

# Community KitaLulus

Getting higher engagement with  
active user based on  
segmentations

**#1 Engage  
Community**  
In Indonesia



# Who We Are



**KitaLulus** is the number 1  
Job Portal in Indonesia

Awarded as Google Play  
Best App of 2022



**2 Million**  
Monthly Active  
User



**100,000**  
Employers



**250+**  
Cities &  
Regencies



**40,000**  
New jobs every  
month

Registered and supervised by :



KOMINFO

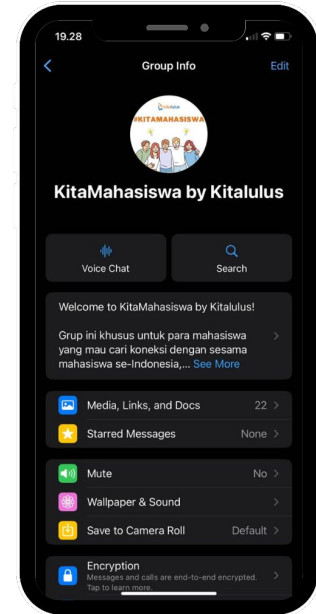
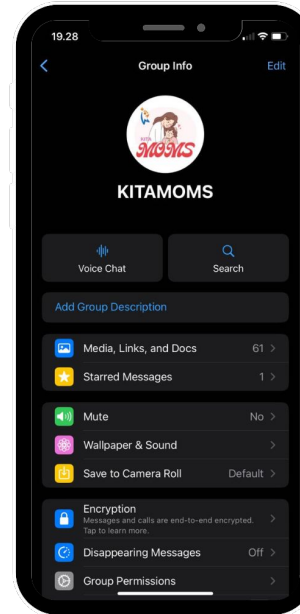
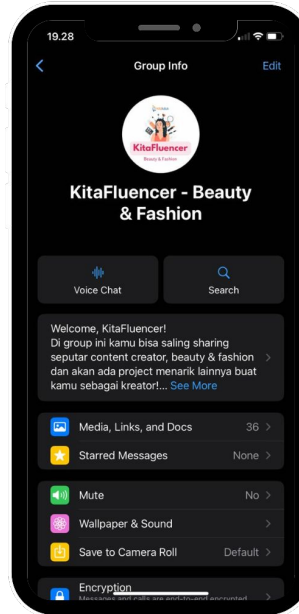
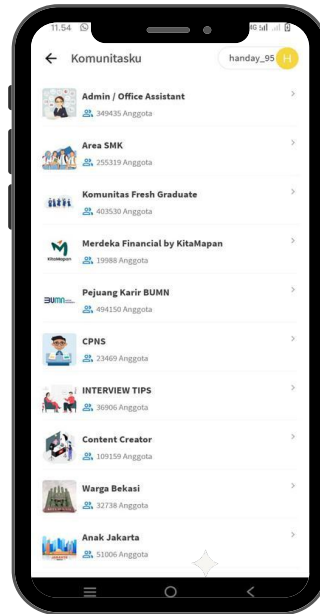
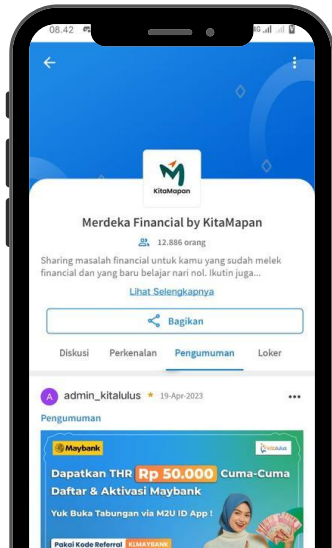


KEMENTERIAN  
KETENAGAKERJAAN  
REPUBLIK INDONESIA

# Our Community

With more than 1 Millions community members from our user on app and exclusive community on whatsapp

## Community Feed



# Community – Engagement



## Ask Me Anything

**Discussions where admin invites an audience or user to ask them any questions.**



## Educational Content

**Aims to increasing user knowledge with sharing tips and trick according to community members segment.**



## Networking

**Expanding connections among fellow community members.**



## Sharing session

**Sharing session with an expert in the same field with community members.**

# Our Marketing Channel



## Email Marketing

Email Marketing Metrics + Avg Open Rate + CTR



## In-App Banner + PN

Avg CTR/Impressions (Banner + Avg open rate PN)



## Digital Community

Categorized interest in-app community feature



## Social Media & Blog

Multichannel social media owned by KitaLulus & KitaFluencers (IG, TikTok, Twitter)



# Collaboration Partnership Potential

**#1 Engage Community**  
In Indonesia



# SPONSORSHIP

Package	Package Name	Quantity	Reward to Community	Notes
SAQU PACKAGE	Saqu Hemat	Start from 200 User	Get <b>Rp 10.000 for every quantity</b> who open bank account	New to bank - open account + Invitation Exclusive to Online event
	Saqu Kaya	Start from 150 User	Rp 20.000 for user who funded on 60k and hold until 14 Days <b>Example : quantity 100 &gt;&gt; reward up to Rp 2.000.000</b>	
	Saqu Mewah	Start from 100 User	Rp25.000 for user who funded on 100k and hold until 14 Days. <b>Example : quantity 100 &gt;&gt; reward up to Rp 2.500.000</b>	
	Saqu Tebal	Start from 50 User	Rp30.000 for user who funded on 150k and hold until 14 Days. <b>Example : quantity 100 &gt;&gt; reward up to Rp 3.000.000</b>	

Notes: Opening Bank digital - BANK SAQU

- Download the bank digital
- Registered with term from KitaLulus Team
- Rewards will increase according to the quantity that can be completed.**



# SPONSORSHIP

Package	Package Name	Quantity	Reward to Community	Notes
<b>Package INA</b>	INA – GEN Z	Start from 100 User	a. <b>Rp 20.000</b> for user who funded on 50k and hold until 14 Days  <b>Example : quantity 100 &gt;&gt; reward up to Rp 2.000.000</b>	New to bank – open account + Invitation Exclusive to Online event
	INA – GEN Y	Start from 50 User	a. <b>Rp 15.000</b> for user who funded on 50k and hold until 14 Days  <b>Example : quantity 100 &gt;&gt; reward up to Rp 1.500.000</b>	
	INA – GEN X	Start from 25 User	a. <b>Rp 10.000</b> for user who funded on 50k and hold until 14 Days  <b>Example : quantity 100 &gt;&gt; reward up to Rp 1.000.000</b>	

## Notes:

- Download Bank Digital INA.
- Registered with term from KitaLulus Team.
- Rewards will increase according to the quantity that can be completed.**



# SPONSORSHIP

Package	Package Name	Quantity	Reward to Community	Notes
<b>WEBULL PACKAGE</b>	Webull RED	Start from 50	<b>a. Rp 50.000 for user who download and transaction</b>	New to bank - open account + Invitation Exclusive to Online event

## Notes:

- a. Download webull app
- b. Registered with KL referral
- c. Transaction

\*Transaction provided by KitaLulus

# TERM & FLOW

**Choose the package**

**All package valid until the end of Oktober**

**If you want to get Webull package, need to choose the other package**

**Opening Bank Acc or NTB will be onboard with team KitaLulus**

**Timeline to fulfill 7 - 14 days**

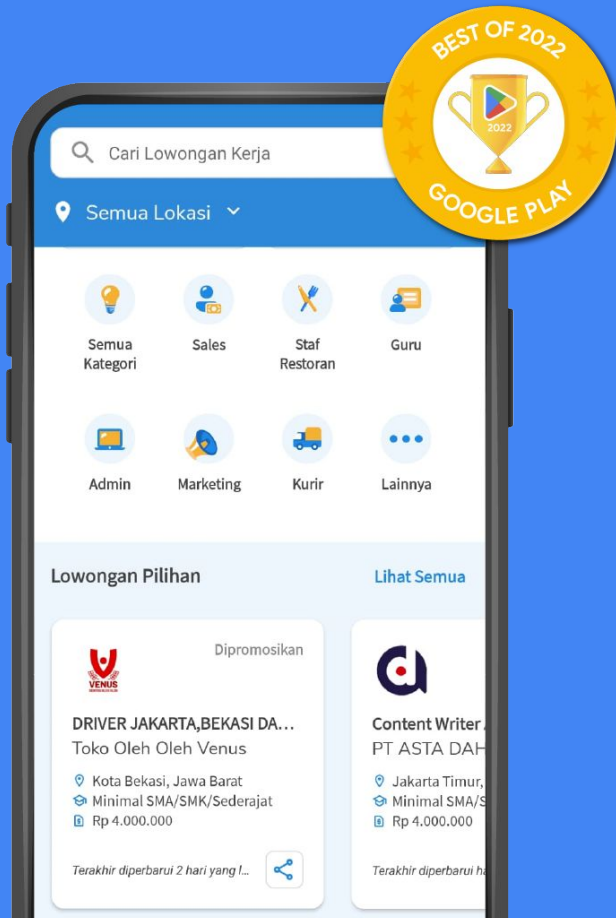
**Team KitaLulus will sent you**

- a. MoU**
- b. Fresh money – Waiting for the checking quantity of NTB**
- c. Benefit 10,000 per account after opening bank account**



## COMMUNITY PARTNER





# Terimakasih

**Syakirah Nadhifah Rizqi Sopyan**  
Community Manager

✉ [syakirah.sopyan@kitalulus.com](mailto:syakirah.sopyan@kitalulus.com)

☎ +62 819-4996-5304