# LAPORAN WEB SITE DATA GOOGLE ANALYTICS dan SERVER

**BANK SULSELBAR AGUSTUS 2019** 

#### Active User (Pengguna Aktif) Agustus 2019



#### **Dimensi Pengunjung Agustus 2019**

User Type (?)	Acquisition			Behavior		
	Users ⊘ ↓	New Users ?	Sessions ?	Bounce Rate	Pages / Session	Avg. Session Duration ?
	14,295 % of Total: 100.00% (14,295)	12,604 % of Total: 100.11% (12,590)	23,089 % of Total: 100.00% (23,089)	57.17% Avg for View: 57.17% (0.00%)	2.54 Avg for View: 2.54 (0.00%)	00:02:08 Avg for View: 00:02:08 (0.00%)
New Visitor	<b>12,615</b> (73.00%)	12,604(100.00%)	12,604 (54.59%)	54.43%	2.52	00:02:00
2. Returning Visitor	<b>4,666</b> (27.00%)	0 (0.00%)	10,485 (45.41%)	60.46%	2.57	00:02:18

## Demografi Lokasi Pengguna Aktif Agustus 2019

	Acquisition			Behavior			
City ?		Users ⑦ ↓	New Users ?	Sessions ?	Bounce Rate	Pages / Session	Avg. Session Duration ?
		13,847 % of Total: 96.87% (14,295)	12,211 % of Total: 96.99% (12,590)	22,585 % of Total: 97.82% (23,089)	56.64% Avg for View: 57.17% (-0.91%)	2.57 Avg for View: 2.54 (0.95%)	00:02:10 Avg for View: 00:02:08 (1.48%)
1.	Makassar	8,720 (60.43%)	7,400 (60.60%)	14,573 (64.53%)	57.86%	2.54	00:02:07
2.	Surabaya	2,830 (19.61%)	2,409 (19.73%)	<b>4,111</b> (18.20%)	53.86%	2.62	00:02:28
3.	Jakarta	<b>1,117</b> (7.74%)	931 (7.62%)	1,608 (7.12%)	55.66%	2.45	00:01:59
4.	Palu	941 (6.52%)	786 (6.44%)	1,236 (5.47%)	50.24%	2.89	00:02:02
5.	Bandung	70 (0.49%)	58 (0.47%)	92 (0.41%)	57.61%	2.10	00:01:19
6.	Medan	70 (0.49%)	66 (0.54%)	77 (0.34%)	76.62%	1.55	00:00:33
7.	(not set)	69 (0.48%)	54 (0.44%)	74 (0.33%)	59.46%	2.49	00:02:05
8.	Palembang	<b>48</b> (0.33%)	43 (0.35%)	55 (0.24%)	67.27%	2.25	00:01:43
9.	Bekasi	<b>47</b> (0.33%)	35 (0.29%)	78 (0.35%)	46.15%	3.51	00:02:40
10.	Denpasar	40 (0.28%)	33 (0.27%)	87 (0.39%)	64.37%	2.97	00:03:16

<sup>\*)</sup> Data diambil 10 kota terbesar

## Perangkat Pengguna Akses Bank Sulselbar Agustus 2019

Device Category ?	Acquisition			Behavior		
	Users ⊘ ↓	New Users ?	Sessions ?	Bounce Rate	Pages / Session	Avg. Session Duration ?
	14,295 % of Total: 100.00% (14,295)	12,604 % of Total: 100.11% (12,590)	23,089 % of Total: 100.00% (23,089)	57.17% Avg for View: 57.17% (0.00%)	2.54 Avg for View: 2.54 (0.00%)	00:02:08 Avg for View: 00:02:08 (0.00%)
1. mobile	10,878 (75.99%)	9,623 (76.35%)	17,209 (74.53%)	57.17%	2.53	00:02:05
2. desktop	<b>3,360</b> (23.47%)	2,907 (23.06%)	5,779 (25.03%)	57.05%	2.57	00:02:18
3. tablet	<b>77</b> (0.54%)	74 (0.59%)	101 (0.44%)	62.38%	2.56	00:01:49

#### **Sumber Akses Pengguna Agustus 2019**

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate	Pages / Session	Avg. Session Duration ?
	14,295 % of Total: 100.00% (14,295)	12,604 % of Total: 100.11% (12,590)	23,089 % of Total: 100.00% (23,089)	57.17% Avg for View: 57.17% (0.00%)	2.54 Avg for View: 2.54 (0.00%)	00:02:08 Avg for View: 00:02:08 (0.00%)
1. Organic Search	11,018 (75.26%)	9,650 (76.56%)	16,479 (71.37%)	53.03%	2.72	00:02:22
2. Direct	2,252 (15.38%)	2,114 (16.77%)	3,314 (14.35%)	53.71%	2.58	00:02:00
3. Referral	1,245 (8.50%)	718 (5.70%)	3,162 (13.69%)	82.48%	1.57	00:01:04
4. Social	<b>124</b> (0.85%)	122 (0.97%)	131 (0.57%)	55.73%	2.00	00:00:57
5. (Other)	1 (0.01%)	0 (0.00%)	3 (0.01%)	0.00%	18.67	00:11:01

Source / Medium ?		Acquisition	Behavior				
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate	Pages / Session	Avg. Session Duration ?
		14,295 % of Total: 100.00% (14,295)	12,604 % of Total: 100.11% (12,590)	23,089 % of Total: 100.00% (23,089)	57.17% Avg for View: 57.17% (0.00%)	2.54 Avg for View: 2.54 (0.00%)	00:02:08 Avg for View: 00:02:08 (0.00%)
1.	google / organic	10,887 (74.23%)	9,521 (75.54%)	16,294 (70.57%)	52.98%	2.73	00:02:23
2.	(direct) / (none)	<b>2,252</b> (15.35%)	2,114 (16.77%)	3,314 (14.35%)	53.71%	2.58	00:02:00
3.	hotspotbssb.com / referral	<b>616</b> (4.20%)	293 (2.32%)	2,133 (9.24%)	90.20%	1.26	00:00:42
4.	ppm-rekrutmen.com / referral	286 (1.95%)	187 (1.48%)	374 (1.62%)	66.04%	2.31	00:01:08
5.	id.search.yahoo.com / referral	<b>71</b> (0.48%)	56 (0.44%)	80 (0.35%)	25.00%	3.20	00:03:00
6.	bing / organic	70 (0.48%)	67 (0.53%)	92 (0.40%)	63.04%	1.95	00:00:51
7.	yahoo / organic	70 (0.48%)	61 (0.48%)	89 (0.39%)	50.56%	2.66	00:02:15
8.	l.instagram.com / referral	<b>68</b> (0.46%)	68 (0.54%)	70 (0.30%)	32.86%	2.53	00:01:32
9.	research.net / referral	<b>56</b> (0.38%)	32 (0.25%)	135 (0.58%)	89.63%	1.16	00:00:18
10.	facebook.com / referral	<b>42</b> (0.29%)	42 (0.33%)	42 (0.18%)	97.62%	1.07	00:00:01

#### Data Rekap Upload Berita – Bank Sulselbar Agustus 2019

No.	Tanggal	Judul Berita	View
1	01 Agustus 2019	Alat Rekam Transaksi Usaha akan Dipasang di 33 Titik di Bantaeng	81
2	02 Agustus 2019	AFPI dan ASBANDA Gelar Fintech Fest 2019, Dorong Pertumbuhan	147
		Ekonomi Digital Sulut	
3	05 Agustus 2019	700 Anak di Soppeng Peringati Hari Anak Nasional	66
4	05 Agustus 2019	Gelar Porseni, FKIJK Sulselbar Pertandingkan 11 Cabang Olahraga	88
		dan Seni	
5	06 Agustus 2019	Lowongan Kerja Bank Sulselbar	1571
6	06 Agustus 2019	Pemkab Bantaeng Serahkan Ranperda Perubahan APBD 2019	80
7	07 Agustus 2019	PT Bank SulSelbar Serahkan Bantuan CSR Ke STISIP Muhammadiyah	68
		Sinjai	
8	07 Agustus 2019	Porseni FKIJK Diharap jadi Agenda Tahunan	125
9	08 Agustus 2019	Pemprov Berlakukan Transaksi Non Tunai Online Nol Rupiah	107
10	08 Agustus 2019	Kemudahan Pelaku Usaha Di Enrekang	101
11	08 Agustus 2019	Serahkan Bantuan Mobil Ambulance ke Baznas, Ini Harapan BPD	119
		Sulselbar Enrekang	
12	12 Agustus 2019	Bank Sulselbar Perkuat Layanan Pensiunan Taspen	103
13	14 Agustus 2019	73% Penerima Subsidi FLPP Kalangan Swasta	90
14	14 Agustus 2019	Liga 3 Asprov PSSI Sulsel Mulai Digelar 1 September	263
15	15 Agustus 2019	KPK Dorong Optimalisasi PBB-KB di Sulawesi Selatan	75
16	15 Agustus 2019	Target Pajak Rp2 M, Bapenda Luwu Pasang Aplikasi Berbasis Online	83
		di Hotel dan Restoran	
17	20 Agustus 2019	Bapenda Palopo Imbau Pelaku Usaha Dukung Pemasangan POS	59
18	20 Agustus 2019	Bupati Beri Bantuan Rp50 Juta untuk Koperasi Legium Veteran Tana	67
		Toraja	
19	21 Agustus 2019	Bank Sulselbar-Taspen Tingkatkan Kerjasama	80
20	21 Agustus 2019	Sekprov Abdul Hayat Tekankan Peningkatan Produktivitas Lingkup	84
		Sulsel	
21	21 Agustus 2019	Gandeng Bank Sulselbar, Pemda Sinjai Serahkan Bantuan Mobil ke	116
		Pengusaha Makanan	
22	27 Agustus 2019	Gubernur Sulsel dan Wakilnya Kompak Hadiri HUT Kabupaten	68
		Toraja Utara	
23	27 Agustus 2019	Bank Sulselbar FC Tak Main-main Hadapi Persaingan di Liga U-16	66
		Piala Menpora	
24	27 Agustus 2019	BUMN dan BUMS Diharap Ambil Bagian Meriahkan FKN di Luwu	78
		Raya	