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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)





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KENAPA KREASI
CONTENT
PENTING DALAM
'**SOCIAL MEDIA**'
CAMPAIGN

Content is **King** !
Curation is the captain,



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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.



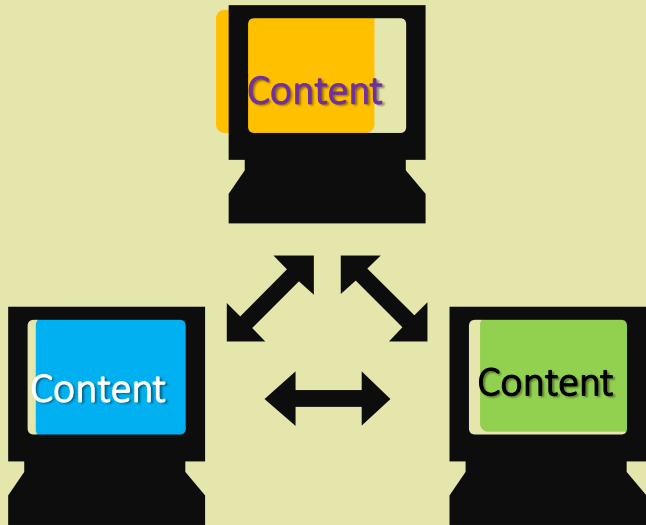
Created by Simplify360



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Eniwei,
apa sih yang kita maksudkan sebagai

CONTENT

Content \ kăn -,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



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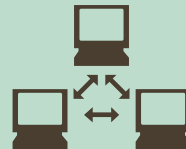
WHY CONTENT MATTERS

Mengapa konten
penting



All forms of communication hinge to content

- Two ways “conversation”
- Multiple conversations – dialogue

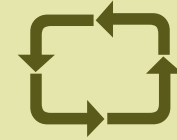




WHY CONTENT MATTERS TODAY!



Global landscape has
changed dramatically by
social media,



one shall speak ;
one cannot
remain silent!



In order to speak (engaging in
a dialogue), content rules



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A simple wrap up

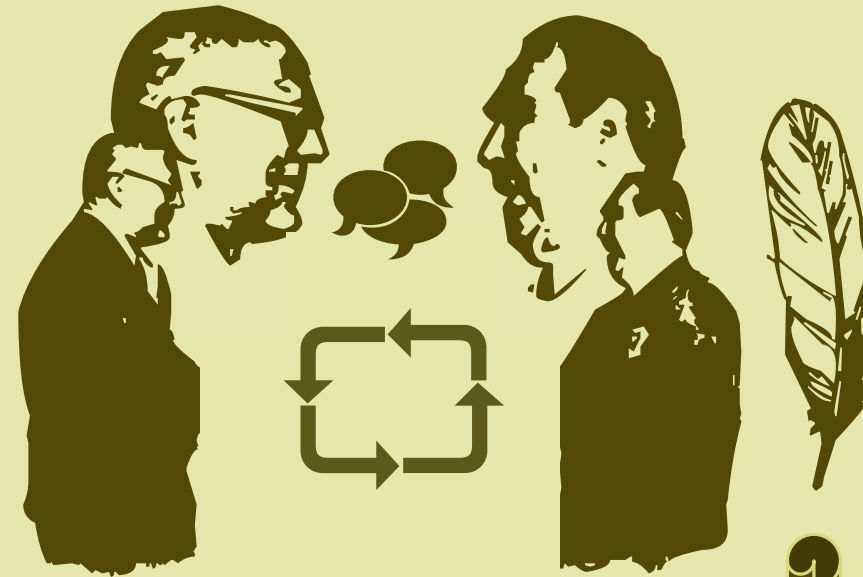


Secara garis besar konten penting karena **content (input)** menentukan apakah informasi bisa diterima. Apakah content menghasilkan + **outcome** dan + **feedback** bagi campaign !



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WHY CONTENT MATTERS



Communication hinges to the content

Content determines people's attention to an issue

Content decides the nature of future conversation



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 !

PROBLEM IS
MANY
CONTENTS
FAILED
TO GENERATE
ATTENTION
MUCH LESS
CONVERSATION



4 types of CONTENT STRATEGIES 4 capturing ATTENTION

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

High

Alasan untuk SHARE

Conversation

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

low

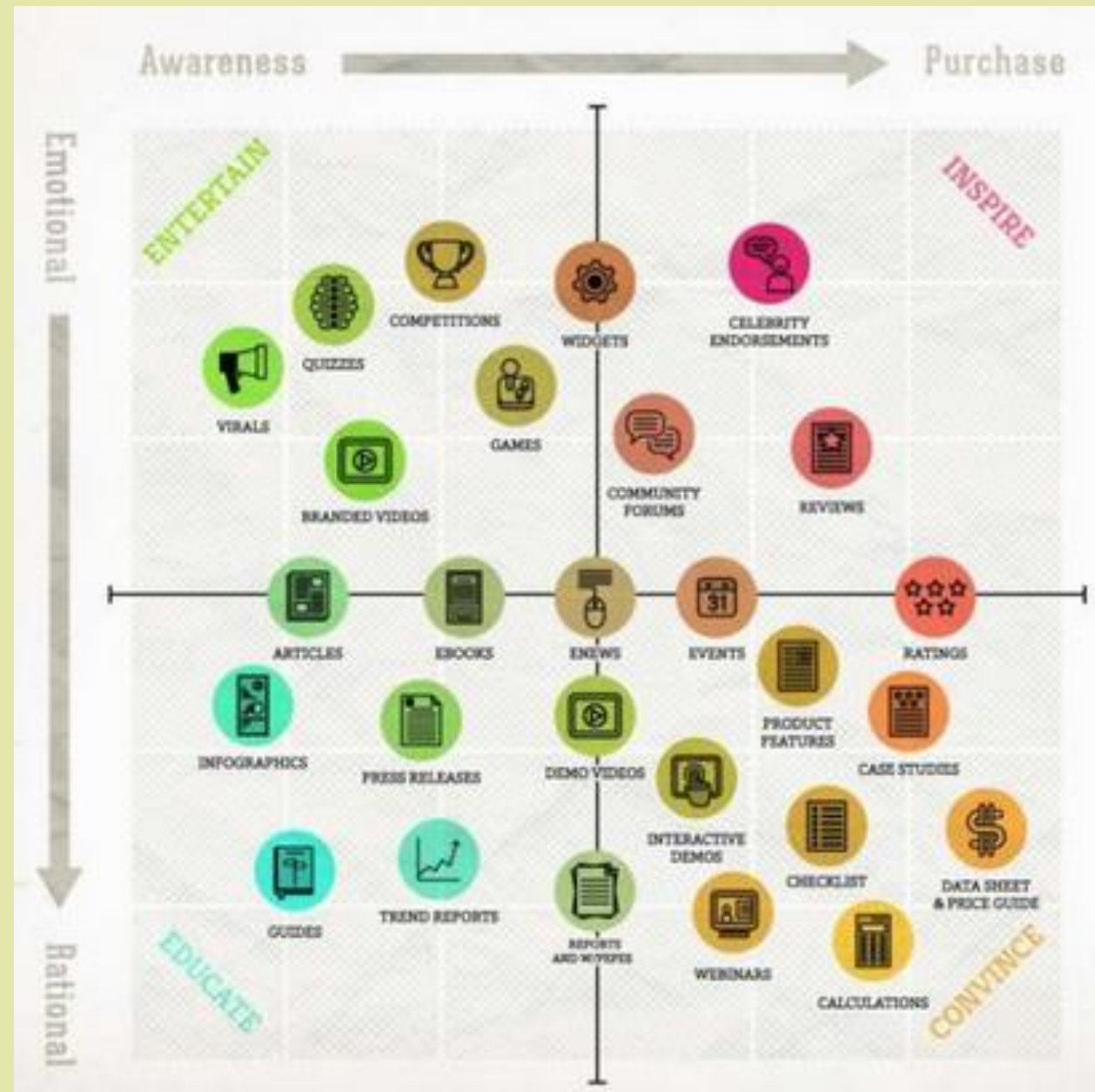
low

Alasan untuk CARE

High

4 types of CONTENT MARKETING MATRIX

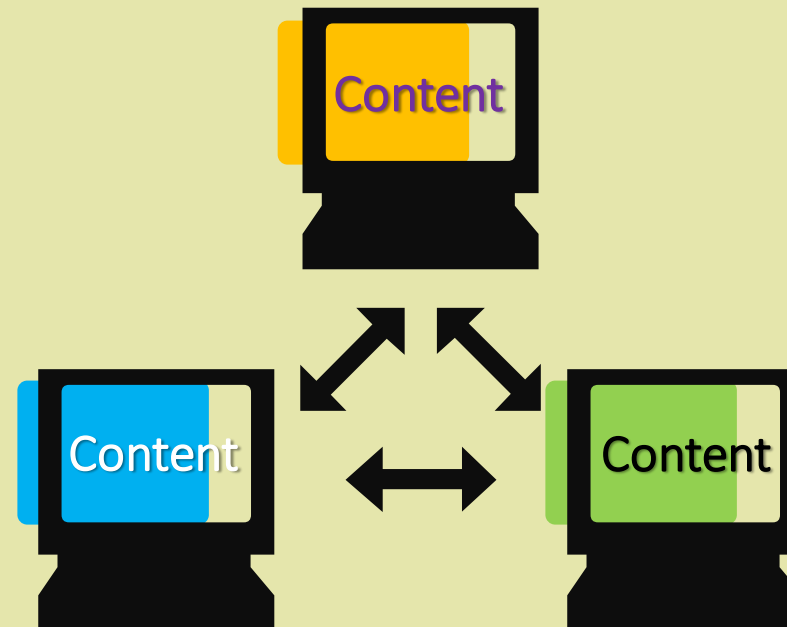
4 format konten yang bisa digunakan untuk menarik perhatian di socmed !



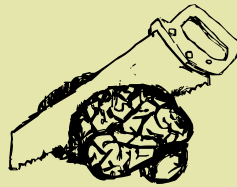
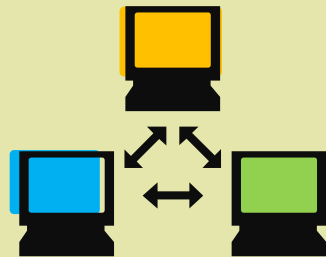
(source: Adrian Parker / @DaveChaffley)

BUT which content is
‘the content’

HOW DEVISING
CONTENT
THAT GENERATES
ATTENTION
AND IGNITES
CONVERSATION



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



Some thumb rules

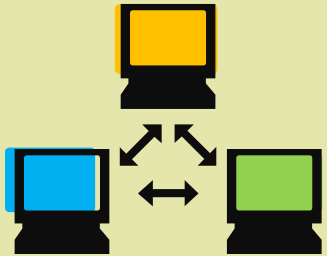
to avoid brain damage



- 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*)

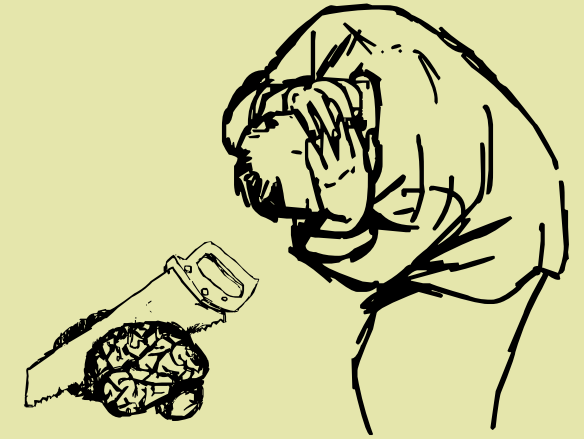
Source: justcreative.com

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



Content Creation guidance

Some small rules for the creative process

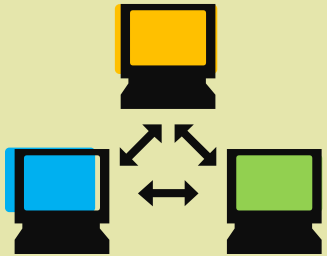


- i. Brainstorming is a must (banyak diskusi, banyak ide)
- ii. Keep tracking the ideas / proposals (*kalo misalnya harus balik ke ide awal*)
- iii. Tetap ingat target audience dan tujuan
- iv. Using 1 tool as the backbone

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

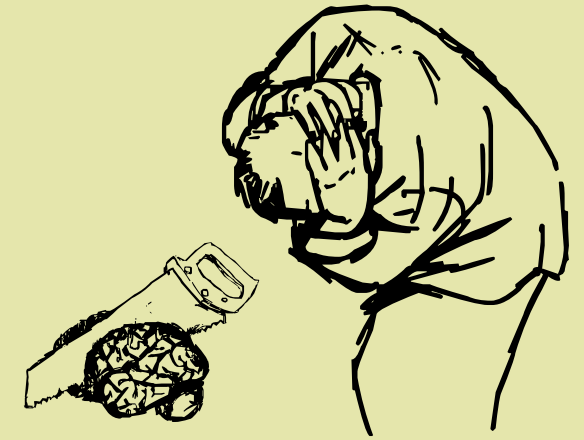
Source: justcreative.com

HOW DEVISING
THE 'CONTENT'.
ONE THAT
GENERATES
ATTENTION
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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](https://www.justcreative.com)



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 (tersebar nya issu yang dikampanyekan)
- ✓ Memastikan terjadinya partisipasi

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



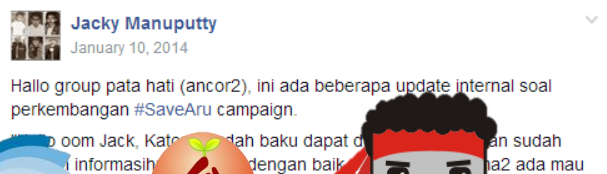
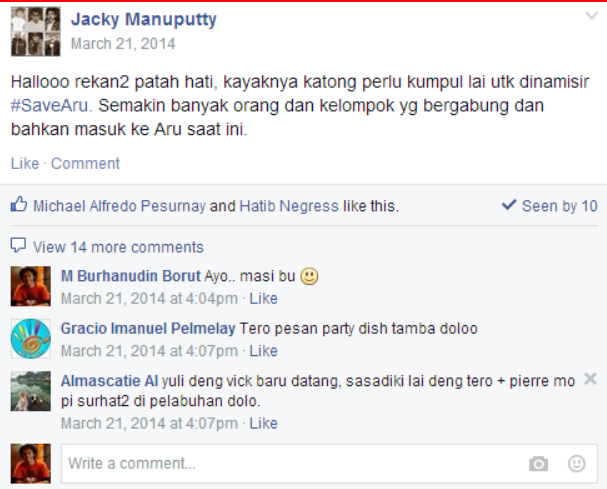


BAGAIMANA
KURASI
'CONTENT'
DILAKUKAN
DALAM
CAMPAIGN
#SAVEARU



Kurasi konten,
dilakukan
melalui diskusi,
Brainstorming
terus menerus !

Social media campaign ambonbergerak



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Group SAVE ARU ISLANDS



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



Like · Comment · Share

✓ Seen by 22

View 8 more comments



M Burhanudin Borut Nah bapa Jack Manuputti 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?fref=ts>



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SHARED
CONTENT
#SAVEARU



THE
FIRST
STEEP



Capture attention !

BAGAIMANA
'CONTENT'
DISHARE
DALAM
CAMPAIGN
#SAVEARU

THE
2nd
STEEP

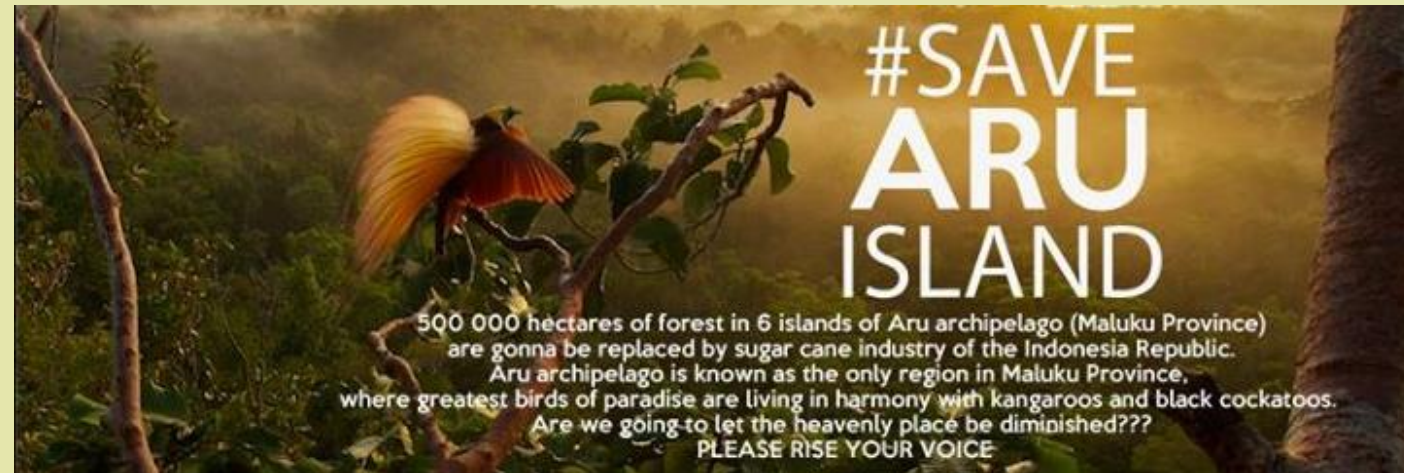
CREATING
MORE
AWARENESS

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

facebook.  twitter



LOGO AVATAR



HEAD BANNER

BAGAIMANA
'CONTENT'
DISHARE
DALAM
CAMPAIGN
#SAVEARU

THE
3rd
STEEP

ENCOURAGE MORE
PARTICIPATIONS
/ NETIZEN'S
ENGAGEMENT
THROUGH
VARIOUS SOC MED
PLATFORMS



BAGAIMANA
'CONTENT'
DISHARE
DALAM
CAMPAIGN
#SAVEARU

THE
3rd
STEEP

ENCOURAGE MORE
PARTICIPATIONS
/ NETIZEN'S
ENGAGEMENT
THROUGH
VARIOUS
PLATFORMS



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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."



BAGAIMANA
'CONTENT'
DIKURASI
DALAM
CAMPAIGN
#SAVEARU

THE
4th
STEEP

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



U're
NOT
ALONE

THE
5th
STEEP

Start the convictional
strategy |

LANJUT KE
VALUE-BASED
CONTENT
BICARA LEBIH BANYAK
TENTANG
MANUSIA





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BAGAIMANA
'CONTENT'
DIKURASI
DALAM
CAMPAIGN
#SAVEARU

THE
5th
STEEP

Start the convictional
strategy |

LANJUT KE
VALUE-BASED
CONTENT

BICARA LEBIH BANYAK
TENTANG
MANUSIA



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BAGAIMANA
'CONTENT'
DISHARE DALAM
CAMPAIGN
#SAVEARU

THE
6th
STEEP

OFFLINE
'CONTENT'
FOR SOCMED
CAMPAIGN.
OF COURSE !



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

Back to Album · Adit's Photos · Adit's Timeline

Previous · Next



BAGAIMANA 'CONTENT' DISHARE DALAM CAMPAIGN #SAVEARU

THE
7th
STEEP

change.org Mulai petisi Telusuri Cari Masuk

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



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 Search



Entertainment News - Glenn Fredly soal petisi Aru

Netmediatama 361,307

325 views

Add to Share More

YouTube



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

Aru islands 35

4,738

MAKE IT
MORE 'VIRAL'
AND
AMPLIFY

- USING INFLUENCER
- DO COLABORATE WITH OTHER CAMPAIGNS



WRAP
UP

‘CONTENT’
REIGNS
CURATION
DELIVERS



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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



~ Bengkel Sastra Maluku ~

....Pentas Sastra
**Alifuru
for
litugot**

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



~ Bengkel Sastra Maluku ~



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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





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

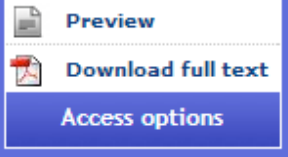
DOI: 10.1080/00219266.1998.9655611

Prulley Uneputty, Dr. S.M. Evans^a & Elshintu Suyoso
pages 143-147

[Publishing models and article dates explained](#)

Published online: 13 Dec 2010

Article Views: 50



[Alert me](#)

Abstract

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

A beach clean-up event, which was based on four coastal villages in Ambon Bay (eastern 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 became 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.

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★★★★★

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By Daud Hassan

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3RD
PARTY
CONTENT
RULES

SOURCE: GUNAWAN, THE STATE OF THE MARINE ENVIRONMENT, (Blackwell Science Publications, 1990).

The level of this contaminant is much higher in heavily populated coastal areas compared to other areas. A survey of coastal pollution in **Ambon Bay** (Indonesia) identified that beach litter (glass, metals, and other organics including faecal material), varied in quantity from less than one per cent in isolated areas, to 28 to 92 per cent in the densely populated area around **Ambon Bay**.⁷⁰

Plastic is not biodegradable and is rapidly becoming the greatest garbage hazard on the beaches and in the oceans.⁷¹ In April 1989, Boy Scouts and Girl Guides collected 559 cubic meters of garbage, of which 34.9 per cent was plastic, from 8.2 kilometres of beach near Athens, Greece.⁷² A survey in Australia into sources of beach litter found that 44.7 per cent of litter was of some form of plastic, bags, ropes, containers or bottle tops.⁷³



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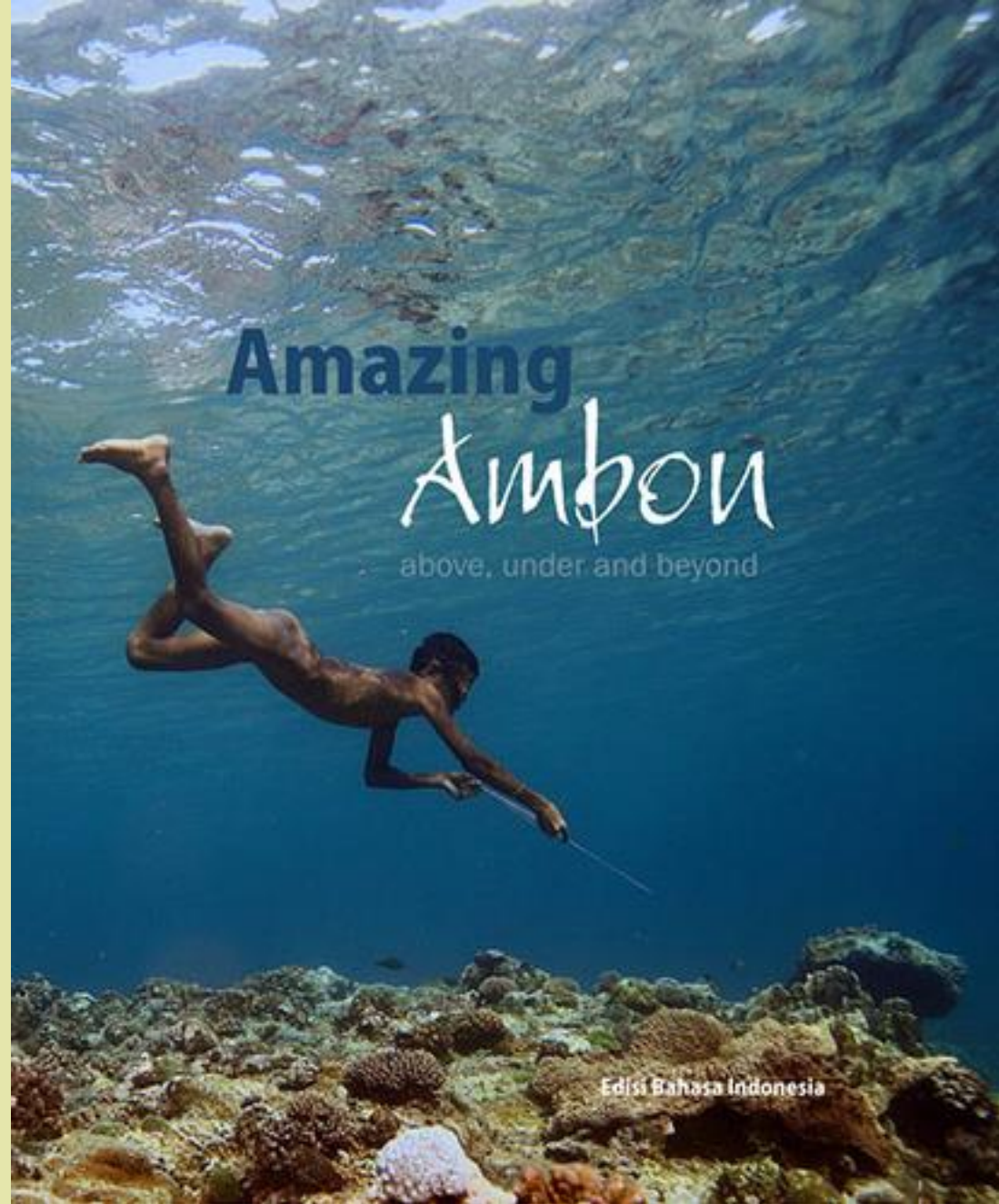
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'CONTENT'
EXERCISE
WITH
CAMPAIGN
#SAVEAMBO
NBAY

'CONTENT'
EXERCISE
WITH
CAMPAIGN
#SAVEAMB
ONBAY





'REVERSE'
PHYSCOLOGY



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‘AMAZING’ AMBON



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‘COWOK KECE’
Weekend pungut
sampah

‘CONTENT’
EXERCISE
WITH
CAMPAIGN
#SAVEAMBO
NBAY