



SEKOLAH TINGGI ILMU EKONOMI IPWI JAKARTA

TERAKREDITASI INSTITUSI "B" BAN PT NO. 4052/SK/BAN-PT/AKRED/PT/X/2017

PROGRAM S1 (MANAJEMEN)

PROGRAM S2 (MAGISTER MANAJEMEN)

@stie_ipwija IPWIJA Channel STIE Ipwija 081287179600 @stieipwija_ @stieipwija_ www.stieipwija.ac.id contact@stieipwija.ac.id

Nomor : 062 /LP2M-STIEIPWIJA/III/2022
Perihal : Narasumber, Pendamping dan Pemberi Materi
Lampiran : -

Kepada Yth.
Irwan, S.Si., Apt., MKM
Direktur Pengawasan
Obat Tradisional dan Suplemen Kesehatan
di Tempat

Dengan hormat,

Sehubungan dengan surat dari Badan Pengawas Obat dan Makanan (BPOM) No. PW.02.03.43.433.03.22.87 tanggal 16 Maret 2022 perihal tersebut di atas, dengan ini Kepala LP2M Sekolah Tinggi Ilmu Ekonomi IPWI Jakarta menugaskan:

Dr. Hery Margono, S.E., M.M. (NIDN: 0327046702)

Untuk menjadi Narasumber pada kegiatan Bimbingan Teknis Informasi dan Promosi Bagi UMKM Obat Tradisional yang akan dilaksanakan pada:

Hari / tanggal : Kamis, 24 Maret 2022
Waktu : 08.30 WIB - selesai
Tempat : Hotel DoubleTree by Hilton Jl. Tunjungan 12, Genteng, Surabaya
Tema : "Kreativitas dalam Berpromosi"

Setelah pelaksanaan kegiatan Dosen yang ditugaskan diwajibkan membuat Laporan Pelaksanaan Kegiatan kepada pemberi tugas (LP2M Sekolah Tinggi Ilmu Ekonomi IPWI Jakarta). Mohon bantuan penanggungjawab kegiatan membantu menyediakan berkas yang diperlukan untuk pembuatan laporan pelaksanaan kegiatan.

Demikian Surat Tugas ini disampaikan untuk dapat dilaksanakan dengan penuh tanggung jawab.

Jakarta, 21 Maret 2022

Rochmad Fadjar Darmanto, SE, MM.

Kepala LP2M STIE IPWIJA



SERTIFIKAT

PARTISIPASI

MEMPERSEMBAHKAN KEPADA

◀ **DR. HERY MARGONO** ▶

Sebagai narasumber pada acara Badan Pengawas Obat dan Makanan (Badan Pom)
dengan tema
"Kreativitas dalam Berpromosi".

24/03/2022

Surabaya



Irwan, S.Si., Apt., MKM



Kreativitas dalam Berpromosi

**Hery Margono
Sekjen P3I**

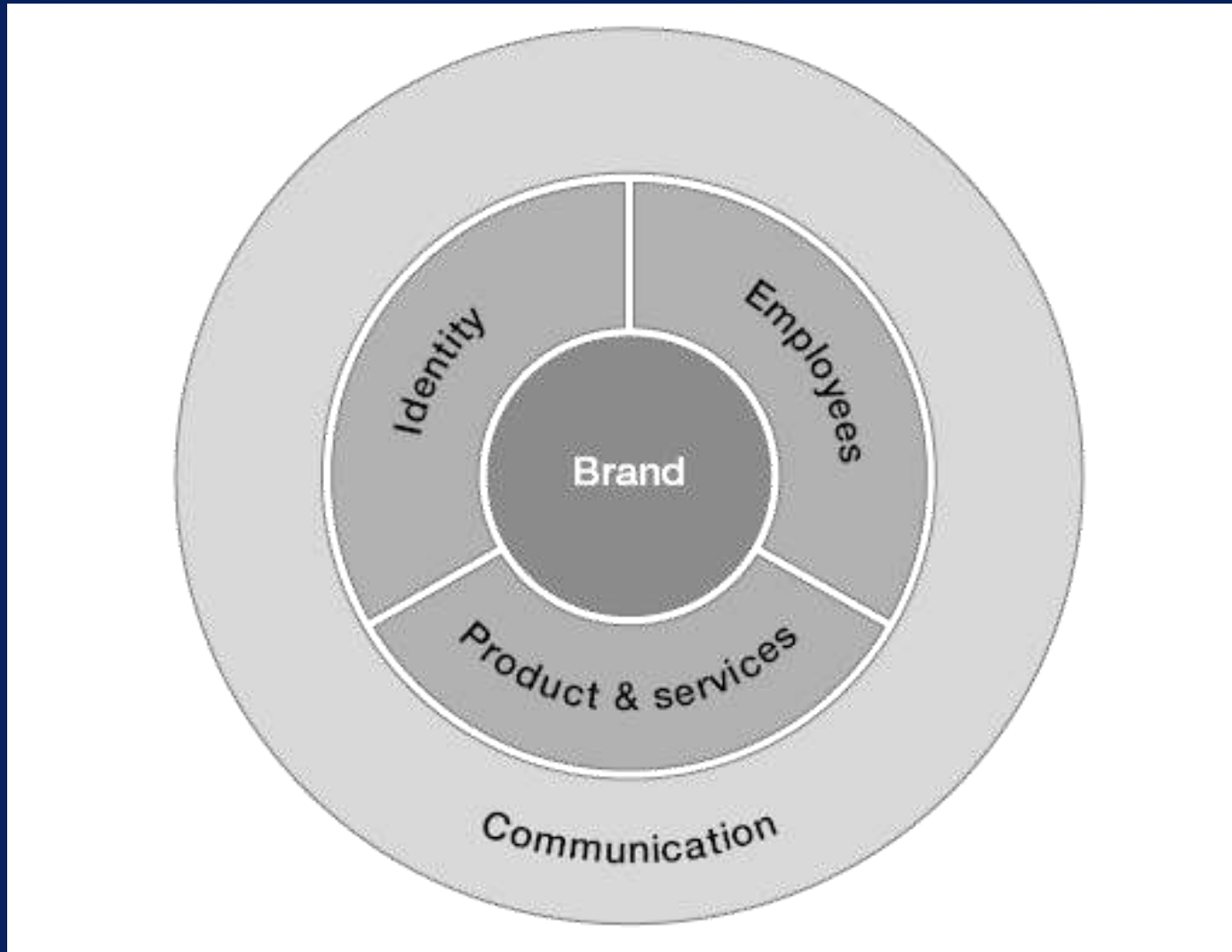
**Direktorat Pengawasan Obat Tradisional dan
Suplemen Kesehatan – BADAN POM
Surabaya, 24 Maret 2022**

Promotion Objectives

- Informative
- Educate
- Remind
- Persuasive
- Behavior change
- Image/perception change



Promosi dalam *Branding*



Brand Activation Model

(Morel, Paul, Peter Preisler and Anders Nystrom)

Promosi dalam *Marketing Strategy*

MARKETING STRATEGY :

- Segmentation
- Targeting
- Positioning

MARKETING MIX : PROGRAMS:

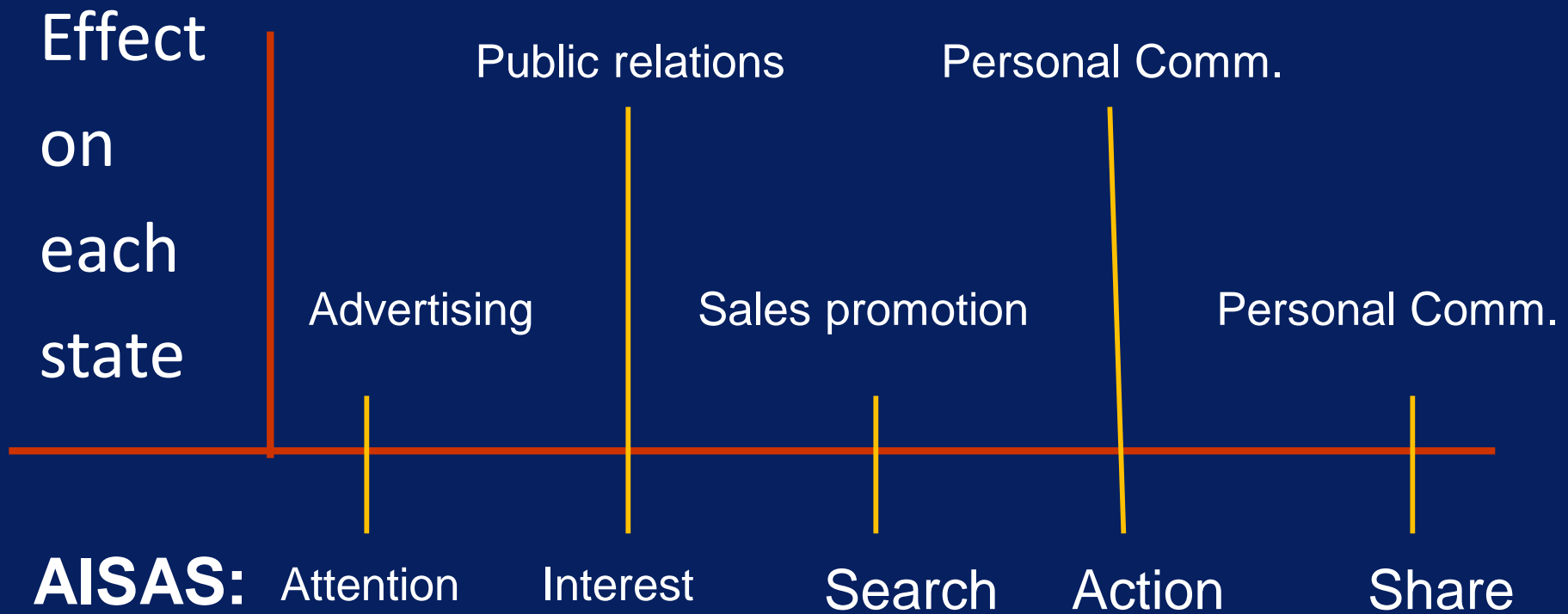
- Product
- Price
- Place
- Promotion/IMC :
 - Advertising
 - Sales Promotion
 - Marketing PR
 - Personal Selling

**PROCESSES
PERFORMANCE
PEOPLE**

Target Audience

Target Market

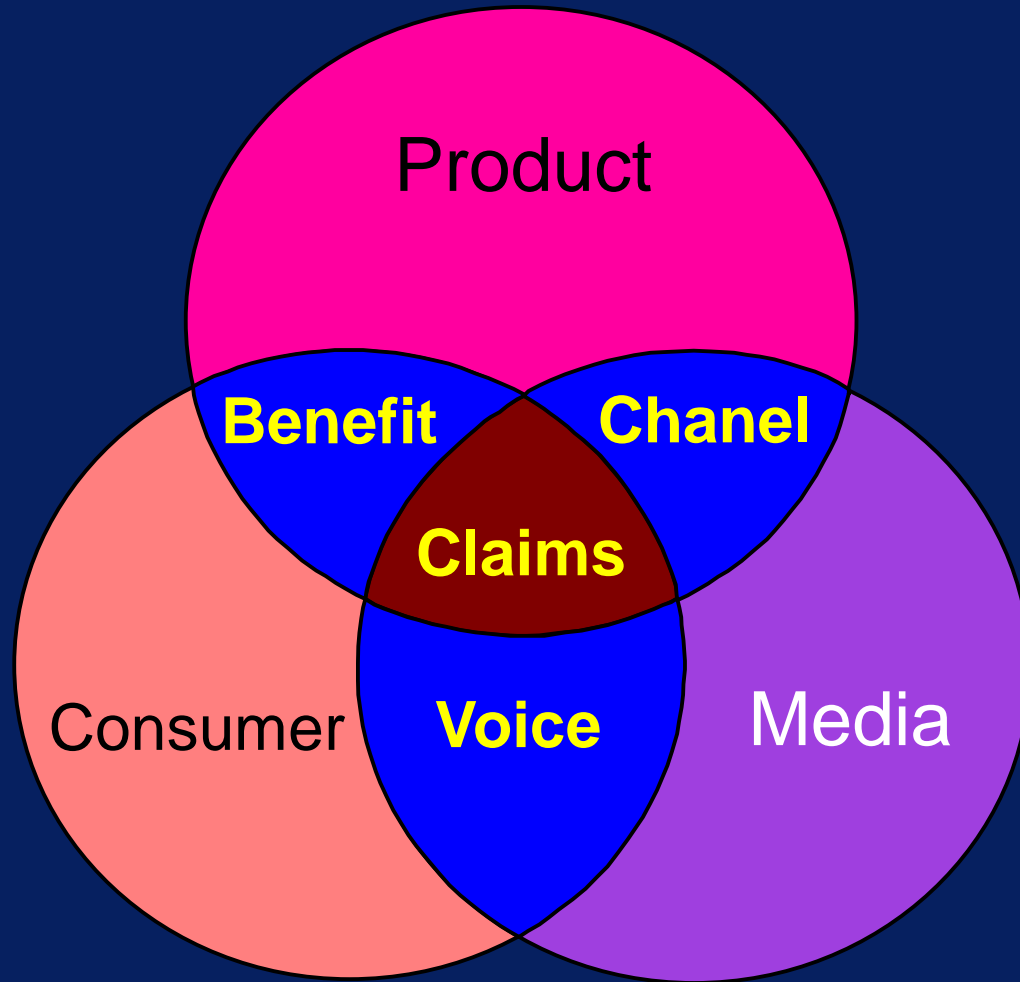
The Effect of Various Marketing Communications



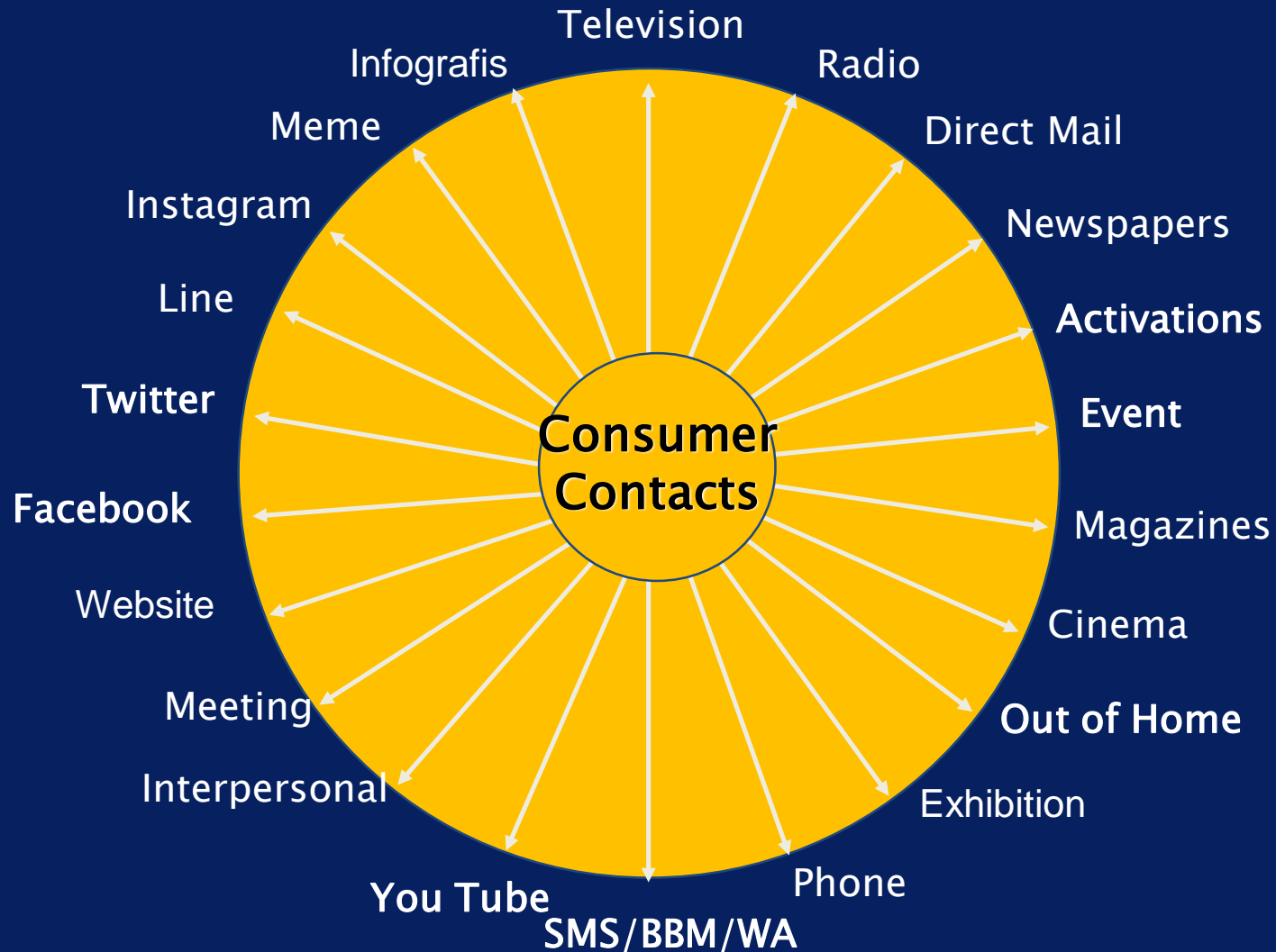
COMMUNICATION ACTIVITY

ADVERTISING	SALES PROM.	Marketing Public Relations	Personal Communications
<ul style="list-style-type: none"> - TV Commercials - Radio spot - Print Ad. - Out of Home - Car Cards - Sponsorship - Advertorial - Point of Purchase - Tie – in Promotion - Booklet & Brochure - Etc. 	<ul style="list-style-type: none"> - Coupon - Discount - Patronage Awards - Price Packs - Incentive - Exhibition - Demonstration - Festival - Entertainment - AV Presentation - Website - Mobile - Sosmed - Etc. 	<ul style="list-style-type: none"> - Publication - Publicity - News Conference - Seminar - Survey - Expert Opinion - Event - Community involvement - Corporate Social Responsibility - Etc. 	<ul style="list-style-type: none"> -Presentation -Tele Comm. -Direct Mail -Lobbying and negotiation -E-mail -Proposal -Etc.

Three Elements Of Communication Planning

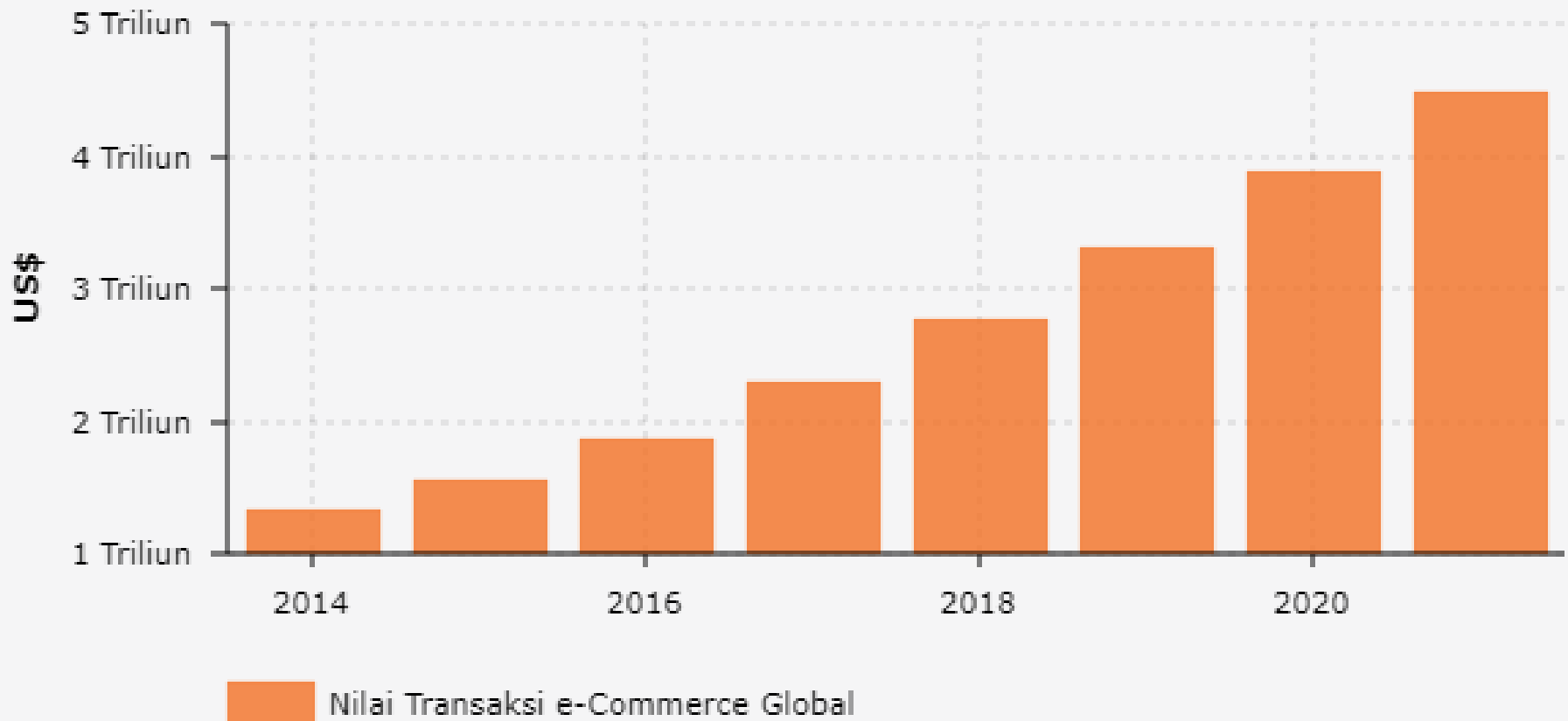


COMMUNICATION CHANNEL



Beberapa Fakta

Transaksi e-Commerce Global (2014-2021E)



Ecommerce vs In-Store Global Retail Sales Growth: Year-over-Year



Source: eMarketer

Top Apps Worldwide for July 2020 by Downloads (Non-Game)



Overall Downloads

- 1 TikTok
- 2 Facebook
- 3 ZOOM
- 4 Instagram
- 5 WhatsApp
- 6 Messenger
- 7 Google Meet
- 8 Snack Video
- 9 Likee
- 10 Telegram

App Store Downloads

- 1 TikTok
- 2 YouTube
- 3 Instagram
- 4 ZOOM
- 5 WhatsApp
- 6 Facebook
- 7 Messenger
- 8 Google Maps
- 9 Pinduoduo
- 10 Gmail

Google Play Downloads

- 1 TikTok
- 2 Facebook
- 3 ZOOM
- 4 WhatsApp
- 5 Instagram
- 6 Google Meet
- 7 Messenger
- 8 Snack Video
- 9 Likee
- 10 Telegram

Note: Does not include downloads from third-party Android stores in China or other regions. TikTok includes downloads of Douyin.

The Internet is changing our world and
how we communicate



*“If your business is not
on the internet, then
your business will be
out of business.”*

***Bill Gates, Founder of
Microsoft***

People upload more
than 1,000,000
social media posts
every 60 seconds.

Mengapa **Media Digital (Medsos)**?

- Cepat
- Murah
- Mudah
- Lebih fleksibel
- Jangkauannya luas
- Bisa berinteraksi
- Terukur
- Banyak variasinya (*e-commerce, game, aplikasi, publisher, transportation on demand, hiburan, native ad., media sosial: instagram, facebook, twitter, youtube, flog, whatsapp, tiktok dll.*)

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DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL
POPULATION



7.83
BILLION

URBANISATION:
56.4%

UNIQUE MOBILE
PHONE USERS



5.22
BILLION

vs. POPULATION:
66.6%

INTERNET
USERS*



4.66
BILLION

vs. POPULATION:
59.5%

ACTIVE SOCIAL
MEDIA USERS*



4.20
BILLION

vs. POPULATION:
53.6%

SOURCES: THE U.N. (LOCAL GOVERNMENT BODIES), GSMA INTELLIGENCE, ITU, OWI, EUROSTAT, CNNIC, ABS, SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS, COMPANY BENCHMARKING REPORTS, MEDIASCOPE. ***ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

TOTAL
POPULATION



7.83
BILLION

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FEMALE
POPULATION



49.6%



MALE
POPULATION



50.4%



ANNUAL CHANGE
IN TOTAL POPULATION



+1.0%



MEDIAN
AGE



31.0

URBAN
POPULATION



56.4%



POPULATION DENSITY
(PEOPLE PER KM²)



60.2



OVERALL LITERACY
(ADULTS AGED 15+)



86.5%



FEMALE LITERACY
(ADULTS AGED 15+)



83.0%

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MALE LITERACY
(ADULTS AGED 15+)



89.9%

13

SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS, THE U.S. CENSUS BUREAU, THE WORLD BANK, UNESCO, UNICEF, THE CIA WORLD FACTBOOK, PEW RESEARCH, INDEXMUNDI, ETHIASBASE, ETHNOLOGUE (ALL ACCESSED JAN 2021). **NOTE:** THE UNITED NATIONS DOES NOT PUBLISH POPULATION DATA FOR GENDERS OTHER THAN FEMALE OR MALE.

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INDONESIA

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

 CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



INDONESIA

TOTAL
POPULATION



274.9
MILLION

URBANISATION:

57.0%

MOBILE
CONNECTIONS



345.3
MILLION

vs. POPULATION:

125.6%

INTERNET
USERS



202.6
MILLION

vs. POPULATION:

73.7%

ACTIVE SOCIAL
MEDIA USERS



170.0
MILLION

vs. POPULATION:

61.8%



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SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; QNIN; APIR; OECD; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE; CAFEBAZAAR. **COMPARABILITY ADVISORY:** SOURCE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO **MAY EXCEED INTERNET USER NUMBERS.**

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POPULATION ESSENTIALS

POPULATION DEMOGRAPHICS AND OTHER KEY INDICATORS



INDONESIA

TOTAL
POPULATION



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274.9
MILLION

FEMALE
POPULATION



49.7%

MALE
POPULATION



50.3%

ANNUAL CHANGE
IN TOTAL POPULATION



+1.1%

MEDIAN
AGE



29.9

URBANISATION
OF POPULATION



57.0%

POPULATION DENSITY
(PEOPLE PER KM²)



151.8

OVERALL LITERACY
(ADULTS AGED 15+)



95.7%

FEMALE LITERACY
(ADULTS AGED 15+)



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94.0%

MALE LITERACY
(ADULTS AGED 15+)



97.3%

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SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY: THE UNITED NATIONS; THE U.S. CENSUS BUREAU; THE WORLD BANK; UNESCO; UNICEF; THE CIA WORLD FACTBOOK; PEW RESEARCH; INDEXMUNDI; PHRASEBASE; ETHNOLOGUE [ALL ACCESSED JAN 2021]. **NOTE:** THE UNITED NATIONS DOES NOT PUBLISH POPULATION DATA FOR GENDERS OTHER THAN 'FEMALE' OR 'MALE'.

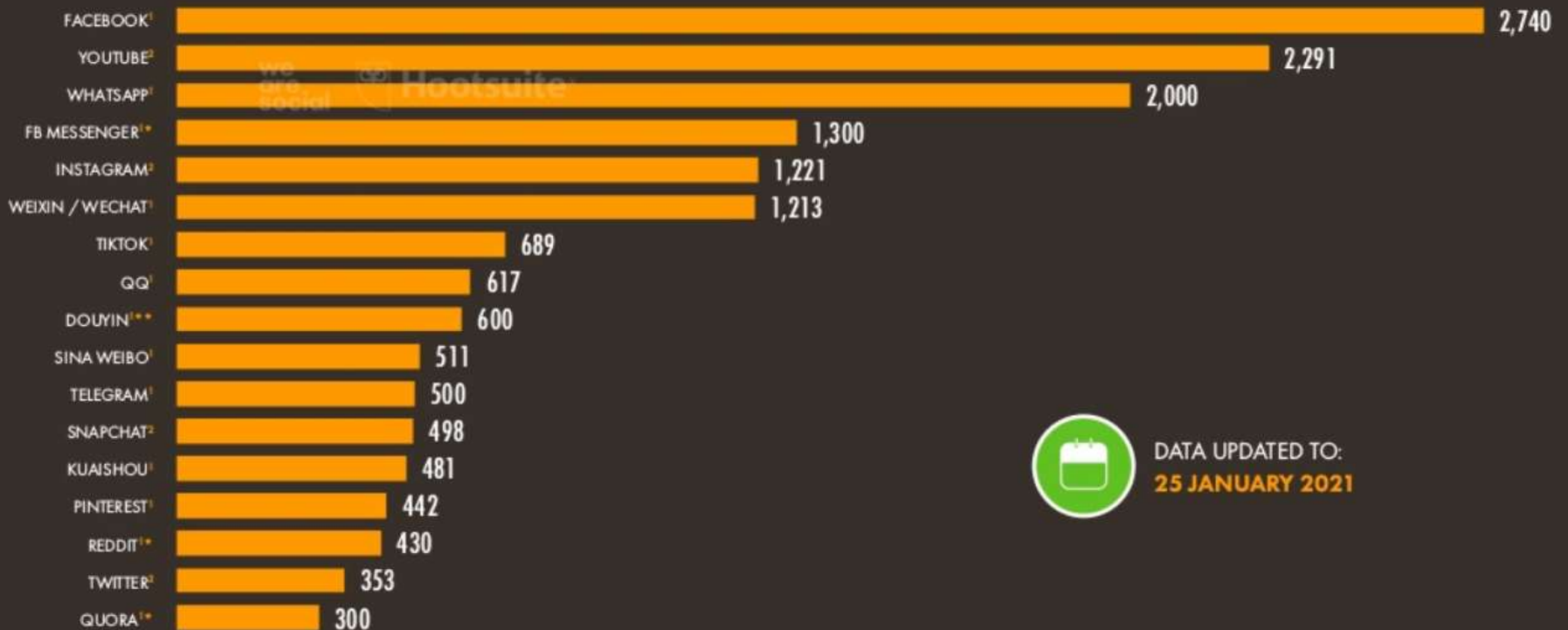
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THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*



DATA UPDATED TO:
25 JANUARY 2021

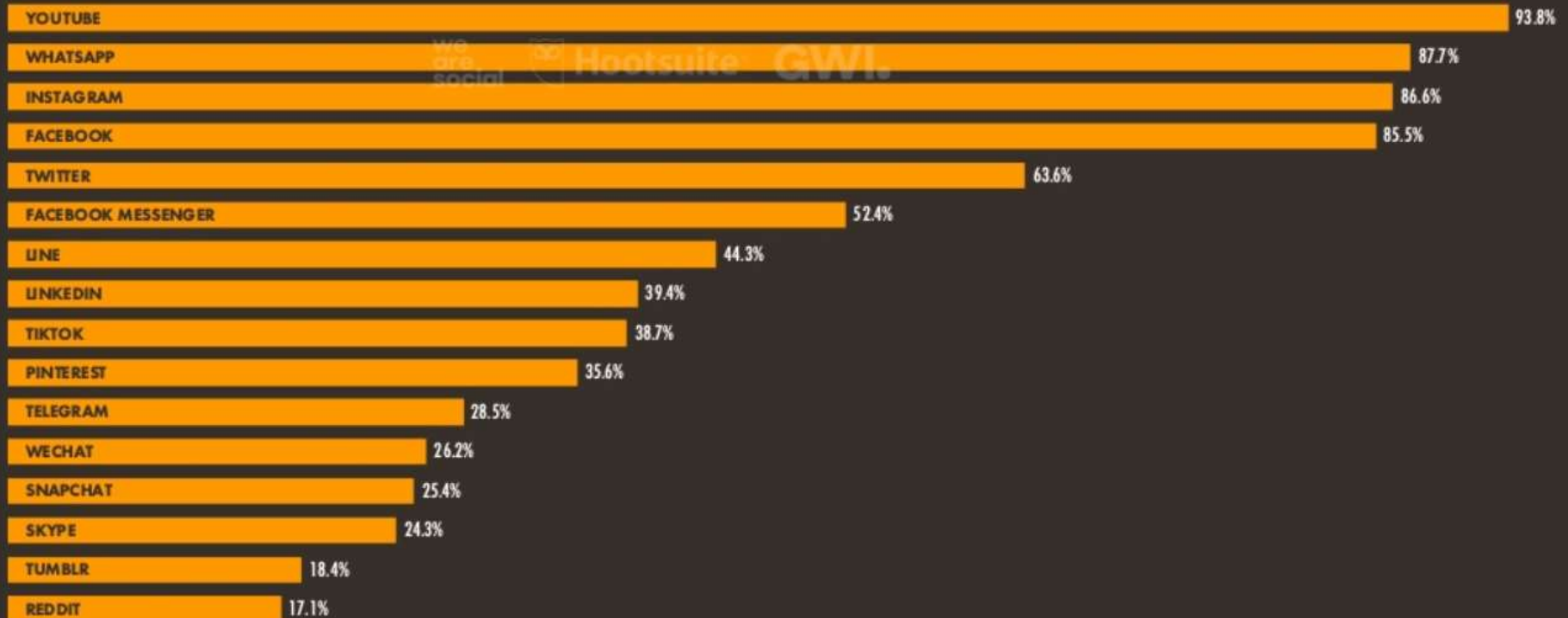
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MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



INDONESIA



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

NOTE: FIGURES ON THIS CHART REPRESENT INTERNET USERS' SELF-REPORTED SOCIAL MEDIA BEHAVIOURS, AND MAY NOT CORRELATE WITH THE FIGURES CITED ELSEWHERE IN THIS REPORT FOR EACH PLATFORM'S ADVERTISING AUDIENCE REACH, OR THE ACTIVE USER FIGURES PUBLISHED BY INDIVIDUAL SOCIAL MEDIA PLATFORMS.

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Beberapa pengukuran kualitas Media Sosial



1. Follower Growth (durasi, jumlah dan pertumbuhan followers)
2. Interactions (view, like, comment, share)
3. Engagement Rate (Jumlah view, like, comment, share / Jumlah Followers)
4. Post Frequency (Jumlah konten, waktu, konsistensi)
5. Monitoring (durasi dan jumlah yg dijawab)
6. Content Quality (visual, caption, attractiveness)

TERIMA KASIH