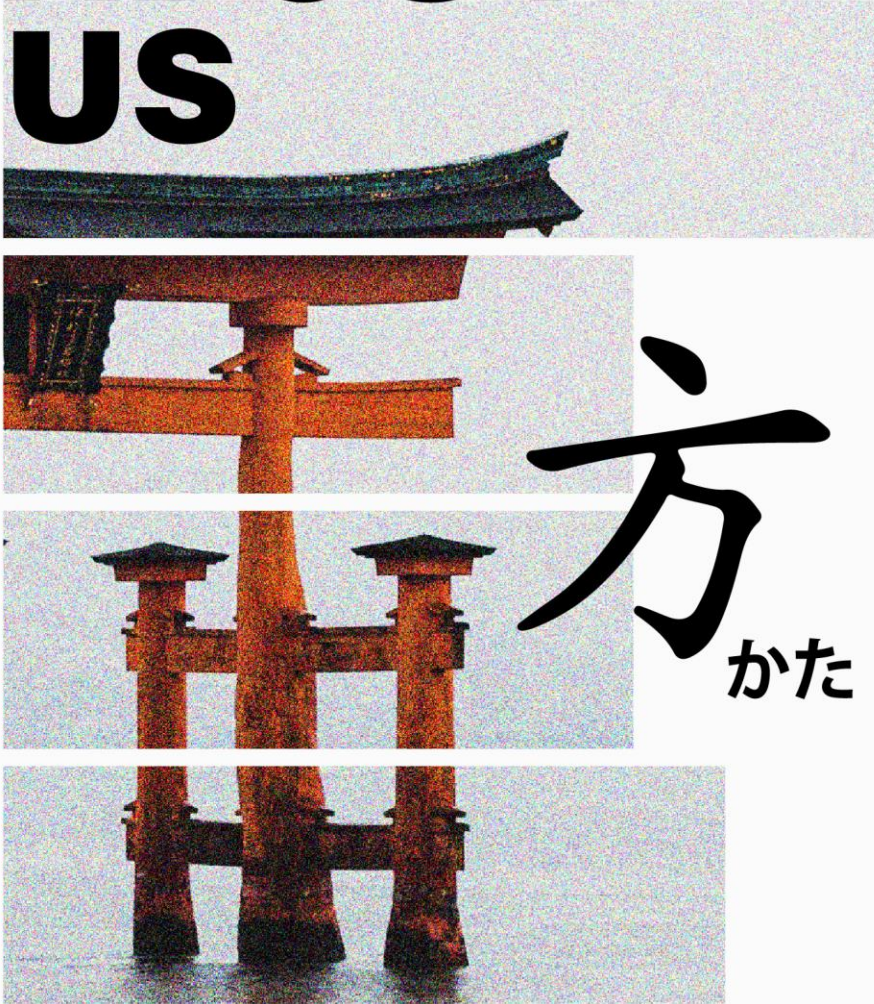




一方 | SATUKATA

ABOUT US

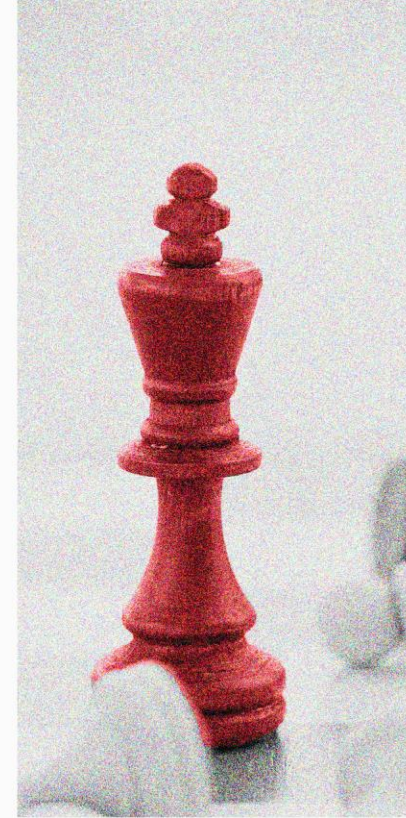


Philosophy behind our company's name

Our approach involves not only internal teamwork but also collaboration with clients and partners. Together, we strive for outstanding results through the power of unity and synergy.

SatuKata+ offers a versatile range of services, encompassing Above and Below The Line business, creative design, and digital expertise. Our approach is both straightforward and creative, covering everything from events to brand marketing development. With our knowledge and partnerships, we are well-equipped to help you succeed.

WHAT MAKES US DIFFERENT?



What sets us apart is our strong dedication to pushing creative boundaries in event management. At SatuKata, we don't just organize events; we create unforgettable experiences. Our team thrives on innovation and always goes the extra mile to make each project extraordinary. We bring a fresh perspective to every task, constantly seeking new ways to infuse creativity into every detail. We're proud of our ability to turn ideas into reality by delivering captivating and engaging events. What truly distinguishes us is our commitment to turning each event into a masterpiece, showcasing our unique approach to event management.

SERVICES



TVC
Radio Commercial
OOH
Creative Communication

Corporate Events
Seminar
Gathering
Exhibition
Activation Event
Production & Branding
Design 2D & 3D
Usher



Social Media Management
SEO
Digital Campaign & Ads Management
Website Design & Development
Video Production
Product & Commercial Photography
KOL Services

CLIENTS



01

above the line

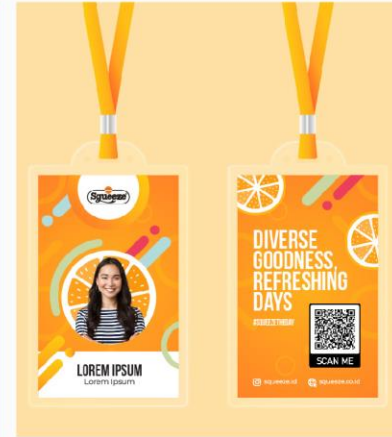
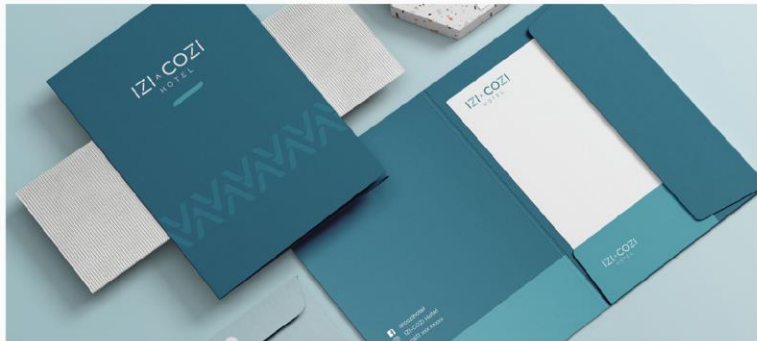
TVC
Radio Commercial
OOH
Creative Communication



Creative



HKR - IZI COZI
Jakarta 2024



SQUEEZE
Jakarta 2024

Communication



Re Branding Logo Bulog
Jakarta 2024



UP^PEAK

HOTEL

SIMPANG LIMA - SEMARANG

HK Realtindo
Re Branding Logo Hotel HK Semarang
Semarang, 2023

Creative



Communication



HABITARE

APART'HOTEL

RASUNA - JAKARTA

HK Realtindo
Re Branding Logo Hotel Citadines Rasuna
Jakarta, 2023

Creative



JIEP
Design & Produksi Kalender
Box, Agenda 2021

Pertamina
Produksi Kalender Meja
2021

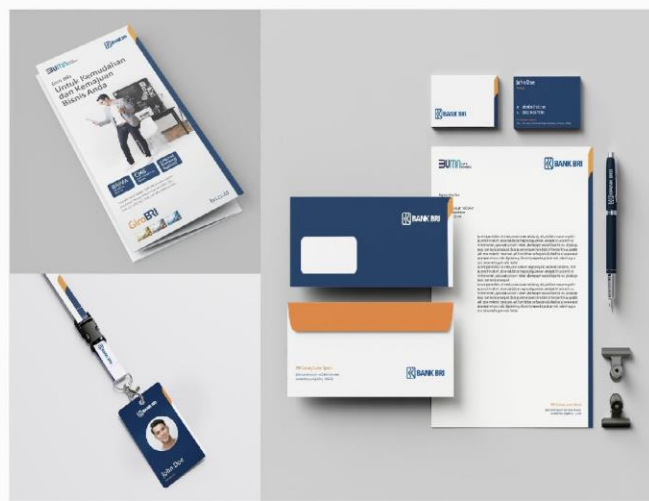


Patra Jasa
Design & Produksi Kalender
Box, Agenda 2021



Communication

BRI
Jakarta 2020



Patra Jasa
Design & Produksi Kalender
Box, Agenda 2021

02

Corporate Events
Seminar
Gathering
Exhibition
Activation Event
Production & Branding
Design 2D & 3D
Usher



**below
the
line**

Corporate



BRI
Sosialisasi Produk OTO Proteksi Maksima
Jakarta, 2023



BRI
Kick Off IMO
Jakarta 2022

Events





Corporate



Events



BRI
Dubai Expo 2020
Dubai 2022



Kementerian Keuangan
Festival Transformasi 2021
Jakarta 2021

Corporate



BRI
Launching Asuransi Pelita (Hybrid)
Jakarta 2021

Pertamina
Kegiatan Ramadan
Energizing Your Ikhtiar (Virtual)
Kantor Pusat Pertamina
Jakarta 2021



Events



BNI
BNI Wholesale Digital Workshop
Jakarta 2024

Seminar





Seminar



BNI
BNI Business Alignment Meeting
Jakarta 2024



POLRI
Rakorbin SDM & PNS POLRI 2023
November, 2023

Seminar





Seminar

BNI
Business Workshop
Consumer Banking
BSD, 2023



BRI
New York (NOW) x Brilianpreneur UMKM Export
Jakarta 2023





BRI
Rapat Kerja Divisi
Bisnis Konsumer BRI (Hybrid)
Yogyakarta 2022



Seminar

BRI
Sharing Session
Jakarta 2022



Johnny Walker
Neuroblue Pre-Party,
Johnny Walker Product Tasting
Kilo Ashta, September 2024



BNI
BNI Dazzling New Year Party
Jakarta, 2023



BRI
Booth BRI
Kafegama Fun Walk &
Food Festival
TMII, Jakarta 2023



Gathering



Gathering

BRI
Ibadah & Perayaan
Natal 2022
Jakarta 2023



BRI
Gala Dinner BRI Prioritas(Hybrid)
Mercure Hotel, Alam Sutra 2022

Kementerian BUMN
Jelajah Kuliner Indonesia 2024
Sarinah Thamrin, Jakarta



Exhibition





BRI
Booth BRI DhawaFest
Gedung Dhanapala,
Kemenkeu 2024



Exhibition



BNI
Booth BNI Inacraft
Jakarta Convention Center 2024



BRI
BrilianPreneur 2023



Exhibition

Rangkaian Acara / Scope of Work :

- Business Matching
- Produksi Showcase UMKM
- Booth BRI & Anak Perusahaan
- Usher



BRI
Pesta Rakyat Simpedes 2023

Road Show di 5 Kota :
Binjai, Bukittinggi, Lampung,
Palembang, Pekanbaru



Exhibition



Rangkaian Acara / Scope of Work :

- Grebek Pasar
- Pawai Seni & Budaya
- Produksi Booth Area Registrasi, Booth UMKM, Booth Anak Perusahaan BRI
- Activity : Lomba – lomba (Mewarnai, Dance, Karaoke, dll), Cek Kesehatan Gratis, Sembako Gratis, Brimo Tower, Petualangan Brimo, Konser/ Music Performance

BRI
Booth BRI KPR EXPO MEDAN
Medan, 2023



Exhibition



BRI
Kulineran
Medan, 2023



BNI
BNI Expo
Surabaya, 2023



BRI
BrilianPreneur 2021
(Hybrid)



Exhibition

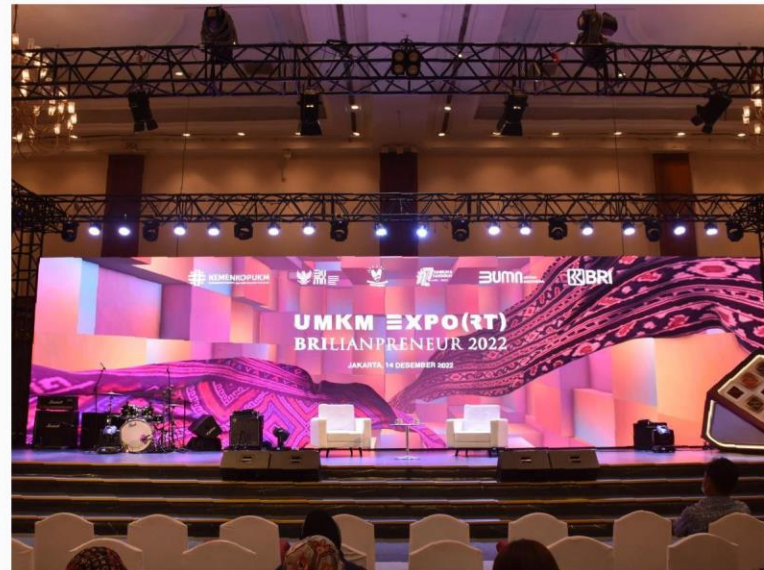


Rangkaian Acara / Scope of Work :

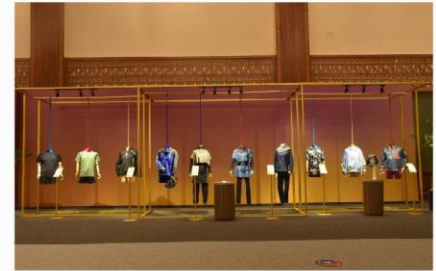
- Press Conference
- Business Matching
- Podcast 7 Episode
- Coaching clinic
- Yuk Berkreasi DIY!
- Inspiration Talk
- Music Performance & Fashion Show
- Live Shopping
- Virtual Trip
- Opening & Closing Ceremony



Exhibition



BRI
BrilianPreneur 2022



Rangkaian Acara /
Scope of Work :

- Business Matching
- Produksi Showcase
- Stage
- Usher
- Booth BRI & Anak Perusahaan
- Content Multimedia

BRI
Booth BRI Junio - Bunda Fest
Transmart Cibubur 2021



Istyle.id
Booth Little Myeongdong
Mall of Indonesia 2022



BRI
Bangga Buatan Indonesia
Bukittinggi Sumbar 2022

Exhibition



Istyle.id
Booth Marhen J
Mall of Indonesia Jakarta 2021
& Mall Kelapa Gading Jakarta 2022



Exhibition

Rangkaian Acara / Scope of Work :

- Press Conference
- Business Matching
- Podcast 11 Episode
- Opening & Closing Ceremony



BRI
Bangga Buatan Indonesia : Local Keren Jatim
Jakarta & Surabaya 2021 (Hybrid)

Istyle.id
K-Point Store by Istyle.id
Wisma 46 Jakarta 2021



BRI
Booth BRI Bunda Fest
Transmart Cibubur 2021



BRI
Booth BRI UMKM
M Bloc Jakarta 2021

Exhibition

ILOTTE
BCA EXPO
ICE BSD 2020



ILOTTE
Korean Festival
Central Park Jakarta 2019



ILOTTE
JKT INT Premium Product
JCC Jakarta 2019

BRI
Bazaar Klaster Mantriku
Oktober, 2024



Activation



Event

BRI
Handle dari 2021, 2022, 2023
Dilaksanakan 3-4 Bulan dalam setahun,
setiap bulan tema akan berbeda

Activation Event



Rangkaian Acara /
Scope of Work :

- Produksi Booth &
Activity Penjualan
Produk UMKM

BRI
Booth BRI,ICF 2023
Jiexpo Kemayoran,Jakarta 2023



BRI
Booth KIQANI
September, 2023



Event

Activation

BRI
Booth BRI Halal Bihalal
& Bazaar Iwabri
Menara BRILiaN,
Jakarta 2024



BRI
Booth BRI,Rakornas BNPB
Jiexpo Kemayoran,Jakarta 2023

BRI
Booth BRI - Joyland
Jakarta 2022

BRI
Booth BRImo Langham
Fashion Soiree
The Langham, Jakarta 2024



Activation

BRI
Booth BRI - Fin Expo
Jakarta 2022



BRI
Booth BRI UMKM Week Beacukai
Jakarta 2022



BRI
Vespa World Day
Bali 2022

Event

MAMYPKO
Cloud Land
Kota Kasablanka, Jakarta 2018

Activation



Event





BRI
Giant Ball, jalan di 8 RO BRI
Jakarta, BSD, Balikpapan,
Medan, Pekanbaru, Padang
Palembang, Lampung 2023

BRI
Car Display
Oktober, 2023



BRI
Car Display
Oktober, 2024

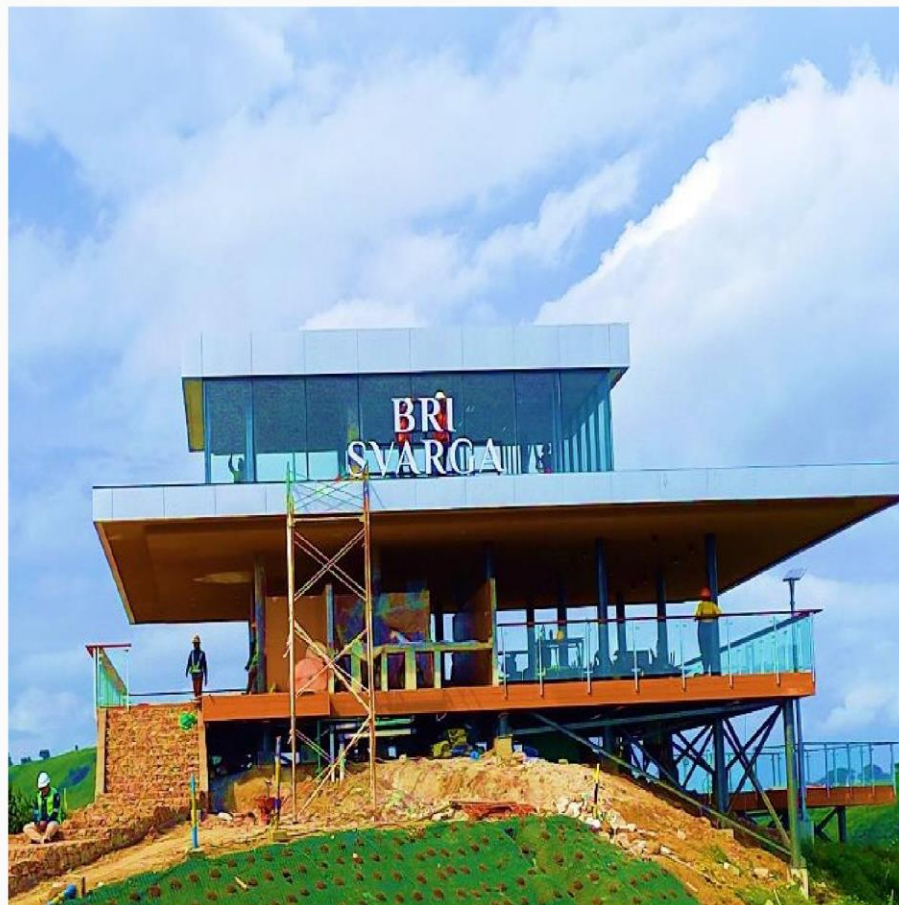
Production &

BRI
Art Instalation
Oktober, 2023



Branding

Production &



BRI
Faced Logo BRI
Mandalika 2022

BRI
ART Instalation Pesta Rakyat
Simpedes BRI
Jakarta 2022



Branding



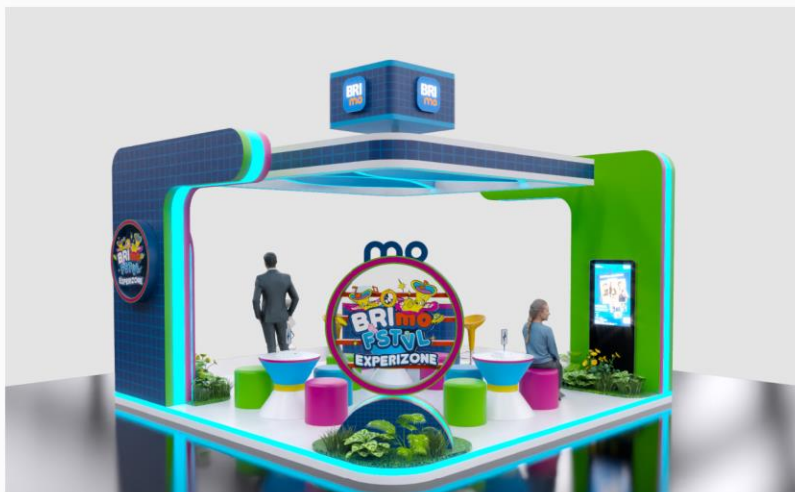
BRI
INASGOC Asian Games
Jakarta & Palembang 2017

2D & 3D Design



Booth BRI
Jakarta 2023





Booth BRImo FSTVL
Jakarta 2023

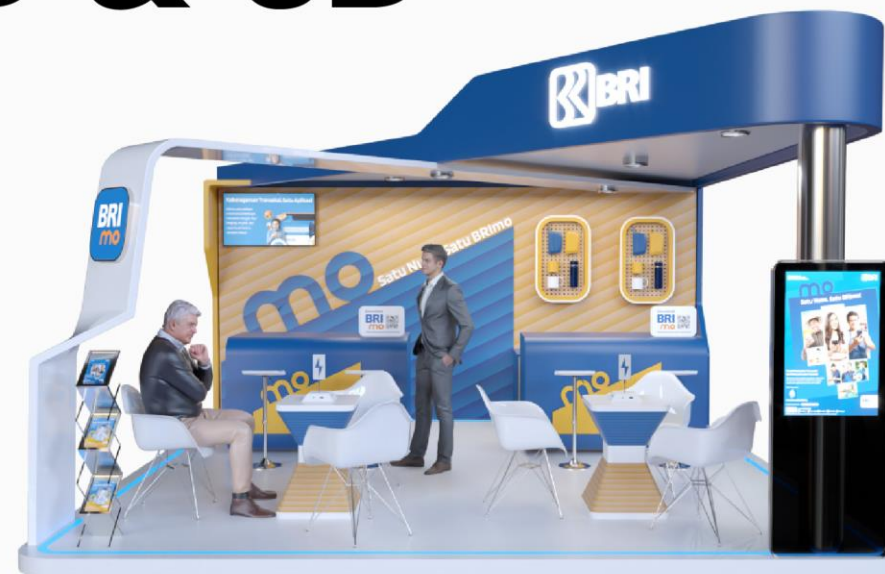


2D & 3D

Booth BRImo
Jakarta 2023



Design





Usher



Telah menjadi partner dan terlibat dalam beberapa event, baik Selling & sampling, Launching, Exhibition, Gathering, Photoshoot & shooting, etc



Shoot & Photoshoot



Talent Shooting
konten Honda 2021



Model Photoshoot
LG 2023



Model launching
Honda All New Civic 2022



Talent konten
socmed fisherman
2022



Talent Konten socmed
usagi snack 2023



Photoshoot konten
socmed Kapal Api
2023



Model konten
skincare 2022

Gathering
Tik Tok 2023

Gathering



Usher Dulux
Gathering 2024



Usher gathering
honda 2023



Usher media
gathering 2023



Usher Dulux
Gathering 2024



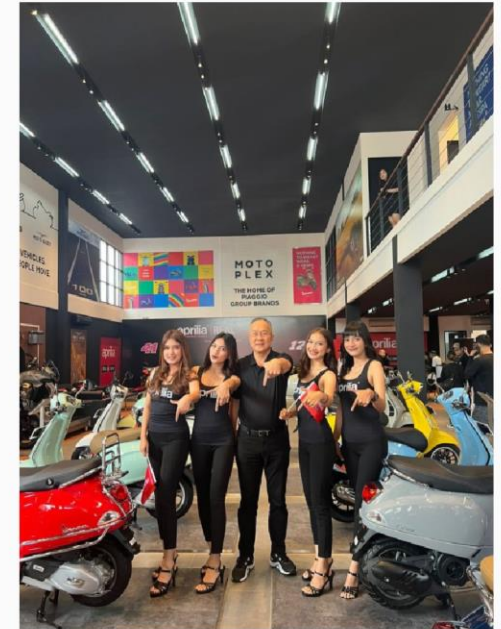
Launching
IQOS iluma 2023



Launching AEON
Sentul 2021



KB Bukopin 2019



Launching Dealer
Piaggio 2023

Launching

Launching kereta Bima
Kompartemen PT.KAI 2023



Usher Campaign
PLN 2018

Usher
PLN 2018



Government



Usher BUMN 2019

Event

Cantas
PUPR 2023

Usher
Unilever Trade Expo Indonesia
2023



Usher Porsche
GIIAS 2023

TDA
Luxury toys X IMI
2021



Exhibition



Usher
Hermes fit 2023



Hascar JEEP
IIMS 2019



BRILLIANPRENEUR 2023

Usher Piaggio Moto GP
Mandalika 2023

Usher selling
class mild 2023



Ranch Market
Korean Festival
Promotion & Sampling
Korean Fruit



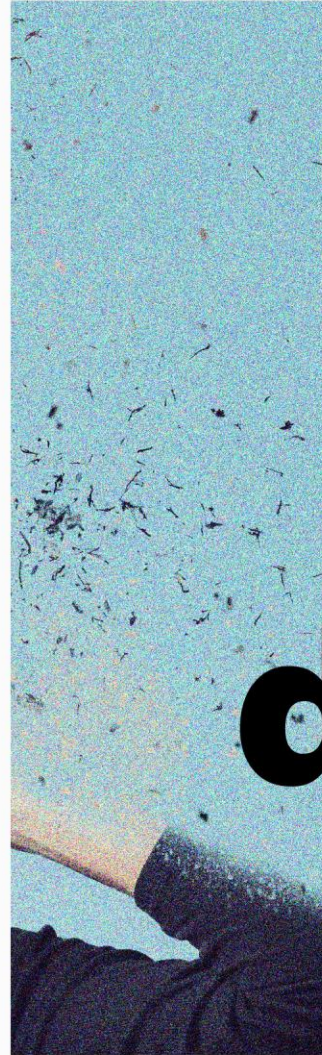
SPG selling
PRJ Jakarta 2023

Selling & Sampling

SPG selling
biore PT.KAO Bandung X Beauty
2023



SPG sampling
softex 2023



03

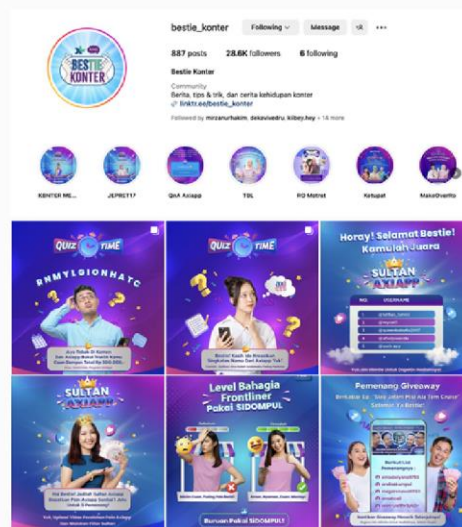
digital

Social Media Management
SEO
Digital Campaign & Ads Management
Website Design & Development
Video Production
Product & Commercial Photography
KOL Services

Social Media

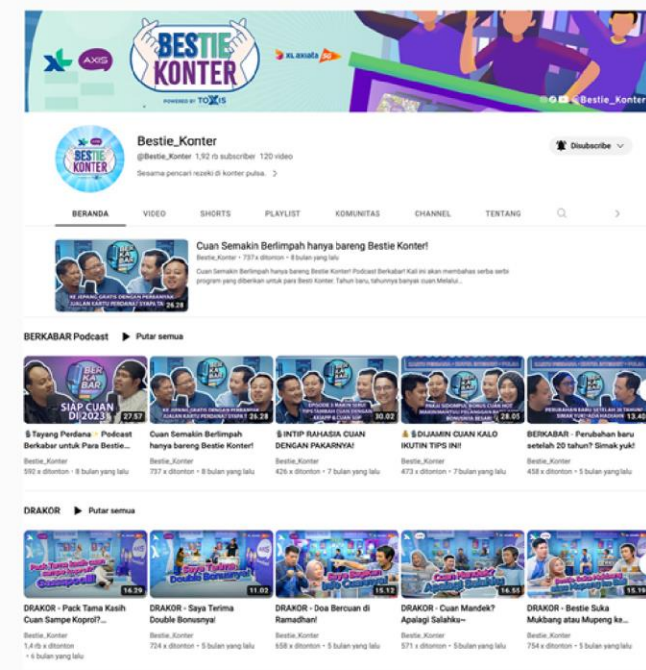


BNI
Key Visual,
Campaign Undian Rejeki BNI
Periode September 2022 – April 2023



Management

XL AXIATA
Social Media Maintenance, Podcast &
Web Series for XL Axiata's trade marketing
team's social media platform @Bestie_Konter
Periode September 2023

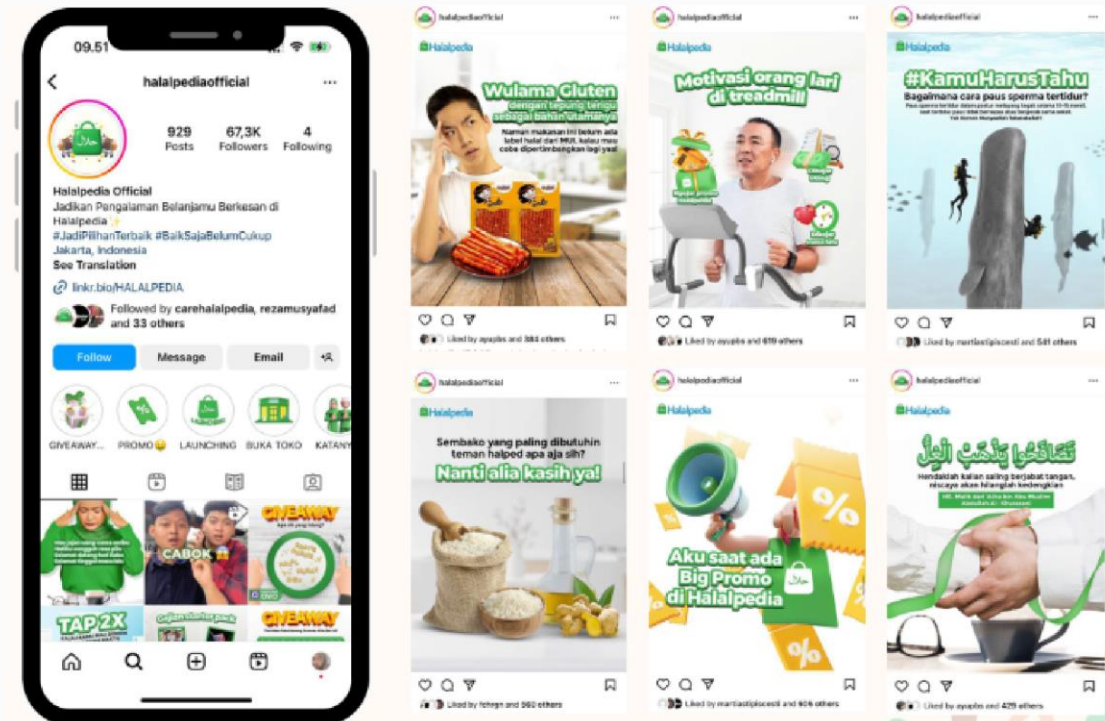


Social Media



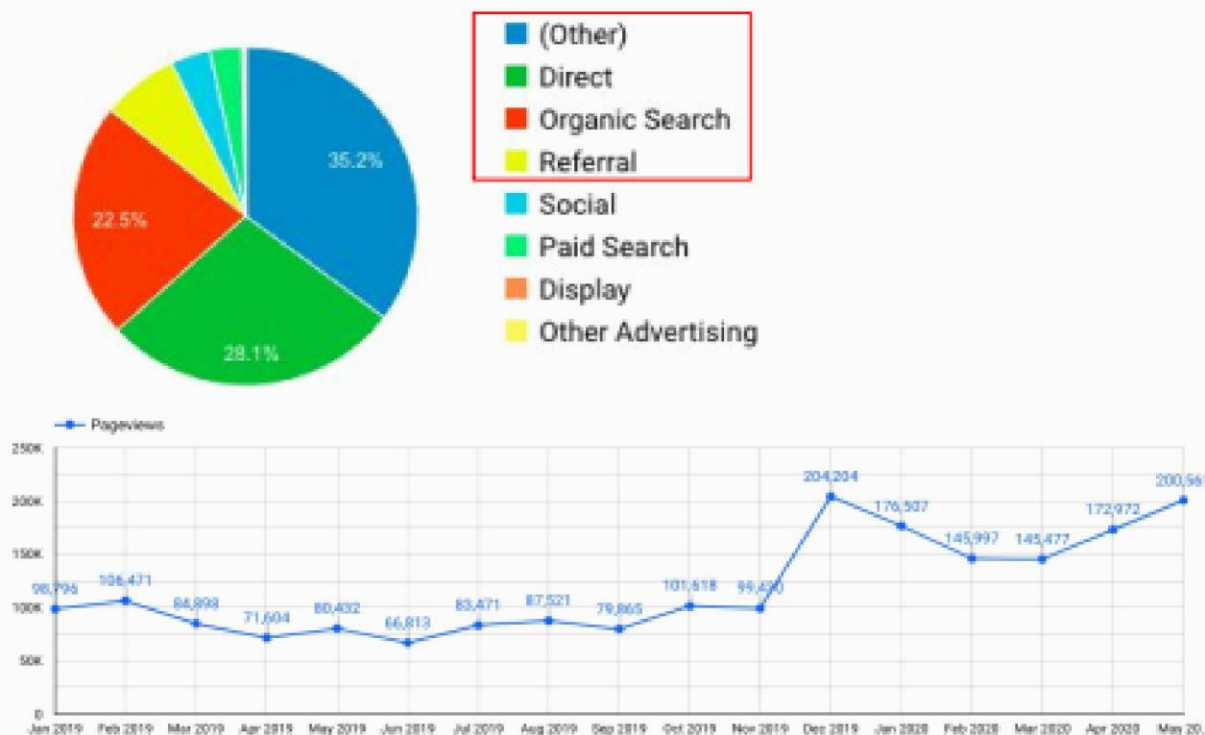
SQUEEZE
Social Media Maintenance
for Instagram @squeeze.id
Periode Januari 2024 (1 tahun)

Halalpedia
Social Media Marketing for Instagram
Twitter, TikTok also Podcast & Web Series
Periode Januari – November 2023



Management

Top Channels

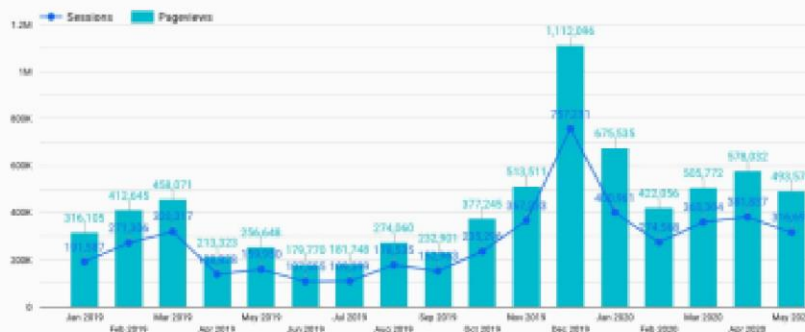


Client:
Government Bank Campaign

Objective:
To generate traffic through organic source
Issue: Competitors had already conducted a campaign with good performance & the website making 2019 which still needs to be optimized

Solution:
Strengthen off-site optimization by utilizing the regional blogger community

Output:
After 6 months, Organic traffic (direct, search, referral) becomes the second largest contributor of traffic



Client:
Well-known Cake Store

Objective:
To acquire organic traffic from buying keywords

Issue:
Website is not seo friendly

Solution:
☒ Optimization of content on category and product detail pages.
 Strengthen the content with on site articles with inbound links
☒ A backlink strategy that maximizes traffic and optimizes target keywords

Output:
After 6 months, 70% target keywords in first page google.co.id and after 12 months 100% target keywords in first page of google.com & google.co.id

31 December 2017

No.	Target Keywords	SERP BEFORE	
		Google.com	Google.co.id
1	birthday cake jakarta	not found in 300	not found in 300
2	hampers kue jakarta	not found in 300	not found in 300
3	custom cake jakarta	not found in 300	not found in 300
4	hampers lebaran	not found in 300	not found in 300
5	hampers natal	not found in 300	not found in 300
6	kue black forest ulang tahun	not found in 300	not found in 300
7	kue kering lebaran	not found in 300	not found in 300
8	kue ulang tahun jakarta	not found in 300	not found in 300
9	cake shop jakarta	not found in 300	not found in 300
10	toko kue ulang tahun di jakarta selatan	not found in 300	not found in 300

30-Dec-18

SERP AFTER	
Google.com	Google.co.id
6	4
5	3
3	3
4	5
4	6
2	4
4	7
3	2
2	2
1	2

Note: position 1 - 9 berada di halaman 1 google



Client:
Company Truck & Bus seller

Objective:
To optimize their signature truck (page)

Issue:
thin content in the website & there is no CMS for SEO

Solution:
Optimize in backlink

Output:
After 6 month campaign, most queries of the page are at 6.9 position on google which is mostly on first page of google

Digital

Digital Campaign TVC Pertamina
Social Media: IG, Facebook Ads, Twitter
Oktober – Desember 2020



andhiliakapratama • Sayang sama keluarga udah pasti, sayang sama mobil juga harus buat gue. Makanya gue gak pernah sembarangan pake bahan bakar, karena performa mesin mobil itu harus selalu dijaga.

Jadi, gue selalu pake bahan bakar yang bisa bikin mesin lebih bertenaga karena pembakarannya optimal, melindungi, dan membersihkan mesin.

Satu lagi yang gak kalah penting, gue ikut merawat kualitas udara dengan memilih BBM yang tepat sama teknologi kendaraan gue.

Jadi udah pasti banget sih, #LebihBaliPertamax buat mobil kesayangan.

Sayang mobil, sayang lingkungan kan jadinya.

Sayang mobil, sayang lingkungan kan jadinya.

@PertaminaFuels
@MyPertamina
#BerbagiBerkahMyPertamina
#Call135
#MyPertamina

PROJECT SNAPSHOTS

500K-1M REACH

- Collaborated with Erwin Gutawa Orchestra to create the first virtual orchestra concert in Indonesia
- Organize online Youth Conference.

The Strategy

As it's 14th year, BNI is meeting all Indonesians to stay optimistic and challenge and at the same time providing ways to uplift themself.

500K-1M REACH

500K-1M REACH

BNI
Digital Campaign
Periode 6-8 bulan tahun 2020

The Implementation - PR through News Publisher

Google

Search results for "BNI" showing various news articles and images related to BNI's activities and initiatives.

The Implementation - Social Media Content, Activation and Virtual Event

Images showing social media content, including posters for "Semer Satukan Energi" and "Kongres generasi" events, and a virtual event interface.

Campaign

Digital Campaign TVC Bright Gas
Social Media: IG, Facebook Ads, Twitter
Oktober – Desember 2020

martinpraja • Follow

martinpraja • Sudah ada ide resep apa nih buat di masak di weekend nih? Salah satu hobi gue ditengah kesibukan aktivitas, pastinya masak yang enak-enak juga buat keluarga di rumah. Ehss, masaknya gak pake sembarangan gas ya!

Masak nyaman dan aman, pastinya menggunakan @BrightGas. Dengan Teknologi DSVS (Double Spindle Valve System) serta dilengkapi dengan Safety Valve, menjaga gas tidak bocor dan mengurangi resiko di dapur. Apalagi produk Bright Gas juga dijamin keasliannya karena ada karena ada Seal Cap Hologram di

486 likes
31 MINUTES AGO

Add a comment...

TRIBELIO
Ads Management
Periode Agustus 2022 (6 Bulan)

Ads



Objective	Introducing products while reaching new consumers so that it can increase traffic on the landing page/web.
Purposed Campaign	#CobaTribelioPage: Giving new options to entrepreneurs Tribelio page is a solution to increase website traffic. Campaign Form: Product Campaign Campaign Initiative: Free Trial, Limited Features
Segment	L/P, 20 - 35 yo, entrepreneur, early majority tech adoption.
Campaign Flow	Meta: User receive ads > user directed to landing page/web > user directed to register account. Google Display Network: User click ads > user directed to web/play store > user directed to install apk.
Key Message	If your selling web is crowded with visitors, chances are will also affect your sales, the way is quick and using Tribelio Page.
Creative Content	Using the metaphor of a magician with his magic, can change your website / landing page in an instant for the better.

SOCIAL MEDIA ACTION PLAN

Social Media Platforms

Instagram: untuk feed dan reel yang saat ini sedang powerful karena video singkatnya.

Facebook: menjangkau secondary audience "parents"

TikTok: organik friendly, gampang viral, banyak pengguna saat ini

Twitter: untuk customer service, karena audience saat ini banyak yang mengeluh di twitter. bisa numpang lapak juga kepada brand besar dan brand apa yang sedang trending topic.

Content Theme

Virtualin, melalui Instagram Facebook, TikTok, dan Twitter, ingin menyebar informasi dengan umur 21-45, dengan interest photography, videography, product review, traveling, & channel kuliner, dari audience yang tidak memiliki alat dan fasilitas serta keterampilan editing menjadi lebih mudah untuk mempromosikan alat dan tanpa perlu repot mengeditnya dengan cara memberikan product knowledge dan memberikan promo kepada audiens.

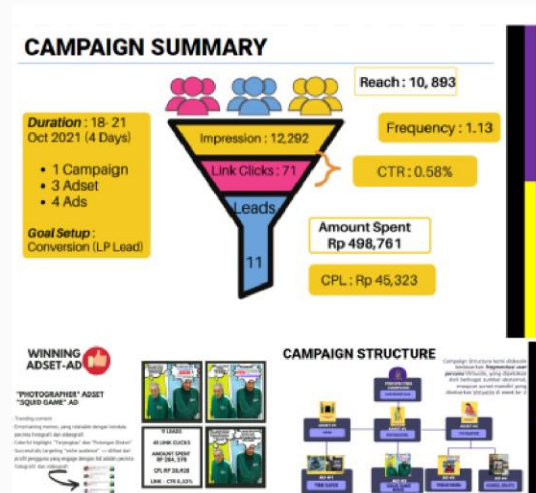
CONTENT PILLARS

- 35% Educational
- 45% Product Feature
- 20% Discount Offer

CONTENT PHASING & TIMELINE

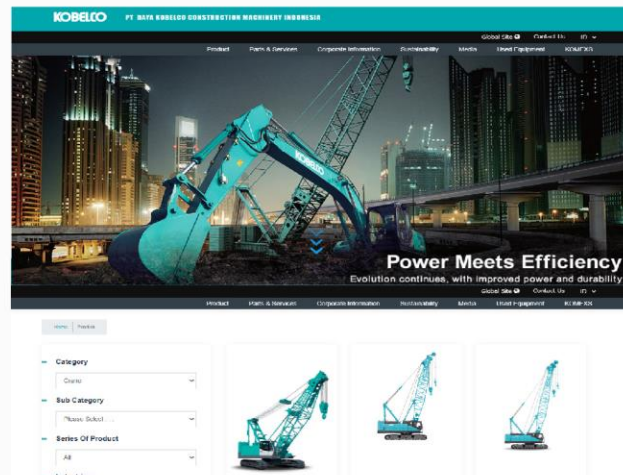
- Month 1:** Brand Awareness, Brand Recall, Brand Recognition
- Month 2:** Brand Consideration, Brand Interest, Brand Desire
- Month 3:** Brand Purchase, Brand Loyalty, Brand Advocacy

Management

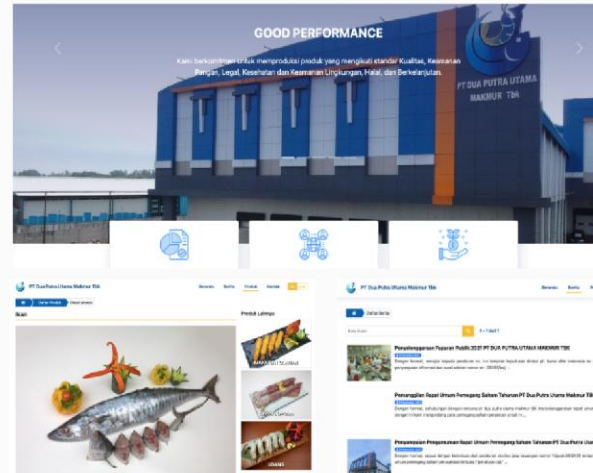


VIRTUALIN
Ads Management
Periode September - November 2021

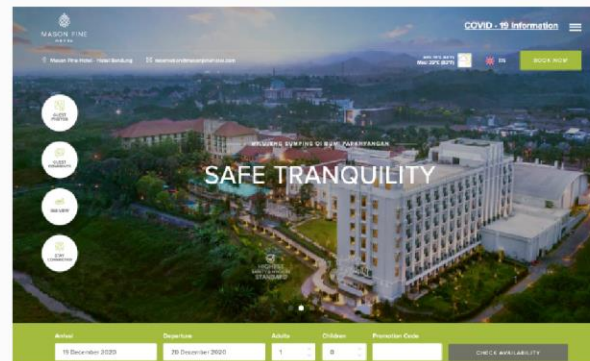
Website Design



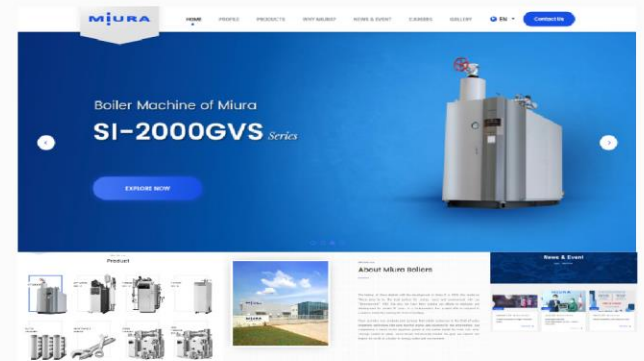
PT Daya Kobelco Construction Machinery Indonesia (DKCMI/Kobelco)



PT Dua Putra Utama Makmur Tbk



Mason Pine Hotel Bandung



PT Miura Indonesia

& Development

Video



HYUNDAI
IONIQ 5 Launch Video,
G20 Summit Official Car,
Creta Dynamic Black Edition
Launch Video



Production

PERTAMINA
Hero Video Content
for Pertamina



BNI
Product Commercial &
Photography

Product &



Commercial Photography

Fotografi produk dan komersial dengan dukungan kecerdasan buatan adalah solusi revolusioner yang kami tawarkan kepada klien BNI. Kami menggabungkan kreativitas manusia dengan teknologi AI terkini untuk menciptakan gambar yang dapat mengoptimalkan pemasaran dan campaign produk



Mempromosikan film cartoon terbaru di Disney Channel Indonesia dan Asia sekaligus mempromosikan karakter dari film cartoon tersebut. KOL berperan menjadi buzzer untuk event yang diadakan oleh Disney Asia di Central Park Mall dengan cara posting di Instagram masing-masing

KOL

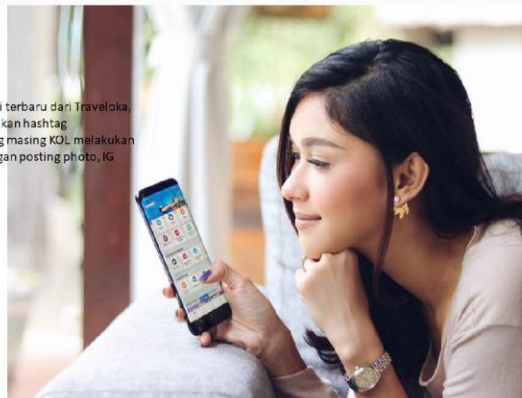
Mempromosikan modem wifi terbaru dari Traveloka, yaitu MIFI dengan menggunakan hashtag #liburansebamudah. Masing-masing KOL melakukan campaign berkelanjutan dengan posting photo, IG Story, dan IG live

traveloka

Mempromosikan modem wifi terbaru dari Traveloka, yaitu MIFI dengan menggunakan hashtag #liburansebamudah. Masing-masing KOL melakukan campaign berkelanjutan dengan posting photo, IG Story, dan IG Live

KOL List & their followers:

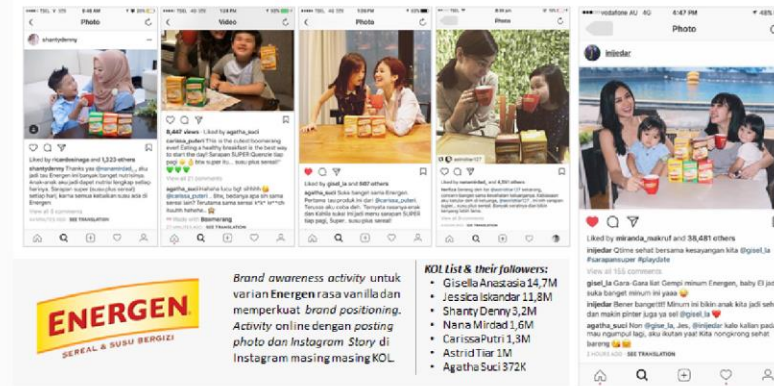
- Luvdyo Cynthia 20,5M
- Gisella Anastasia 14,7M
- Jessica Iskandar 11,8M
- Gading Marten 7,9M
- Glenn Ninskie 7,5M
- Wulan Guritno 2,4M
- Terra Bademan 2M
- Nana Mardani 1,6M
- Omesh 1,4M
- Dian Ayu 845K
- Gya 312K



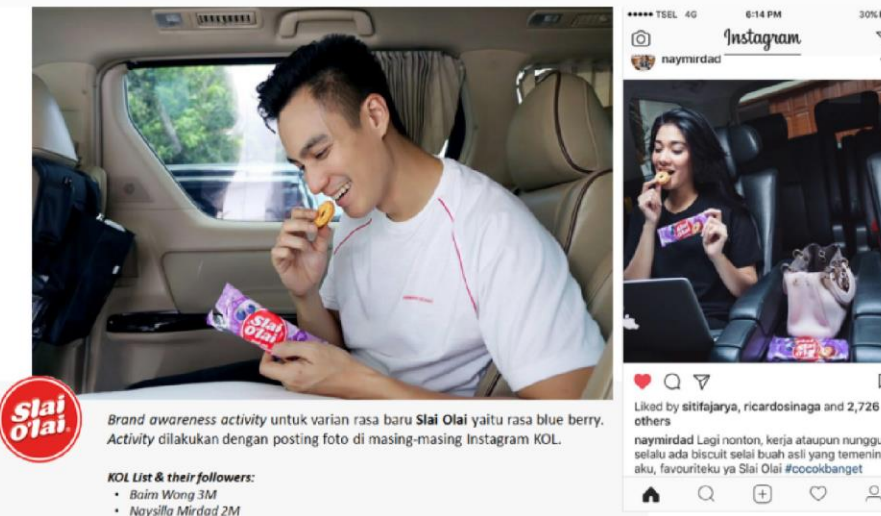
Services

KOL mempromosikan Grab Share dengan melakukan photoshoot membuat activity offline organic dengan cara KOL menjadi driver Grab sekaligus melakukan posting foto dan IG story di Instagram.

Brand Awareness activity untuk varian Energen rasa vanilla dan memperkuat brand positioning. Activity online dengan posting photo dan Instagram story di Instagram masing-masing KOL.



Brand Awareness activity untuk BRImo, Activity yang dilakukan adalah KOL mempromosikan pembukaan tabungan BritAma melalui aplikasi BRImo akan mendapatkan banyak benefit.



Brand Awareness activity untuk varian rasa baru Slai Olai yaitu rasa blueberry. Activity dilakukan dengan posting foto di masing-masing Instagram KOL.

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HOW MAY WE HELP YOU?



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