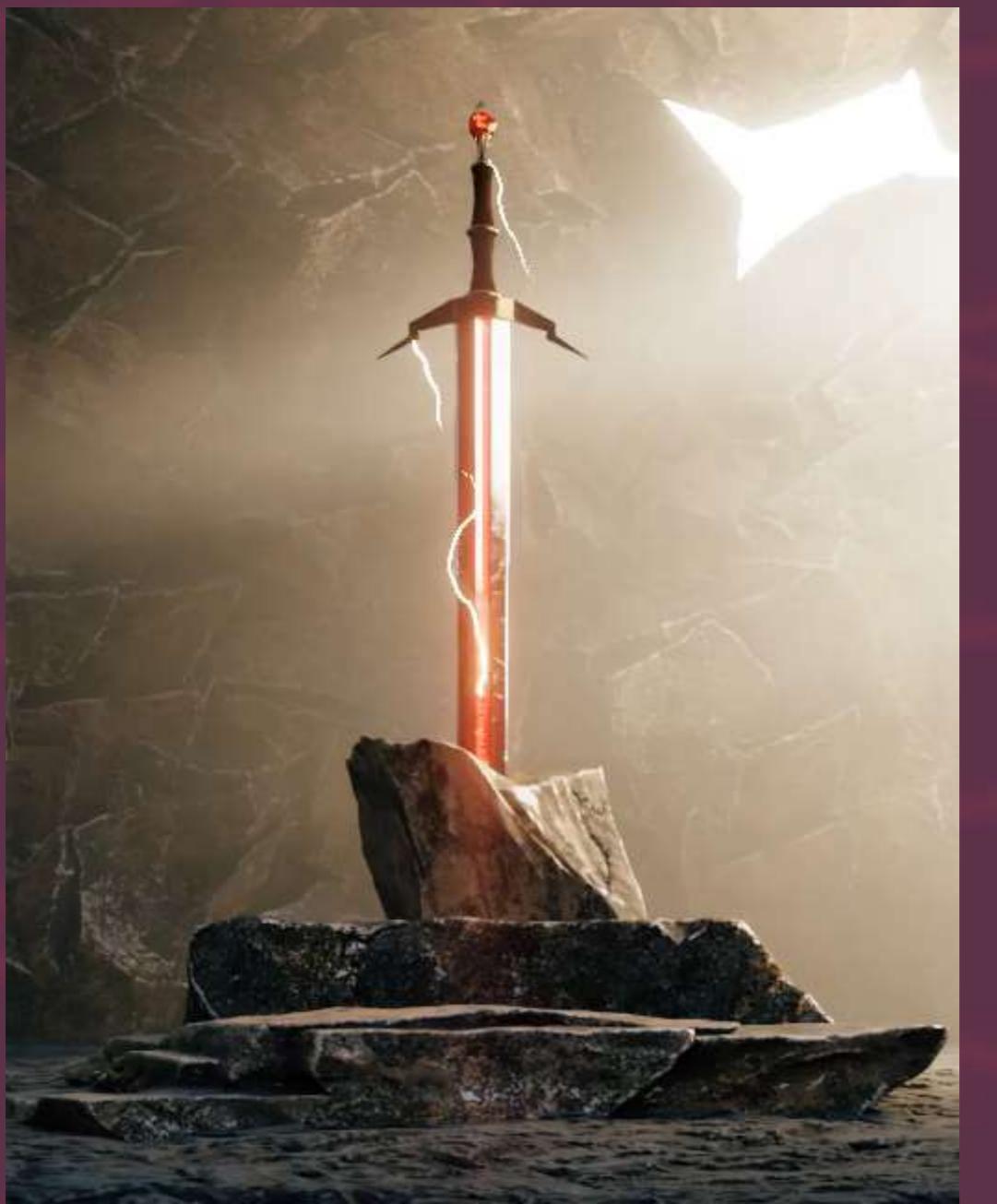


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3D DESIGN



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