



PROJECT REPORT

KELOMPOK 1 Q2

SUKABAKMI

DIGITAL MARKETING

Table Of Content

- Content Pillar
- Top Performing Post
- Low Performing Post
- Feeds & Reels Review
- Analytic Report
- Instagram Insight Recapitulations

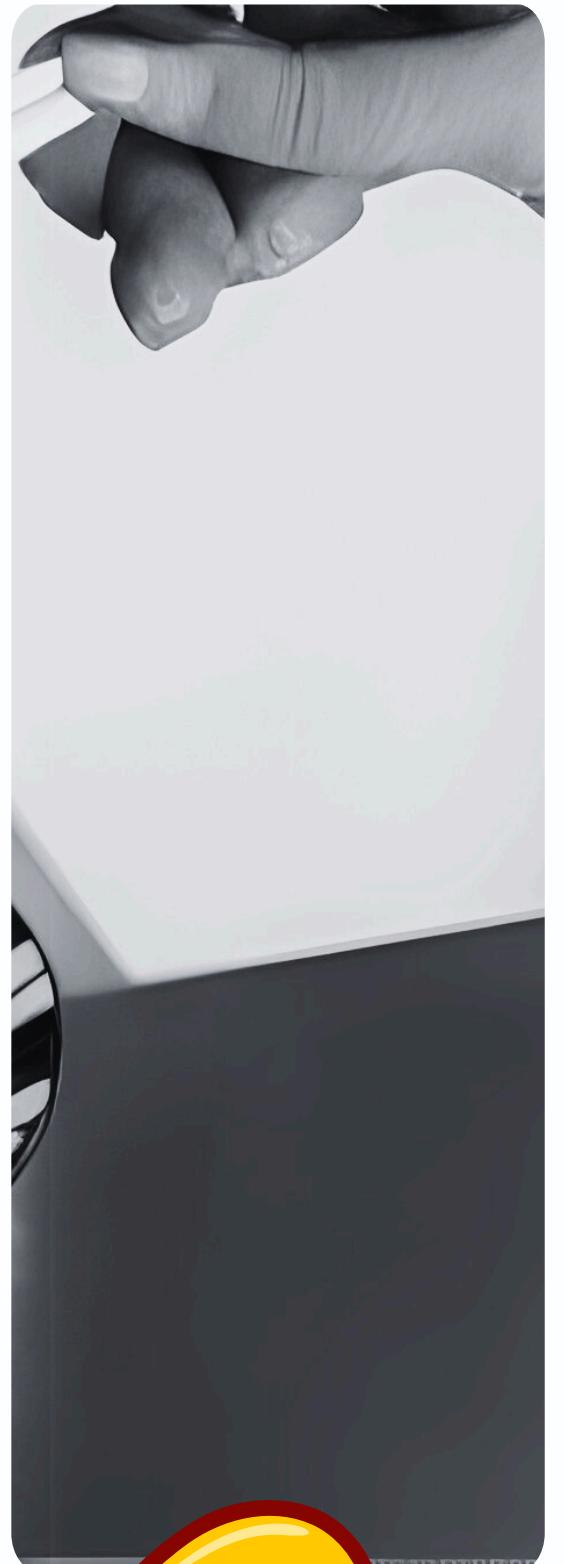
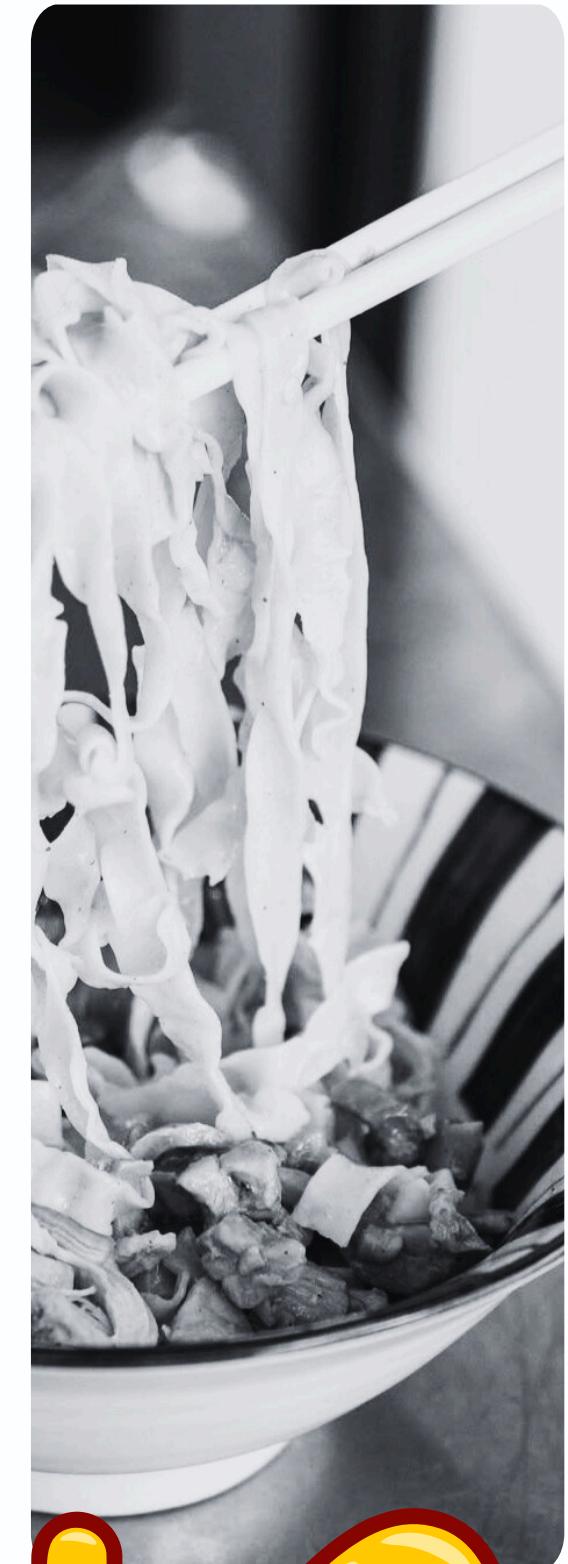
Content Pillar

ENTERTAIN

- Lari lari mengejar SukaBakmi (Reels)
- Gagal Diet di Sukabakmi (Reels)
- Pingsan Karena Keenakan (Reels)
- Balik dalam 5 menit karena ketinggalan sesuatu (Reels)
- Pas pasan Mau ke SukaBakmi (Reels)
- POV: punya temen yang photogenic (Reels)
- Mau ini untuk kakak atau dikali dua buat orang lain? (Reels)

EDUCATE

- Bakmi vs Mie Ayam, Jauh lah bedanya! (Feeds)
- Tim Mie Lebar atau Mie Tipis (Feeds)



Uploaded



Content

Package	Reels (7)	Feeds (2)
Uploaded	7	2



TOP ↑

PERFORMING

POST 😊

Top Performing Post



Top 1



Reels

713|45|5|6|3|56
|50,8%|Organik

Top 2



Reels

806|27|6|3|1|36|
50%|Organik

Top 3



Reels

434|22|4|3|0|29
|64,5%|Organik

LOW  **PERFORMING**
POST 

Low Performing Post



Top 1



Feeds
88|16|4|0|2|20|
50%|Organik

Top 2



Reels
247|18|5|0|0|23|
65,2%|Organik

Top 3



Feeds
183|18|4|1|25|23|
65,2%|Organik

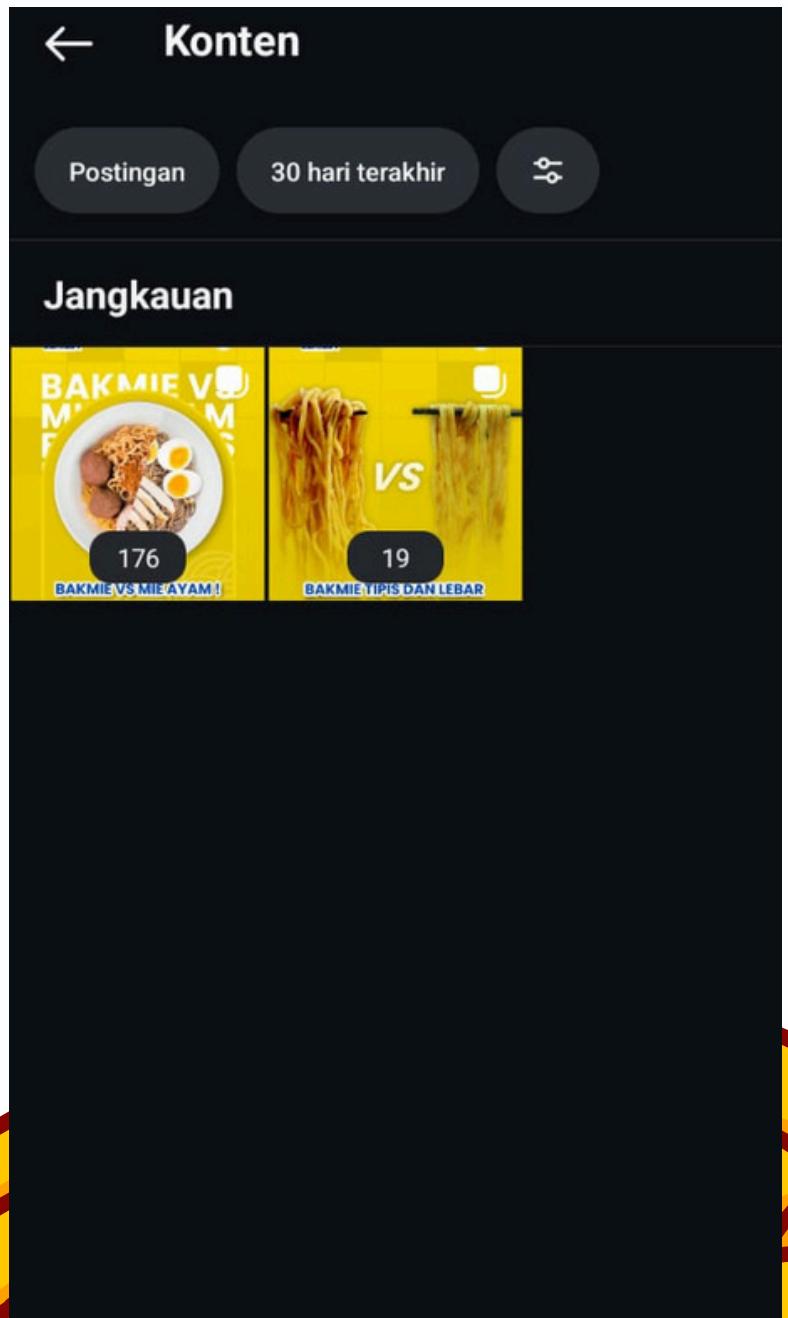


**FEEDS
&
REELS**

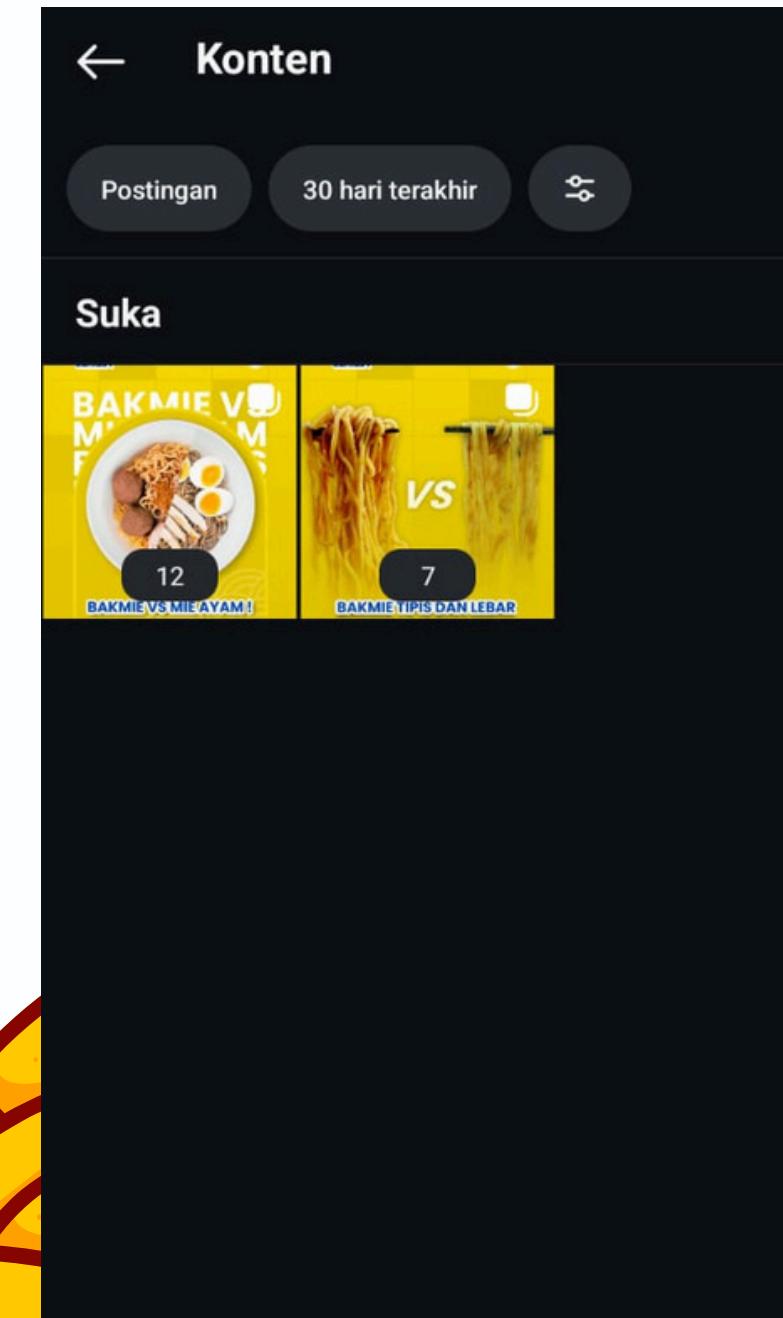
REVIEW

Feeds Review

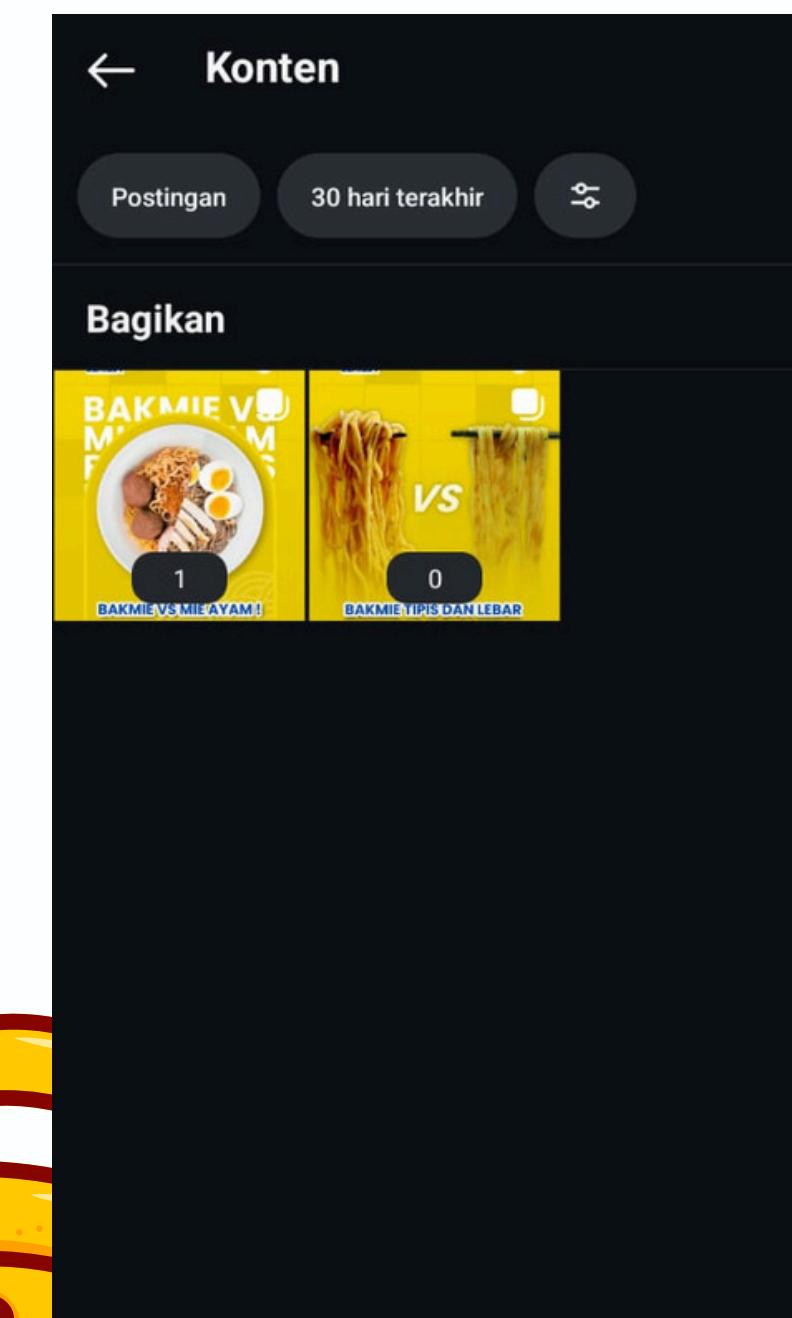
Reach



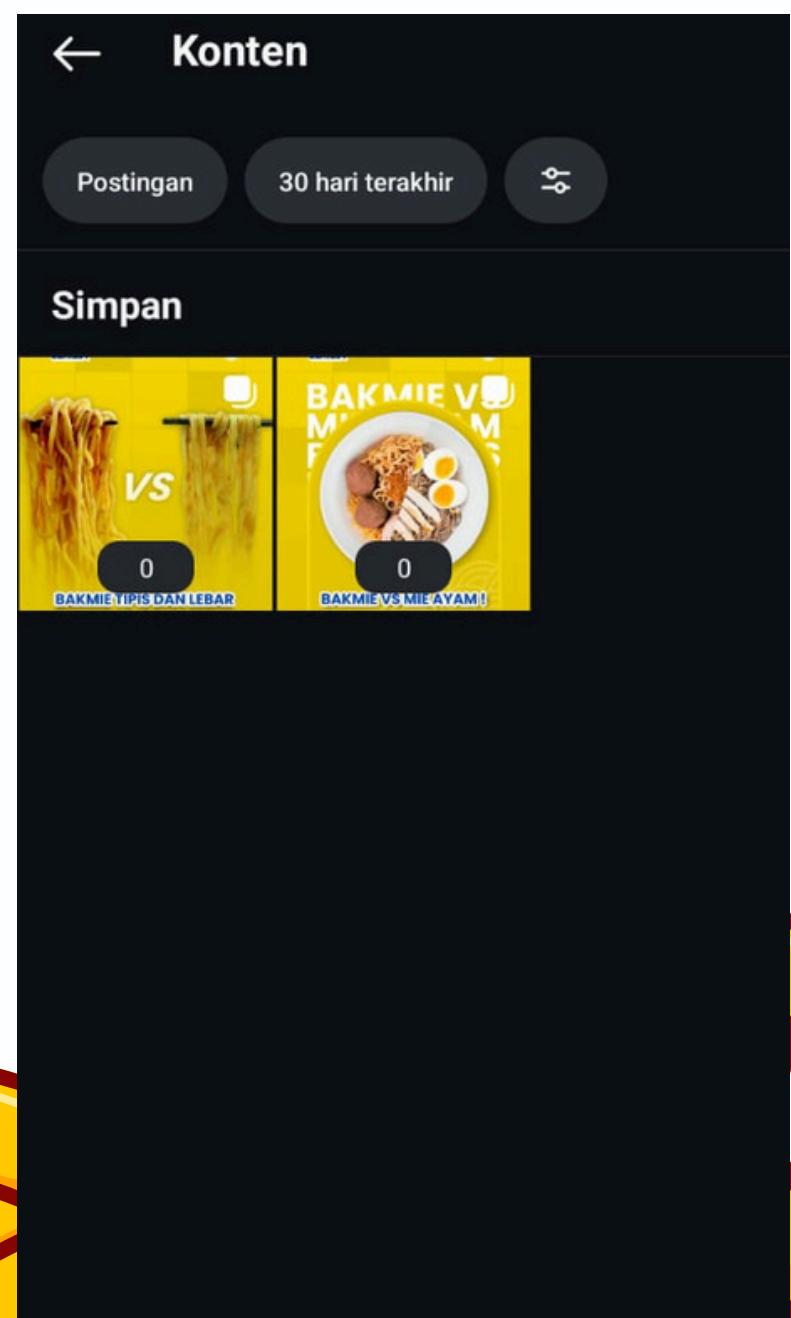
Likes



Share

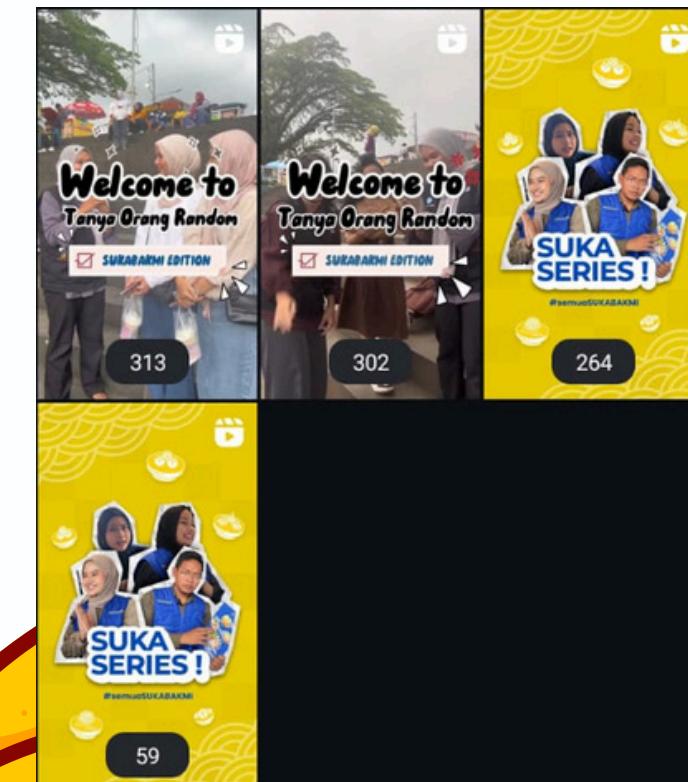
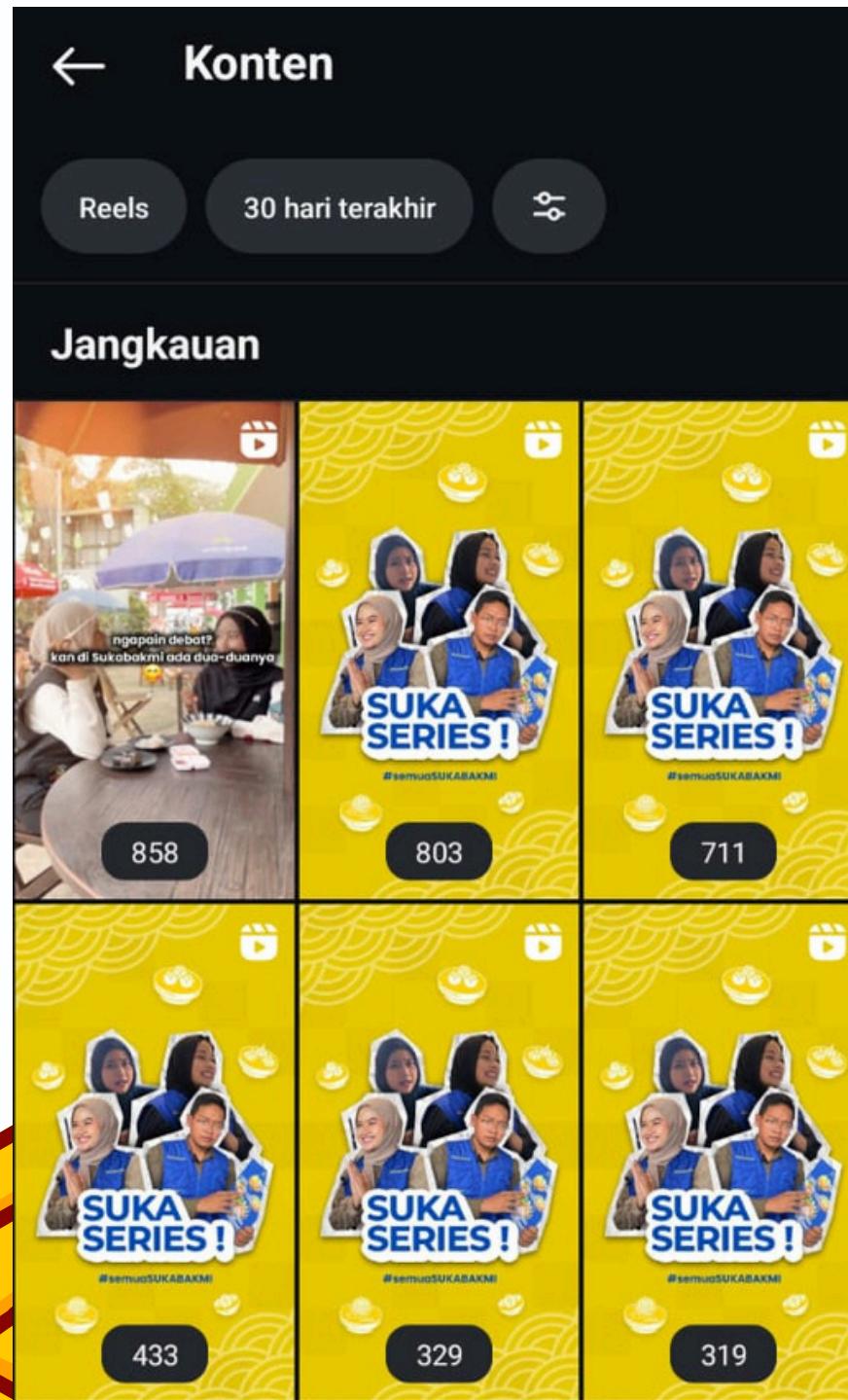


Save

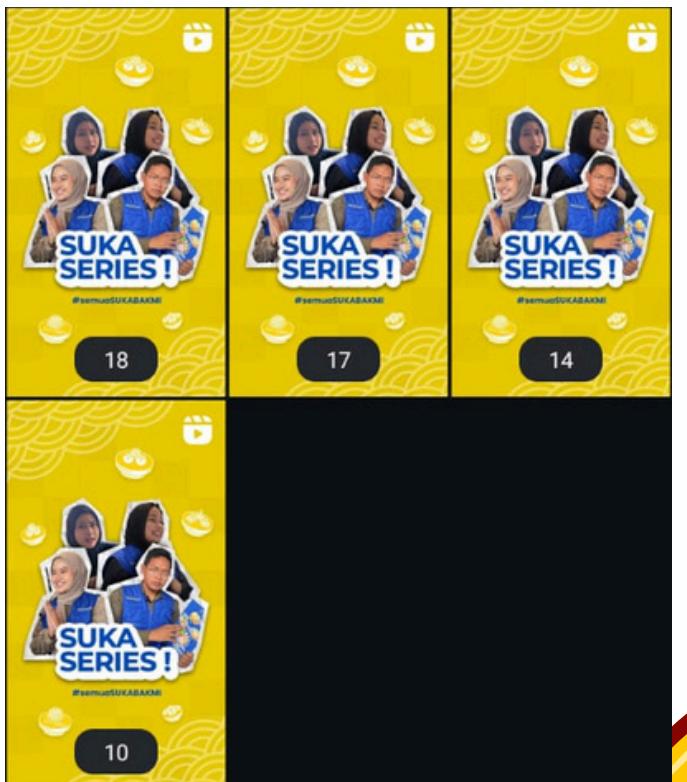
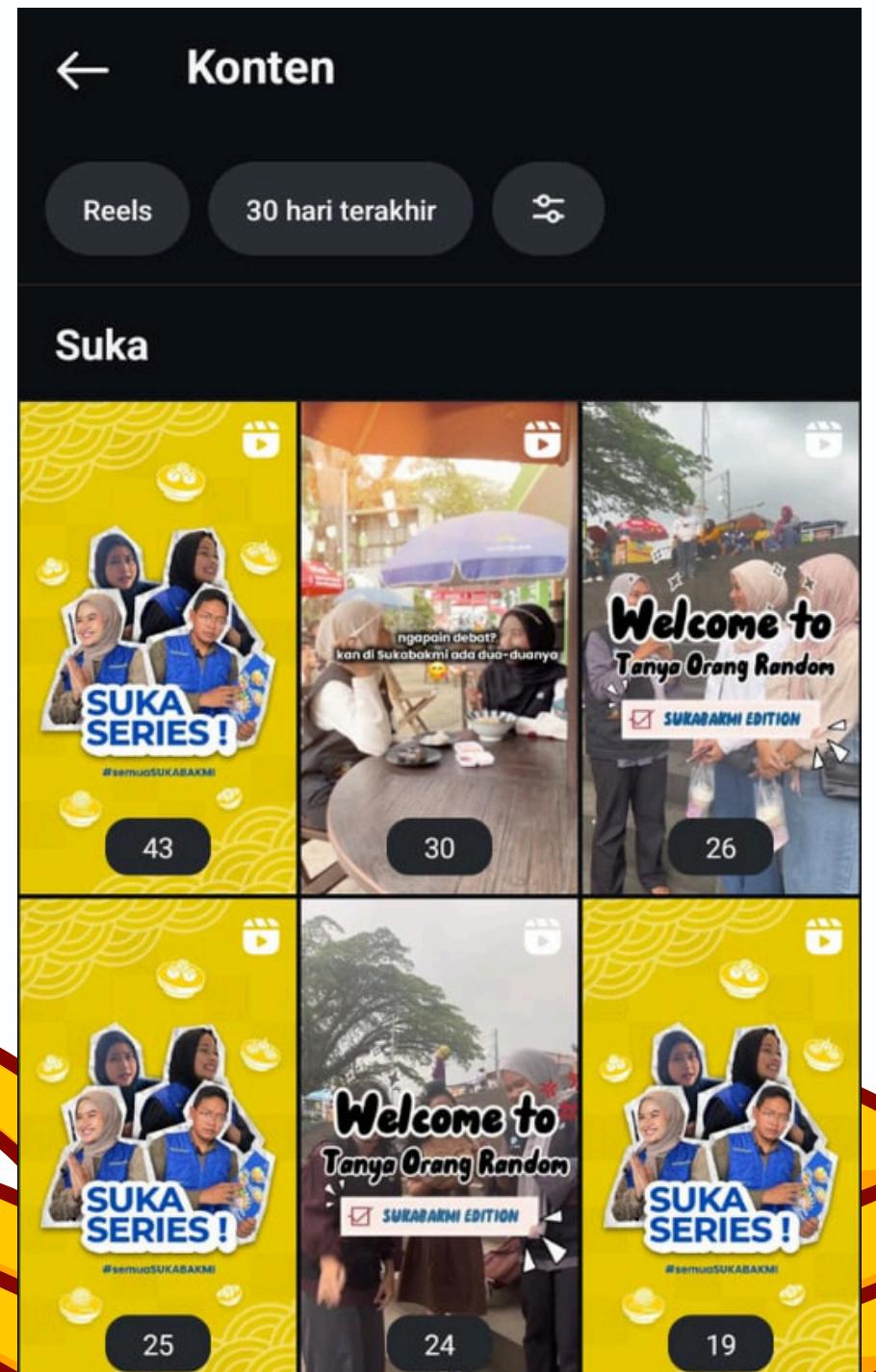


Reels Review

Reach

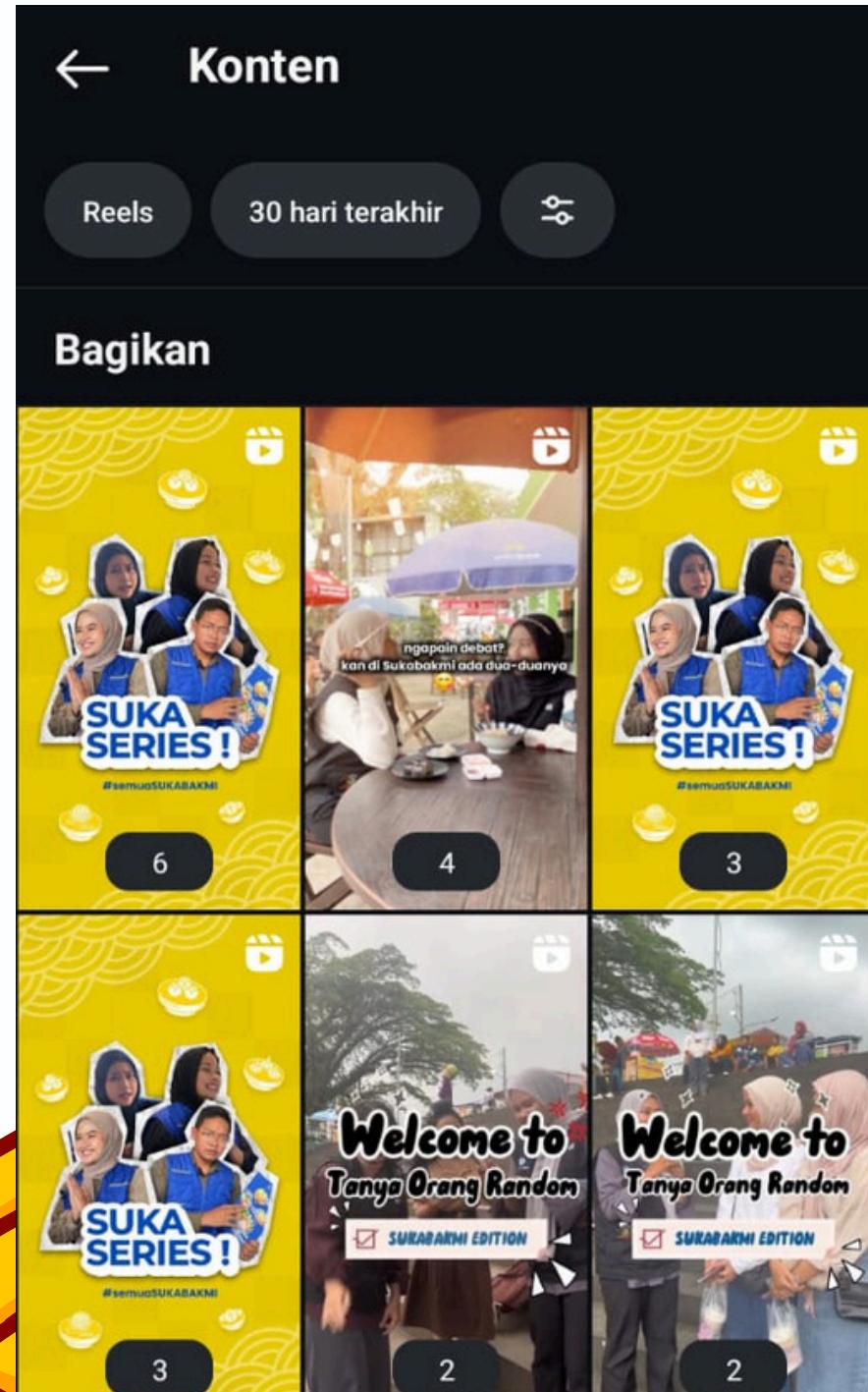


Likes

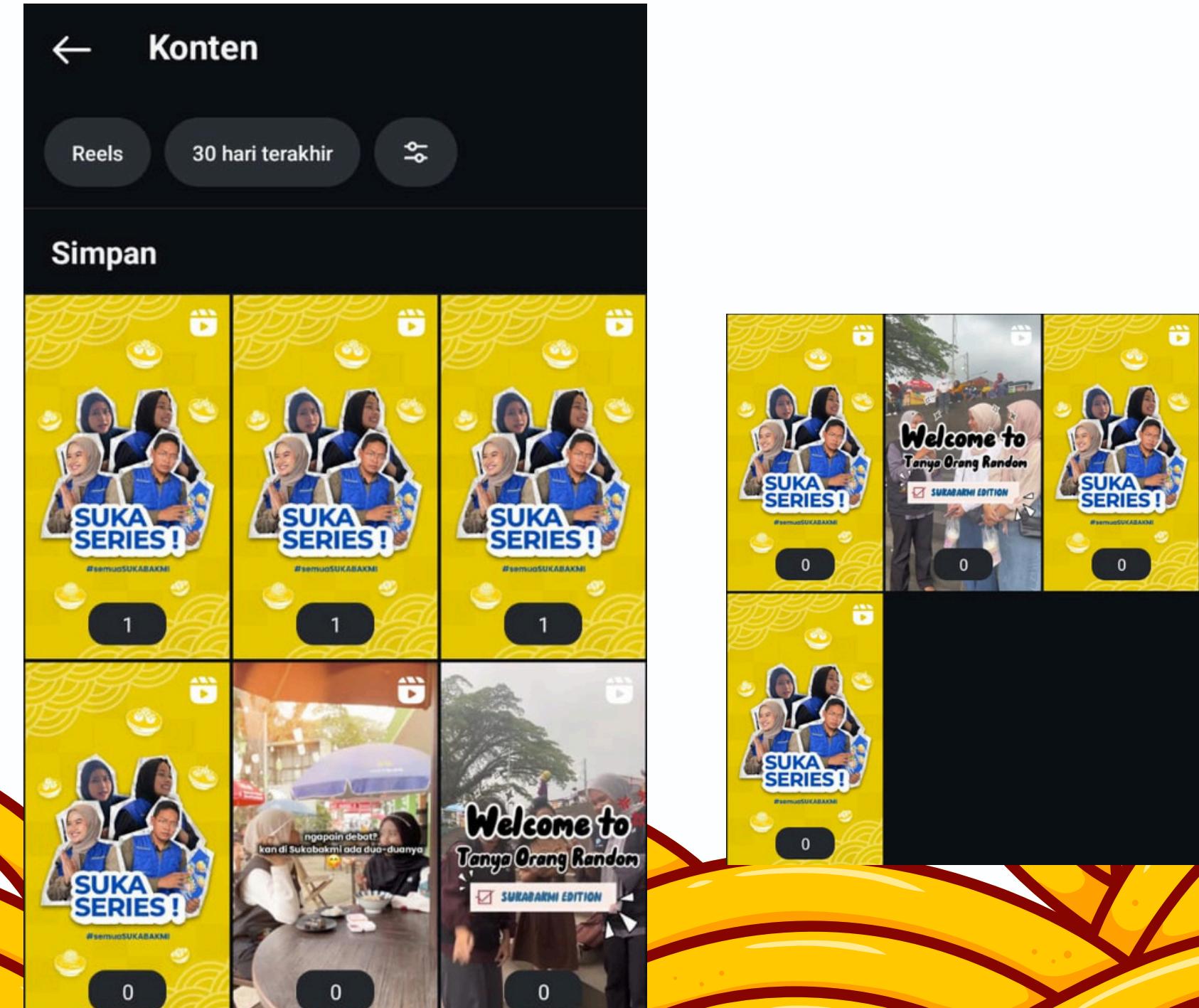


Reels Review

Share



Save

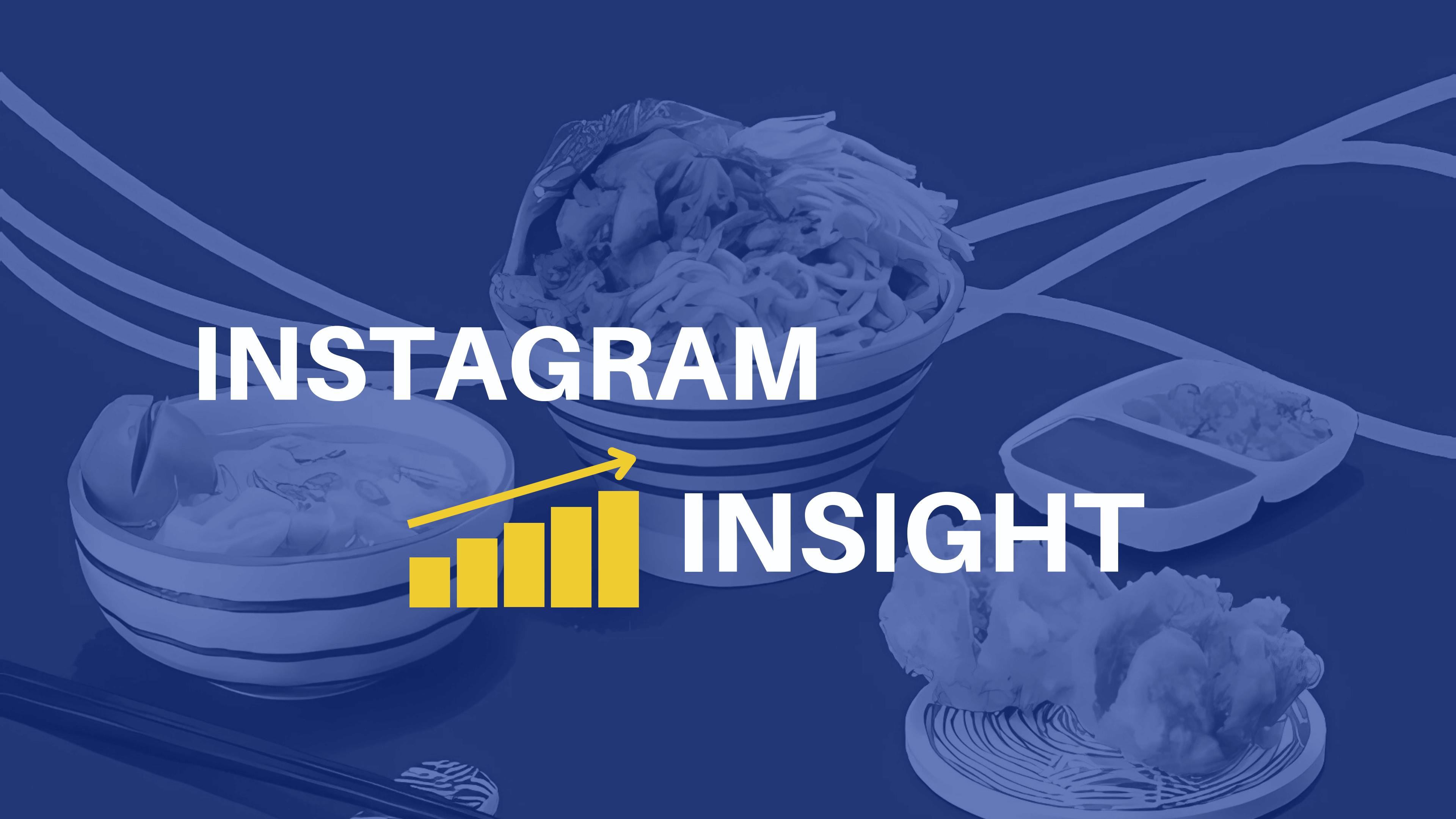


ANALYTIC REPORT

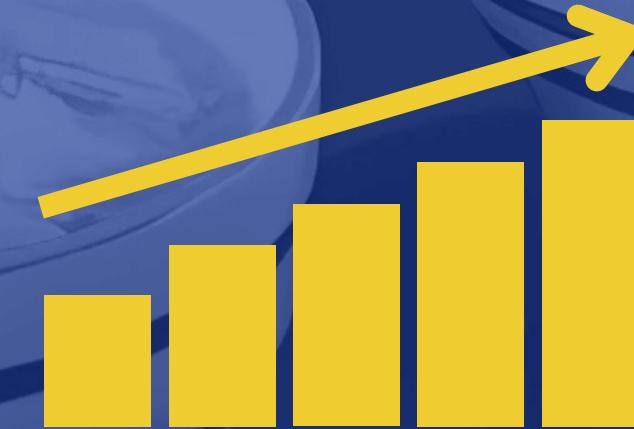


Analitycal Report Mei 2025

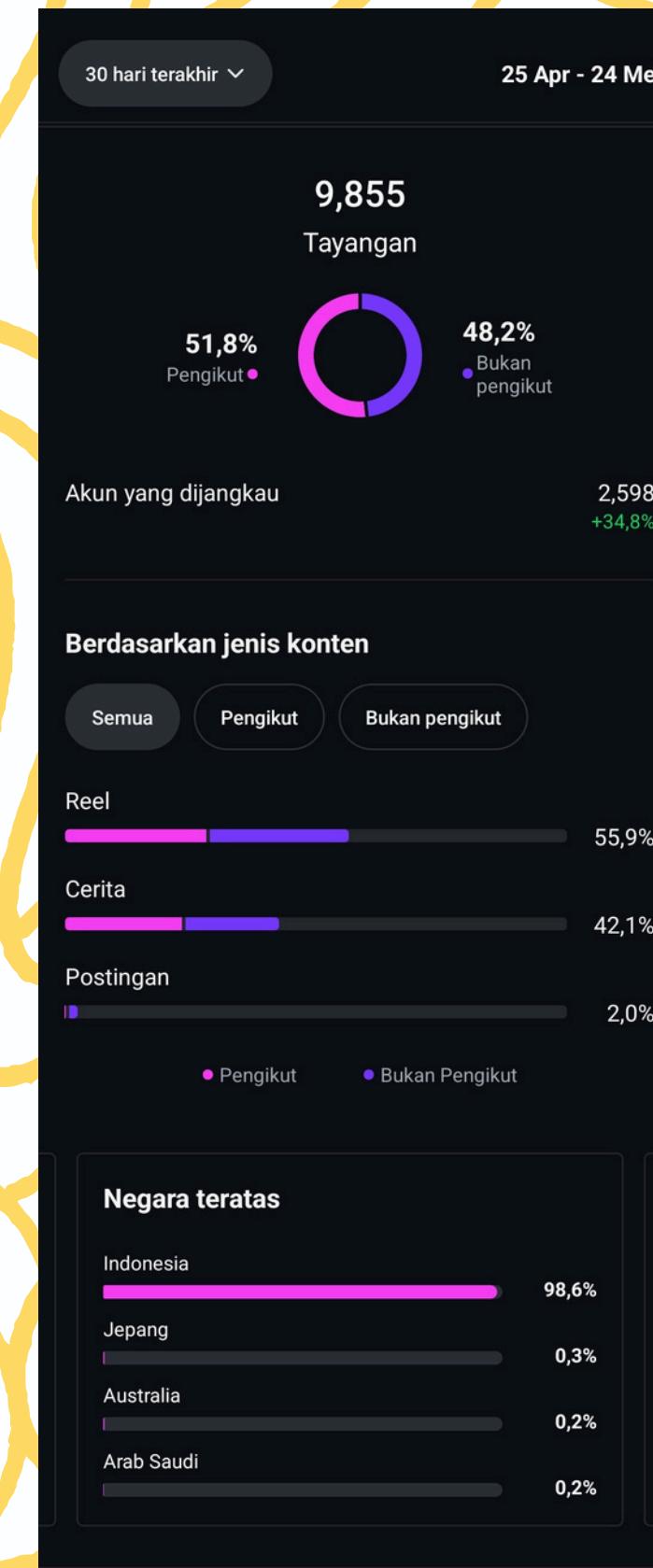
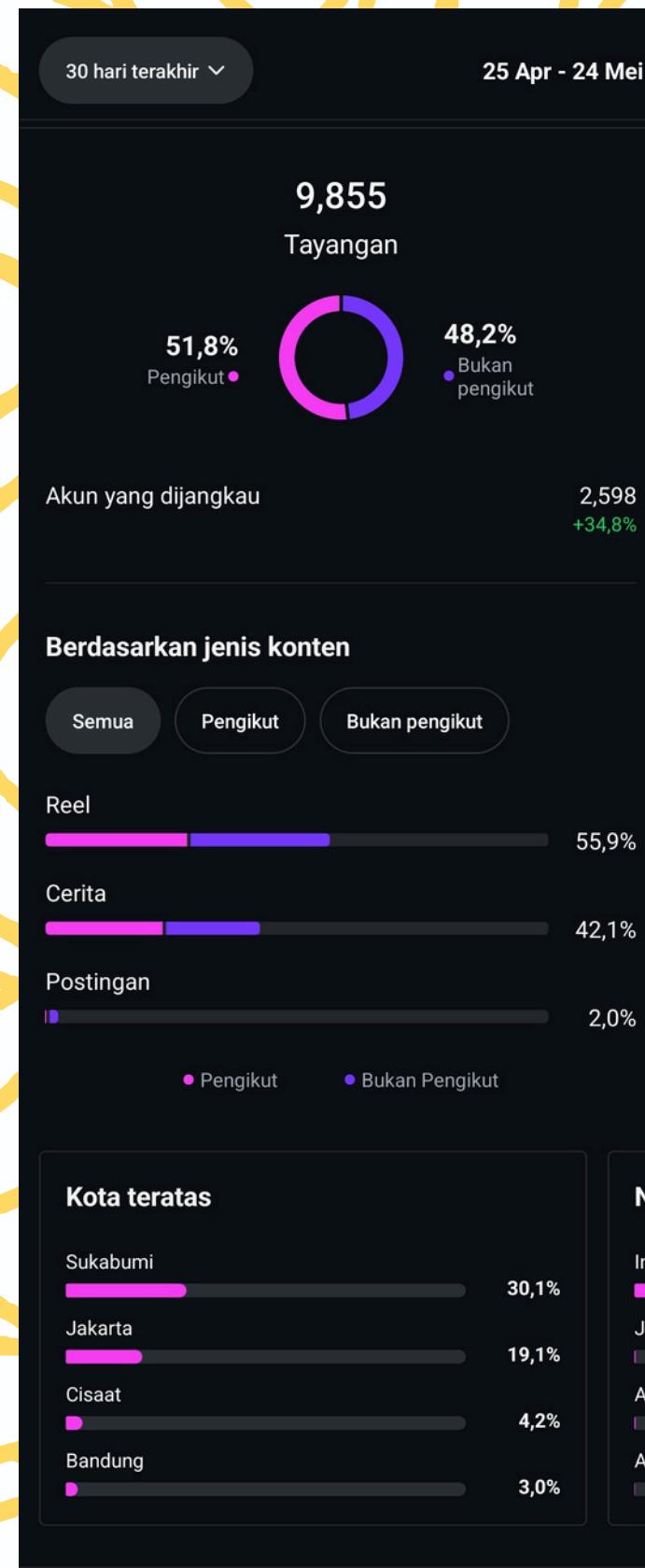
	MEI
Total Postingan	9
Total Reach	3148
Average Reach/Post	349,78
Total Like	179
Average Like	19,7
Total Comment	38
Average Comment	4,2
Total Save	3
Avarage Save	0,3
Total Share	16
Avarage Share	1,7
Profile Visit (Feeds)	900
Last Followers	797
Current Followers	851
Followers Growth	16,6
Engagement Rate Account (Based on Like & Comment)	25,49%
Engagement Rate Account (Based on Like, Comment, Share, Save)	27,72%
Engagement Rate Account (Based on slide.id)	21,3%



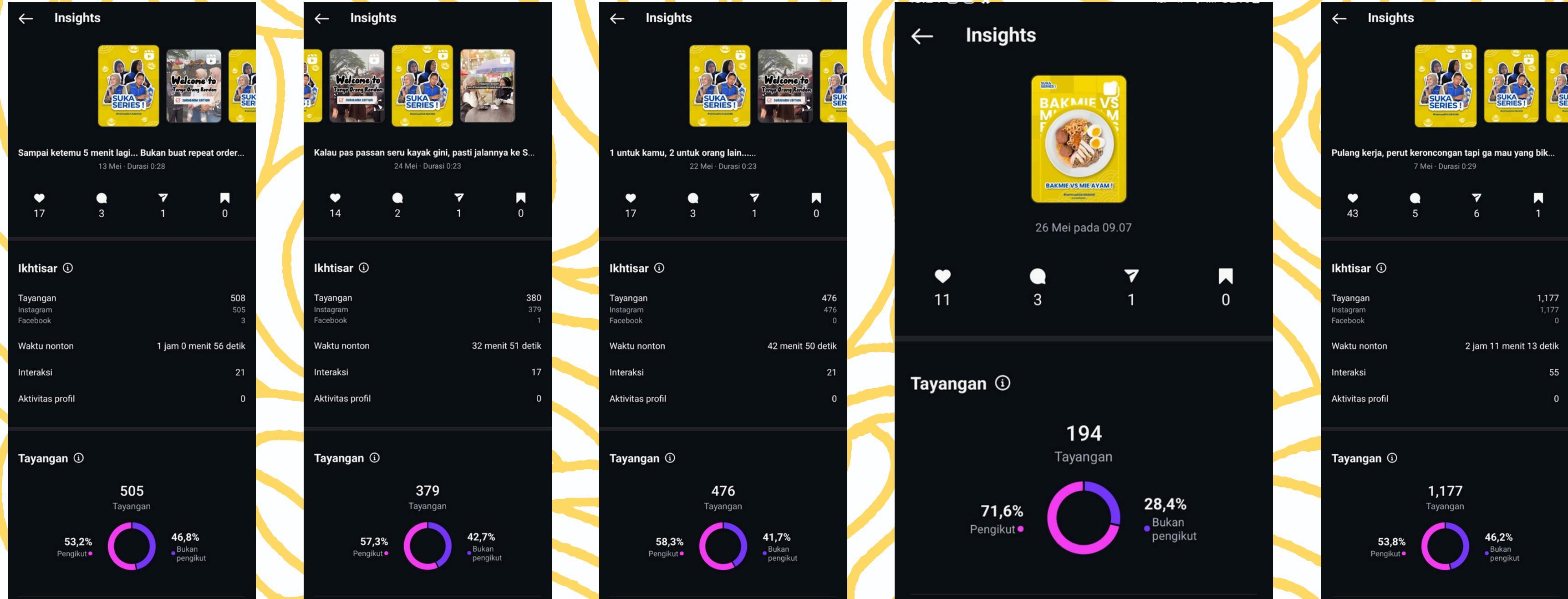
INSTAGRAM INSIGHT



Insight Instagram



Insight Instagram



Insight Instagram

The image displays four screenshots from the Instagram mobile application, illustrating various analytical features:

- Left Screenshot (18.44):** Shows the main Insights screen for a post. The post thumbnail is for a reel titled "Niat diet... berakhir order setengah menu 🍕 Di Sukab...". It was posted on May 9 at 0:46. Below the post, the "Ikhtisar" section provides a summary of engagement metrics across different platforms and media types.
- Middle Left Screenshot (18.45):** Displays the "Tayangan" (Views) section for a reel. The reel thumbnail shows two people eating. The reel has 15 views, with 86.7% from followers and 13.3% from non-followers. The average viewing time is 35 seconds.
- Middle Right Screenshot:** Shows a detailed view of a specific reel's insights. The reel thumbnail is for "Punya temen yang salto sambal bawa Sukabakmi aja t...". It was posted on May 27 at 0:41. The "Ikhtisar" section includes a call-to-action for Meta Verified status. Below it, the "Tayangan" section shows 94 views, with 84.4% from followers and 15.6% from non-followers.
- Right Screenshot (19.28):** Shows the "Pengikut" (Followers) screen. It displays follower growth over the last 30 days, ending from April 27 to May 26. The follower count is 851, showing a +5.5% increase compared to April 26. The screen also includes sections for "Pertumbuhan" (Growth), "Keseluruhan" (Overall), "Mengikuti" (Following), and "Berhenti mengikuti" (Unfollowing). A line graph tracks follower counts over time.

Insight Based on Performing Post

- Top performing post ada pada 2 konten berbentuk reels dari bulan april-mei views menunjukan peningkatan yg signifikan yaitu terbanyak mencapai 1.230 konten ini banyak di minati oleh audience sukabakmi.
- Selama 1 bulan Mei konten SukaSeries banyak di minati oleh audience Sukabakmi. Hal ini di karenakan penyajian konten yang menarik dengan metode storytelling untuk membangun kesadaran merek audience.
- Selama 1 bulan Mei terjadi peningkatan sebesar 5,5% sebanyak 54 folowers pada bulan tersebut terdapat postingan reels yang mengenalkan sukabakmi yang di kemas dengan Sukaseries. tampilan outro, cover, dan alur series membuat audience tertarik untuk mengikuti Sukabakmi.

Suggestion

- Berdasarkan Top Performing Post Suka Series Mendapatkan views terbanyak 1.230 ialah SukaSeries.pengembangan konten sukaseries sudah menarik dan membuat audience penasaran dengan alur ceritanya. mungkin untuk meramaikan interaksi bisa di buatkan part 2 dari sukaseriesnya
- menambahkan Konten Sukabakmi dengan menampilkan menu yang ada pada SukaBakmi



DIGITAL MARKETING

KELOMPOK 1 Q2

THANK YOU

HAPPY HOLIDAY