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#ambon
bergerak

Content creation and the success of social media campaign

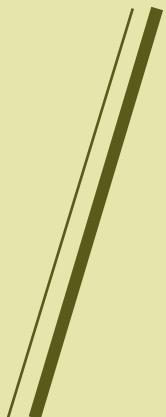
Memaksimalkan fungsi konten dalam kampanye social di internet
(social media)





BaKTI HEKALEKA

KENAPA KREASI
CONTENT
PENTING DALAM
'SOCIAL MEDIA'
CAMPAIGN



Content is King !

Curation is the captain,



KENAPA KREASI CONTENT PENTING DALAM 'SOCIAL MEDIA' CAMPAIGN



Anatomy of Social Media Campaigns

Social Media Campaigns start by focusing on your target audience and building a content strategy around them.



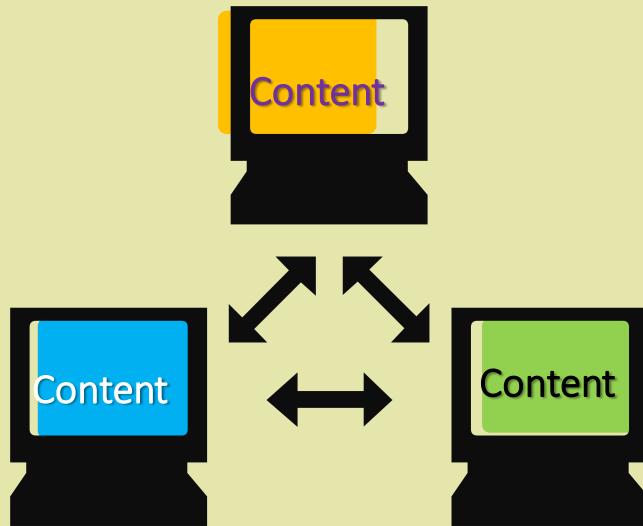
Created by Simplify360



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Eniwei,
apa sih yang kita maksudkan sebagai

CONTENT

Content \ kän -tent \ (noun)

Hal-hal (tulisan, gambar, music, video) yang membuat kita emosional, galau, gagal move-on, insomnia, ngantuk, begadang, suka kebelakang, nahan kebelakang. **Simply hal-hal di internet yang membuat paket data kita habis sebelum satu bulan !**

- *Anonymous cited by tero2_boshu*



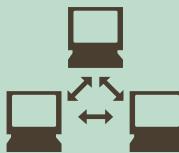
WHY CONTENT MATTERS

Mengapa konten
penting



All forms of communication hinge to content

- Two ways “conversation”
- Multiple conversations – dialogue



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WHY CONTENT MATTERS TODAY!



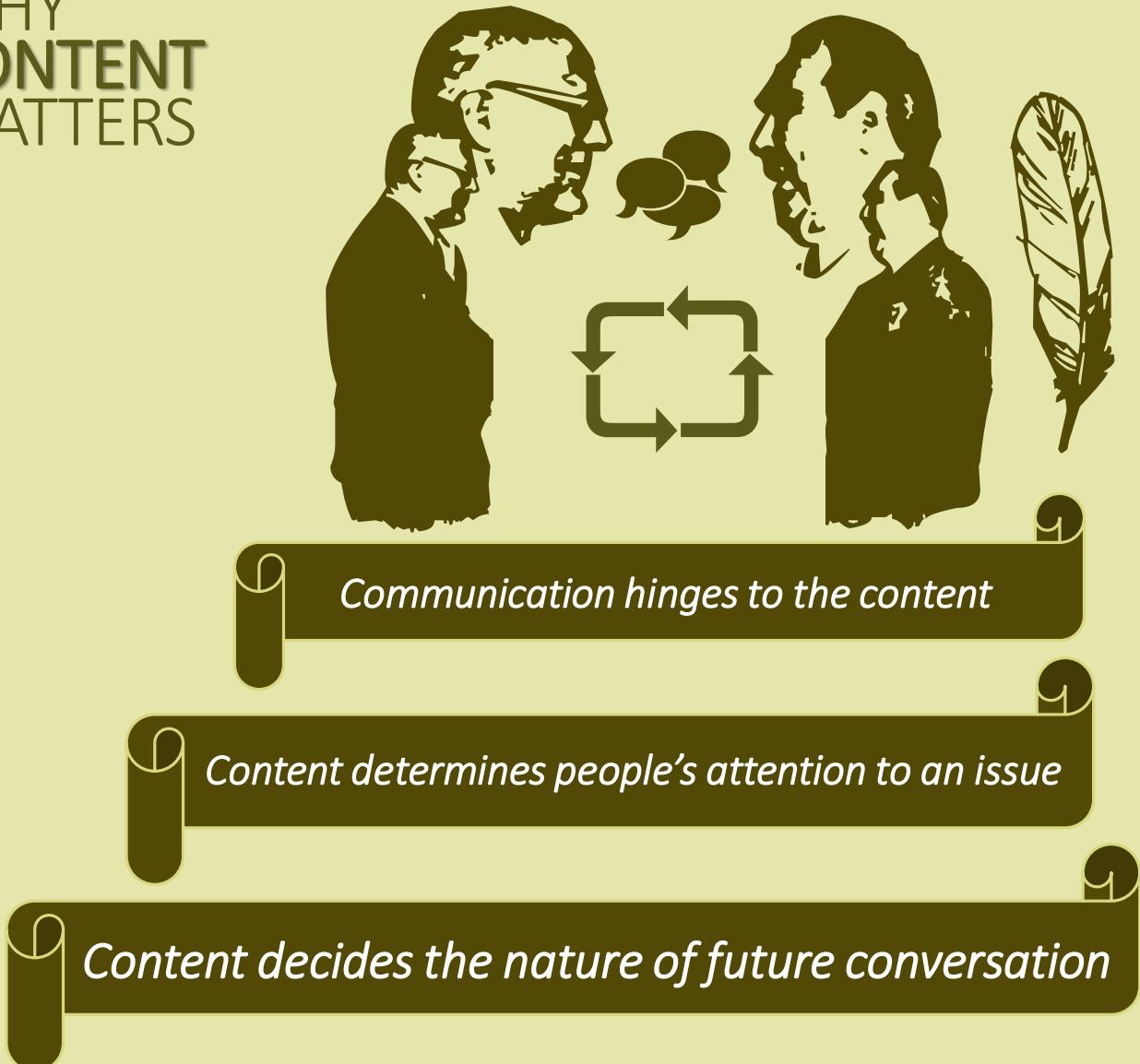
A simple wrap up



Secara garis besar konten penting karena **content (input)** menentukan apakah informasi bisa diterima. Apakah content menghasilkan + **outcome** dan + **feedback** bagi campaign !



WHY CONTENT MATTERS





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Mengapa konten
selayaknya menarik
perhatian!

WHY CAPTURE ATTEN- TION ! MATTERS

“ Dalam komunikasi, di socmed maupun di kehidupan nyata, dalam menjual atau mengkampanyekan sesuatu, **PERHATIAN** IALAH HAL PERTAMA DAN TERKADANG UTAMA ”

Inbound campaign (one that produces good feedbacks) is based on contents that earning attention. The whole marketing campaign activities depend on these attention to earn costumers.

(Rand Fishkin; Wizard of MOZ)

“ dalam kampanye lewat media social, **PERHATIAN** ialah modal untuk menggiring calon supporter pada penjelasan yang lebih serius dan komitmen untuk mendukung isu yang dikampanyekan !



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PROBLEM IS
MANY
CONTENTS
FAILED
TO GENERATE
ATTENTION
MUCH LESS
CONVERSATION



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4 types of CONTENT STRATEGIES 4 capturing ATTENTION

4 format konten yang bisa
digunakan untuk menarik
perhatian di socmed !

High

Alasan untuk SHARE

low

low



Conversation ↕

Voice : Mari bicarakan sesuatu (Kami)
Motive : **Publisitas (awareness)**
Example : driven conversation di social media mengenai suatu isue atau produk

Viral



Voice : Mari bicara tentang **KITA**
Motive : **Provokasi**
Example : SaveHajiLulung / BringbackOurGIRLS #sAVEarU

Vanity 🔈

Voice : Ayo omongin **SAYA** !
Motive : **Propaganda**
Example : Press release, Advertorial Paid Tweet (buzzer)

Convictional testimonial



Voice : Kamu Gimana keadaannya **let's talk about YOU**
Motive : **Personalization, victimization**
Example : LIVESTRONG Blog

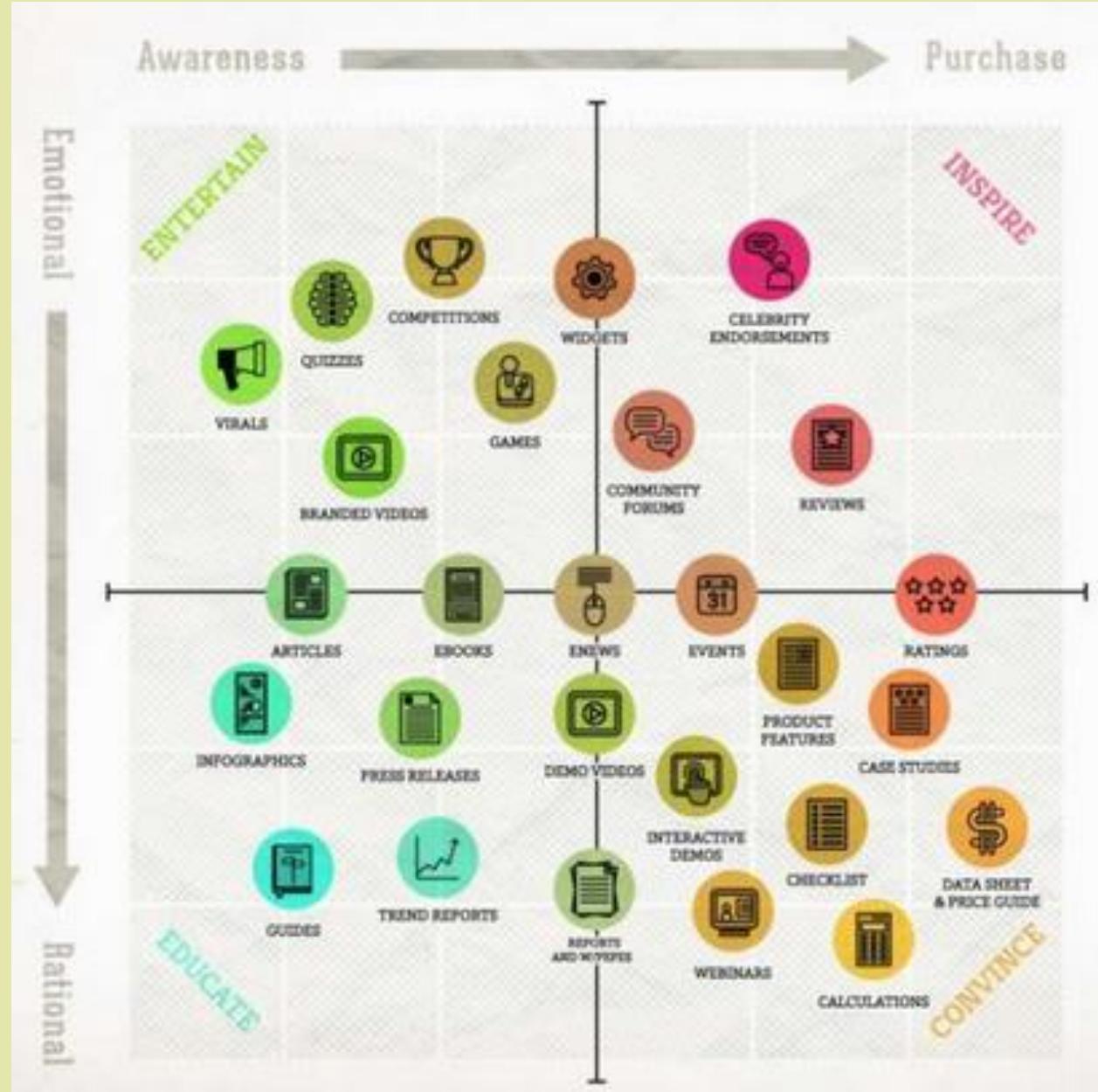
Alasan untuk CARE

High



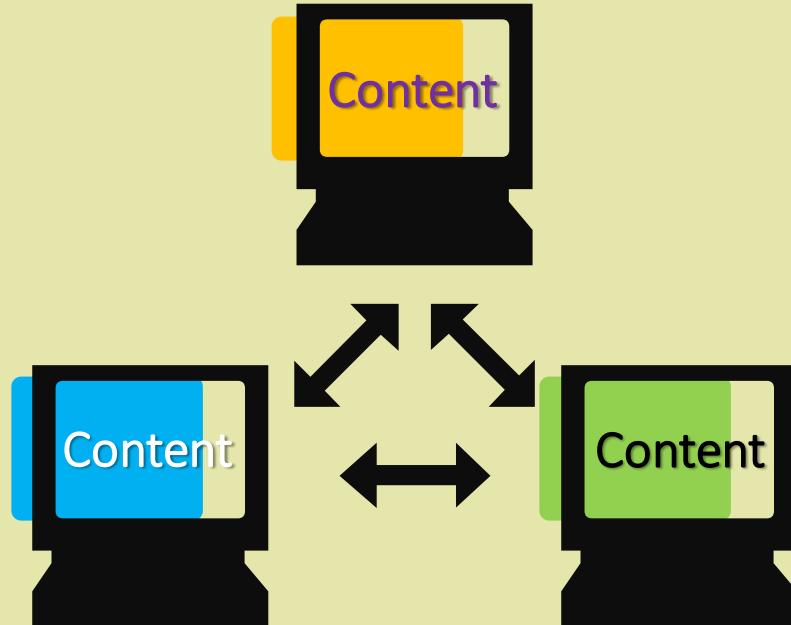
4 types of **CONTENT MARKETING MATRIX**

4 format konten yang bisa digunakan untuk menarik perhatian di socmed !



BUT which content is
'the content'

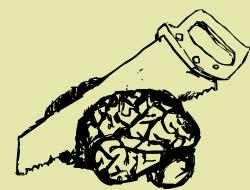
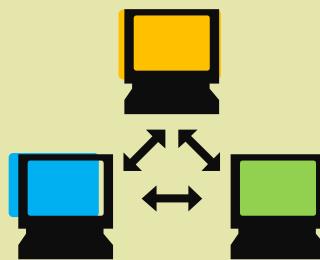
HOW DEVISING
CONTENT
THAT GENERATES
ATTENTION
AND IGNITES
CONVERSATION



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HOW DEVISING THE 'CONTENT' ONE THAT GENERATES ATTENTION AND IGNITES CONVERSATION



Some thumb rules

to avoid brain damage



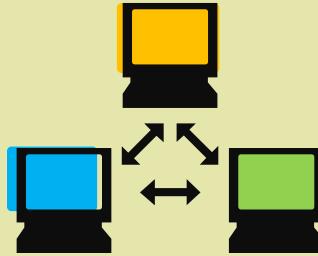
- i. Content seharusnya mengundang bukan menginterupsi
- ii. Content yang baik bicara tidak berteriak
- iii. Content yang baik disusun berdasar nilai, tidak hanya propaganda
- iv. Content yang baik harus bisa dan gampang dibagi (shareable – mobile friendly)
- v. Content yang baik harus gampang ditemukan
- vi. Kreasi konten yang baik harus digerakan oleh tujuan (*recall the types of marketing content strategies*)

Source: justcreative.com



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HOW DEVISING
THE 'CONTENT'.
ONE THAT
GENERATES
ATTENTION
AND IGNITES
CONVERSATION



Content Creation guidance

Some small rules for the creative process



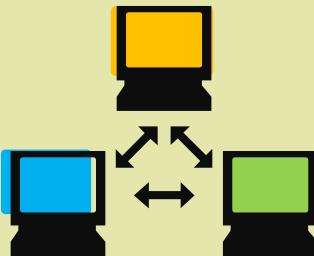
- i. Brainstorming is a must (banyak diskusi, banyak ide)
- ii. Keep tracking the ideas / proposals (*kalo misalnya harus balik ke ide awal*)
- iii. Tetap ingat target audience dan tujuan
- iv. Using 1 tool as the backbone

“creating too much friction and you’ll stop having good ideas “

Source: justcreative.com



HOW DEVISING
THE 'CONTENT'.
ONE THAT
GENERATES
ATTENTION
AND IGNITES
CONVERSATION



Content Creation guidance

Some small rules for the creative process



- i. Brainstorming is a must (banyak diskusi, banyak ide)
- ii. Keep tracking the ideas / proposals (*kalo misalnya harus balik ke ide awal*)
- iii. **Tetap ingat target audience dan tujuan**

Better awareness, improve conversation rates, boost brand mentions, improving sales, more followers, more engagements, or more traffics.

- i. Using 1 tool as the backbone

"creating too much friction and you'll stop having good ideas"

Source: justcreative.com



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BAKTI HEKALEKA



THE
NEXT
STEEP

KURASI
'CONTENT'
UNTUK
SOCIAL
MEDIA
CAMPAIGN

WHY CURATION MATTERS

- ✓ Menjaga kredibilitas konten (Third party rules)
- ✓ Memastikan content linear dengan tujuan campaign
- ✓ Memastikan content mudah untuk dibagi di platform yang sesuai
- ✓ Mendorong content agar lebih menginisiasi obrolan (tersebarnya issu yang dikampanyekan)
- ✓ Memastikan terjadinya partisipasi

MEMASTIKAN CONTENT, SEBAGAI
BACKBONE DARI
CAMPAIGN, MEMENUHI FUNGSINYA
SEBAGAI MEDIUM KOMUNIKASI
ISU !





BAGAIMANA KURASI 'CONTENT' DILAKUKAN DALAM CAMPAIGN **#SAVEARU**

Muh Burhanudin Borut / @tero2_bosbu



Kurasi konten,
dilakukan
melalui diskusi,
Brainstorming
terus menerus !

#SAVE ARU ISLAND

islands of Aru archipelago (Maluku Province) for cane industry of the Indonesia Republic. as the only region in Maluku Province, involving the local community in the campaign to rise your voice.

Photos Files Search this group

ABOUT 27 members Secret Group Tell members what this group is about.

Social media campaign ambonbergerak

Jacky Manuputty March 21, 2014

Halloo rekan2 patah hati, kayaknya katong perlu kumpul lai utk dinamisir #SaveAru. Semakin banyak orang dan kelompok yg bergabung dan bahkan masuk ke Aru saat ini.

Like · Comment

Michael Alfredo Pesurnay and Hatib Negress like this. Seen by 10

View 14 more comments

M Burhanudin Borut Ayo.. masih bu 😊 March 21, 2014 at 4:04pm · Like

Gracio Imanuel Pelmelay Tero pesan party dish tamba doloo March 21, 2014 at 4:07pm · Like

Almascatie Al yuli deng vick baru datang, sasadiki lai deng tero + pierre mo pi surhat2 di pelabuhan dolo. March 21, 2014 at 4:07pm · Like

Write a comment...

Jacky Manuputty January 10, 2014

Haloo group patah hati (ancor2), ini ada beberapa update internal soal perkembangan #SaveAru campaign.

Wooooo oom Jack, Katoe dah baku dapat dulu info lanu sudah info lanu dengan baik. Maaf ada mau



Muh Burhanudin Borut / @tero2_boshu

#savearu #savearu #savearu #savearu

Save Aru Islands Members Events Photos Files Search this group

ABOUT 1,147 members Secret Group Save Aru Islands adalah komunitas online

Mufti Ode September 1, 2014

Hutan-hutan di Pulau-Pulau kecil merupakan ekosistem yang mempunyai pengaruh sangat besar terhadap daya dukung suatu pulau. jadi tidak ada kata selain "SELAMATKAN HUTAN di PULAU-PULAU KECIL INDONESIA". #SaveAru #stopdeforestasi

Save The Last Forest In Aru Islands

Public rejection of the land-based investment in small islands in the Aru Islands that ecologically very vulnerable have been peaked. On the other side, the ...

YOUTUBE.COM

Like · Comment · Share

Rudi Fofid Full, Jacky Manuputty and 10 others like this.

Jacky Manuputty Thanks Forest Watch Indonesia for fully supporting the campaign against deforestation of Aru Islands. September 3, 2014 at 12:53pm · Edited · Like · 3

Write a comment...

#SAVE ARU ISLAND

Save Aru Islands @SaveAruIslands FOLLOWING Akun Resmi Relawan Save Aru Islands. email: info@savearuisland.com

savearuisland.com Tweet to Message

64 Followers you know

Save Aru Islands @SaveAruIslands Oct 1 Tokoh Save Aru Ke Final Innovati malukuonline.co.id/2014/10/tokoh... @GlennFredly @jmanuputty @al... @embongs

Save Aru (Tribute Song to #SaveAru Islands) MHC - Wessly - Wirol

Published on Oct 5, 2013

Lagu yg didedikasikan kepada perjuangan Rakyat Aru untuk melawan perampukan tanah-tanah mereka yg mau diubah menjadi tembok tebu.

LOLEBA Project - Ole Sio (Donti V Mama) Single Version by LOLEBA Project 18,996 views

Perjuangan Masyarakat Adat Aru by Fwi Bigot 443 views

#SaveAru: Save Jargaria Tanah A Monica Akbari by Aru islands 1,572 views

Tribute To Phatteman by Inde Jounalism 4,193 views

Sarah Sechan - Glenn Fredly - Per by Netmediamax 32,599 views

Candy Duffer - EveryDay People. by jacob van Gelestim 3,139 views



BAGAIMANA KURASI 'CONTENT' DILAKUKAN DALAM CAMPAIGN #SAVEARU

 **Almascatie AI** created a doc.
September 27, 2013

Laporan Campaign #SaveAru

Laporan Kecil Sekilas Pandangan Mata Batin dan Mata Penuh Cinta Sosial Media Campaign #SaveAru Islands

Dengan menggunakan Modus2 yang katong sudah coba ciptakan baik secara spontan maupun tidak terencana -___.

Semboyan Campaign : "Please Stand in Solidarity With Us to Save Aru"
Hashtag untuk Twitter dan Facebook adalah : #SaveAru

(saya pengen ngetest sekalian efektifitas hashtag di facebook)

Kondisi Campaign:

- Banner : Belum Maksimal 4% mungkin (Facebook & Twitter)
- Avatar -> belum maksimal. Masih 4% (Facebook & Twitter)
- Header: Belum Maksimal juga meski banyak yang share banner ini. Perkiraan 10% (Facebook)
- Infographic: Hampir Maksimal 35% (Facebook & Twitter)
- Foto Bercerita : Hampir Maksimal : 20% (Facebook & Twitter)

Link gallery photo

Link gallery photo	Gallery
	SAVEARUISLAND.COM

Like · Comment · Share

Seen by 22

View 8 more comments

 **M Burhanudin Borut** Nah bapa Jack Manuputty pung usul lebe bae.. beta lupa klo page itu su ada..
September 30, 2013 at 8:36pm · Like · 1

 **Weslly Johannes** beta cari, tapi yang ditemukan hanya group. page seng ada.
September 30, 2013 at 8:38pm · Like

 **Almascatie AI** Ada page sini sih, pas kamaren test koneksi dari blog ke akang. sedang di Group sebelah. beta blom bisa koneksi karena beta blom ngadimin di akang e. kamaren yg tambus ka sini saja itu -___.
<https://www.facebook.com/savearuislands?ref=ts>





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SHARED
CONTENT
#SAVEARU



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BAGAIMANA
'CONTENT'
DISHARE
DALAM
CAMPAIGN
#SAVEARU

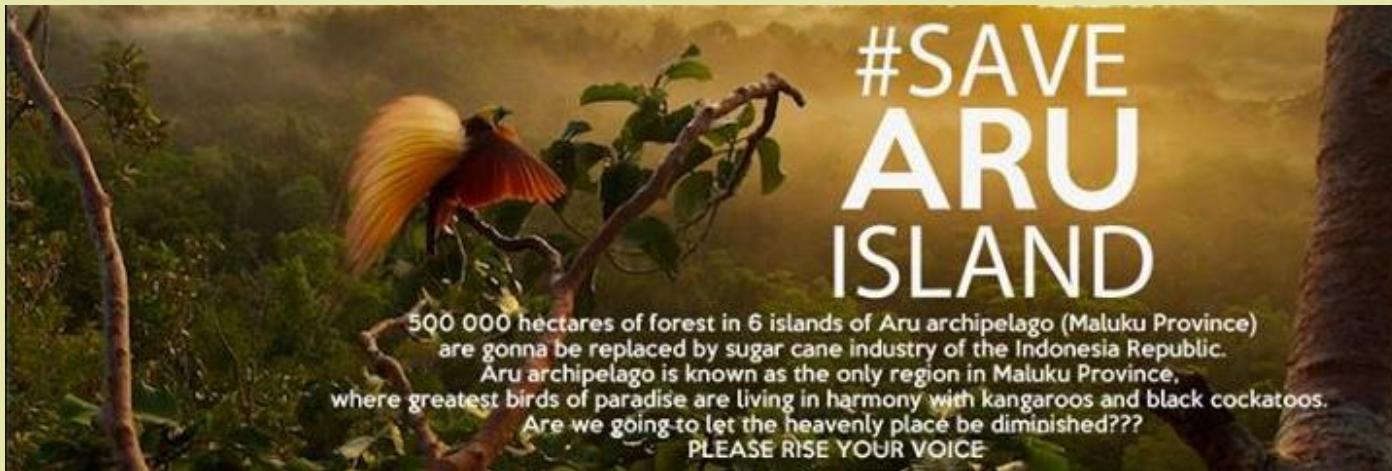
THE
2nd
STEEP

CREATING
MORE
AWARENESS



LOGO AVATAR

menggunakan
shareable 'Content' di
platform socmed
dimana target utama
campaign berada



HEAD BANNER

facebook twitter

#ambon
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BAGAIMANA
'CONTENT'
DISHARE
DALAM
CAMPAIGN
#SAVEARU

THE
3rd
STEEP

ENCOURAGE MORE
PARTICIPATIONS
/ NETIZEN'S
ENGAGEMENT
THROUGH
VARIOUS SOCMED
PLATFORMS



FROM KUPANG - NUSA TENGGARA TIMUR



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BAGAIMANA
'CONTENT'
DISHARE
DALAM
CAMPAIGN
#SAVEARU



THE
3rd
STEEP

ENCOURAGE MORE
PARTICIPATIONS
/ NETIZEN'S
ENGAGEMENT
THROUGH
VARIOUS
PLATFORMS



kunyah daun-daun sirih
lalu telan rasa takut
gulung tembakau
sulutlah amarah
loko parang
pikol mancadu
angka kalewang
la katorang maju
cerai-beraikan setiap batu
supaya jangan ada yang menjulang
selain pucuk-pucuk pala hutan'

#SaveAru
1 oktober 2013

"demi hutan-hutan tempat kita menggantungkan harapan
menara harus dirobohkan."



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Muh Burhanudin Borut / @tero2_boshu

MENARA GROUP!!!!

**STOP
KARJA MENGONG TUH!**

mememaker.net





BAGAIMANA 'CONTENT' DIKURASI DALAM CAMPAIGN **#SAVEARU**

THE
4th
STEEP



#savearu #savearu #savearu #savearu



JAGA KOMITMEN DAN
KEKUATAN PENDUKUNG
TERHADAP ISSUE
Starting the convolutional
strategy –





BaKTI HEKALEKA



BAGAIMANA 'CONTENT' DIKURASI DALAM CAMPAIGN #SAVEARU



THE
5th
STEEP

Start the convictional
strategy |

LANJUT KE
VALUE-BASED
CONTENT
BICARA LEBIH BANYAK
TENTANG
MANUSIA



YouTube ID: [REDACTED]

#SaveAru, Suara Penolakan Perempuan Aru Terhadap Rencana Konversi Hutan Aru

Manue Siake

Subscribe 0

392 views

Add to Share More

1 like 3 dislike 0



Bakti HEKALEKA



BAGAIMANA
'CONTENT'
DIKURASI
DALAM
CAMPAIGN
#SAVEARU

THE
5th
STEEP

Start the convolutional
strategy |

LANJUT KE
VALUE-BASED
CONTENT
BICARA LEBIH BANYAK
TENTANG
MANUSIA



#ambon
bergerak

BAGAIMANA
'CONTENT'
DISHARE DALAM
CAMPAIGN
#SAVEARU

THE
6th
STEEP



OFFLINE
'CONTENT'
FOR SOCMED
CAMPAIGN.
OF COURSE !

#TrottoArt vol 7 -- "Tribute to Aru" -- #SaveAru

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BAGAIMANA
'CONTENT'
DISHARE
DALAM
CAMPAIGN
#SAVEARU

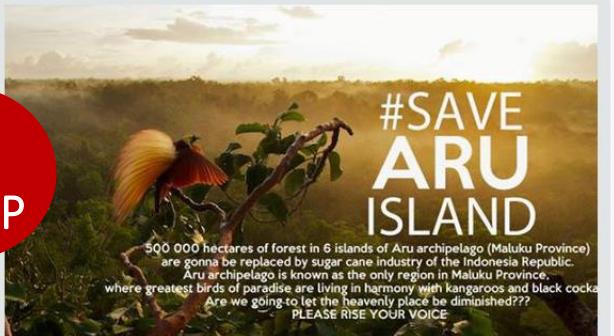
THE
7th
STEEP

change.org

Mempetisi Menteri Kehutanan Zulkifli Hasan dan 3 penerima lainnya

Pak @SBYudhoyono Pak @Zul_Hasan : Batalkan Izin Penebangan Hutan Kepulauan Aru

Glenn Fredly South Jakarta, Indonesia



500 000 hectares of forest in 6 islands of Aru archipelago (Maluku Province) are gone by replaced by sugar cane industry of the Indonesia Republic. Aru archipelago is known as the only region in Maluku Province, where greatest birds of paradise are living in harmony with kangaroos and black cockatoos. Are we going to let the heavenly place be diminished??? PLEASE RISE YOUR VOICE

Kemenangan dikonfirmasi

Petisi ini membuat perubahan dengan 15.110 pendukung!

Tambahkan pesan (tidak wajib)

Pak @SBYudhoyono Pak @Zul_Hasan : Batalkan Izin...

Kirim ke Facebook

Undang teman Twitter Email

YouTube



#SaveAru
www.savearuisland.com
@SaveAruIslands

Save Aru (Tribute Song to #SaveAru Islands) MHC - Wessly - Wirol

Aru islands

Subscribe 35

4,738

YouTube



GLENN FREDLY
PETISI ARU

0:37 / 4:30

Entertainment News - Glenn Fredly soal petisi Aru

Netmediatama

Subscribe 361,307

Add to Share More

325 views

4 0

MAKE IT
MORE 'VIRAL'
AND
AMPLIFY

- USING INFLUENCER
- DO COLABORATE WITH OTHER CAMPAIGNS



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WRAP
UP

‘CONTENT’
REIGNS
CURATION
DELIVERS



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BakTI HEKALEKA

HERE WE
GO
'AGAIN'
**#SAVE
TOGUTIL**

Join
US



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Pentas Sastra....
**Alifuru
for
Togutil**

Sabtu, 21 Maret 2015
Jam 19.00 WIT
Cafe Tampayang
Titik Nol Kilometer Ambon



{ Solidaritas untuk
Pembebasan Bokum dan Nuhu
Penjaga Hutan Terakhir
di Rimba Halmahera }



{ Solidaritas untuk
Pembepasan Bokum dan Nuhu
Penjaga Hutan Terakhir
di Rimba Halmahera }



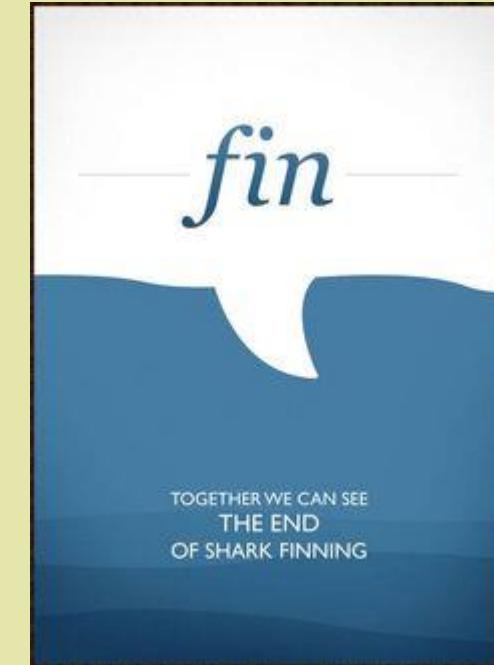
~ Bengkel Sastra Maluku ~

~ Bengkel Sastra Maluku ~



KURASI
'CONTENT'
UNTUK
SOCIAL
MEDIA
CAMPAIGN

Some
'CONTENT'
examples in
SOCIAL
MEDIA



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'CONTENT' EXERCISE WITH CAMPAIGN #SAVEAMBO NBAY

3RD PARTY CONTENT RULES



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Muh Burhanudin Borut / @tero2_boshu

NATIONAL GEOGRAPHIC INDONESIA

ECO YOUTH 9

RYO, DAFTARKAN SEGERA

BERANDA | BERITA | OPINI | FOTO LEPAS | MAJALAH | VIDEO | FORUM | CARI Q

SAINS & TEKNOLOGI | SOSIAL | BUDAYA | ARKEOLOGI | SEJARAH | ALAM | LINGKUNGAN | KESEHATAN | ANTA

Beranda > Berita > Lingkungan

2014 / Januari / 8 19:04

Teluk Ambon Tercemar, Sampah Mengendap di Dasar Laut

Tumpukan sampah yang mencemari akan menimbulkan sedimentasi di pesisir.



Pesisir pantai Teluk Ambon yang berada di pusat Kota Ambon, Maluku tercemar sampah yang dibuang oleh warga di pantai tersebut. Tumpukan sampah mencapai 500 kilogram per hari rata-rata.

Sampah tersebut terbawa arus ke tengah, dan akhirnya mengendap di dasar laut. Ini mengakibatkan air laut tercemar dan pertumbuhan biota laut terganggu.

Berdasarkan pantauan *Kompas*, Selasa (7/1), di pesisir pantai sepanjang 600 meter di Jalan Pantai Batu Merah dan Jalan Pantai Mardika, Kota Ambon, banyak sampah terapung di air dan terbawa arus dari pinggir menuju tengah laut.

Antara, warga secara bebas membuang berbagai jenis sampah seperti kemasan air minum plastik, kantong plastik, karung, kardus—ke pantai.

Alam Unit Pelaksana Teknis Balai Konservasi Biota Laut Teluk Ambon dari Lembaga Ilmu Pengetahuan Indonesia (LIPI) Augy Syahailatua, pencemaran telah mengakibatkan pertumbuhan berbagai biota laut dan yang tersisa semakin terancam.

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Ketentuan Penggunaan

Tentang Kami

HOME NASIONAL INTERNASIONAL EKONOMI OLAHRAGA HIBURAN TEKNOLOGI WARTA BUMI ARTIK

PEMANASAN GLOBAL FLORA FAUNA



Gmail for Work

Terlihatlah lebih profesional dengan email khusus dari Google App

Teluk Ambon tercemar logam berat

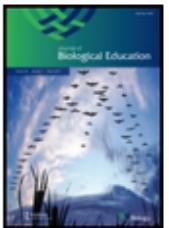
Senin, 23 Juni 2014 17:27 WIB | 13.539 Views

Pewarta: Penina Mayaut

Ambon (ANTARA News) - Pengujian air laut yang dilakukan Kantor Pengendalian Dampak Lingkungan (KPD) Kota Ambon, mendapati kondisi Teluk Ambon tercemar logam berat kadmiun (Cd).

"Pengujian air laut yang dilakukan bulan November tahun 2013 menyatakan teluk ambon tercemar logam kadmium, hal ini berarti tingkat pencemaran cukup prihatin," kata Kepala KPD Ambon, Lusia Izaak, Senin.

Menurut dia, kadmium merupakan salah satu jenis logam berat yang berbahaya



The effectiveness of a community education programme in reducing litter pollution on shores of Ambon Bay (eastern Indonesia)

DOI: 10.1080/00219266.1998.96555611

Prulley Uneputty, Dr. S.M. Evans* & Elshinta Suyoso
pages 143-147

[Publishing models and article dates explained](#)

Published online: 13 Dec 2010

Article Views: 50

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g+1 0

★★★★★

0 Reviews

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Protecting the Marine Environment from Land-based Sources of Pollution ...

By Daud Hassan

[ambon bay polluted](#)

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[Buy this book](#)

SOURCE: GESAMP, THE STATE OF THE MARINE ENVIRONMENT, (BLACKWELL SCIENTIFIC PUBLICATIONS, 1990).

Abstract

A beach clean-up event stimulated members of coastal villages to clean shores of dom...
for a period of at least six months afterwards

A beach clean-up event, which was based on four coastal villages in Ambon Bay (east Indonesia), was effective in removing litter from shores. The event was also successful in changing the behaviour of villagers because they continued to keep shores clean for a period of at least six months afterwards. However, long-term success is unlikely because shores become polluted with litter from distant sources, particularly the city of Ambon. The solution will probably require: (i) a concerted education campaign involving all coastal villages and Ambon city; and (ii) effective garbage disposal systems.

[Download full text](#)

3RD
PARTY
CONTENT
RULES



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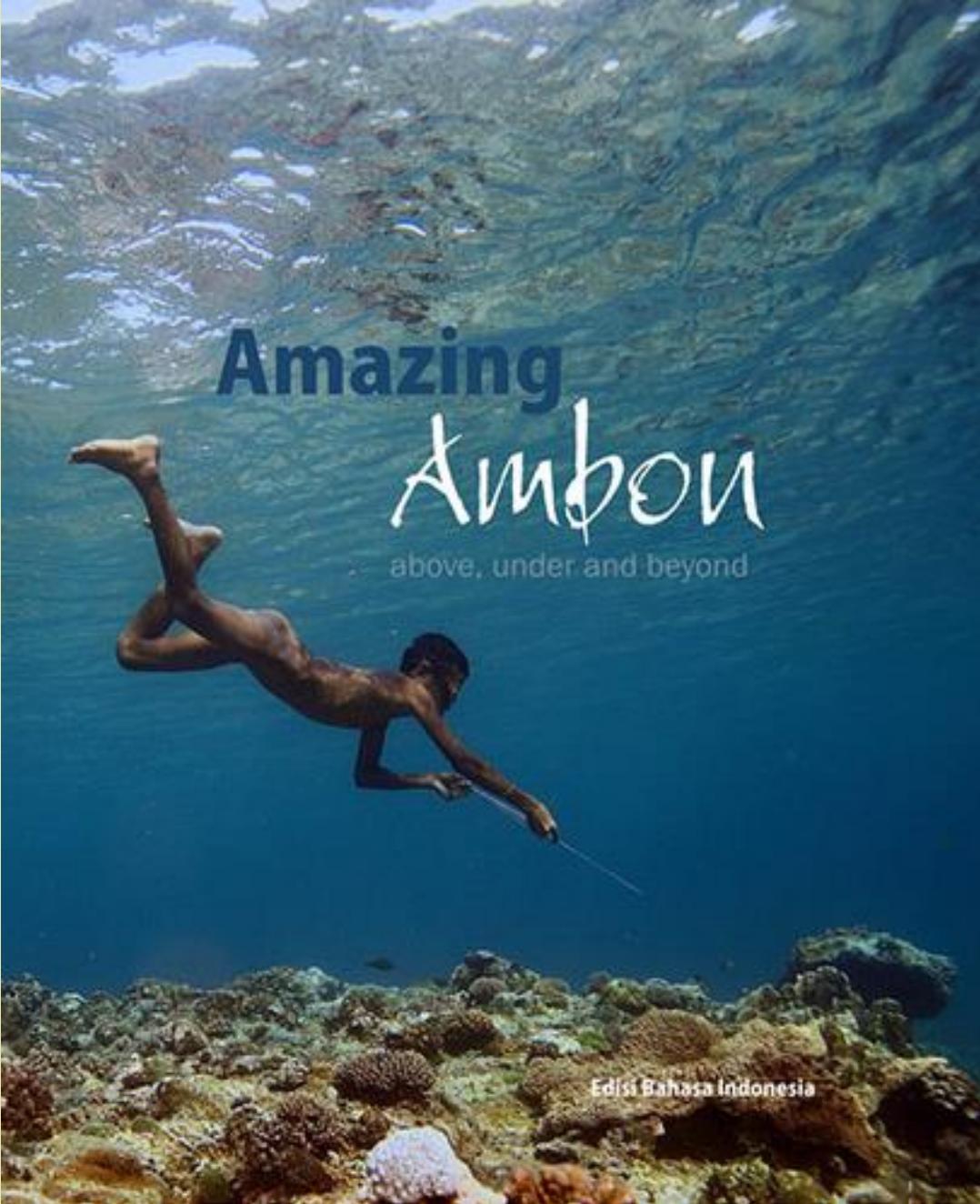
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'CONTENT'
EXERCISE
WITH
CAMPAIGN
#SAVEAMBO
NBAY

'CONTENT'
EXERCISE
WITH
CAMPAIGN
#SAVEAMB
ONBAY



Amazing
Ambon
above, under and beyond

Edisi Bahasa Indonesia

CAPTURE
ATTENTION

'REVERSE'
PHYSICOLOGY



BakTI

HEKALEKA



'AMAZING'
AMBON



BaKTI HEKALEKA



'AMAZING'
AMBON



BaKTI HEKALEKA



'CONTENT'
EXERCISE
WITH
CAMPAIGN
**#SAVEAMBO
NBAY**

E Liku
KOSONG LAPAU