

Serasa

Serasa Advertising Agency **Portfolio**

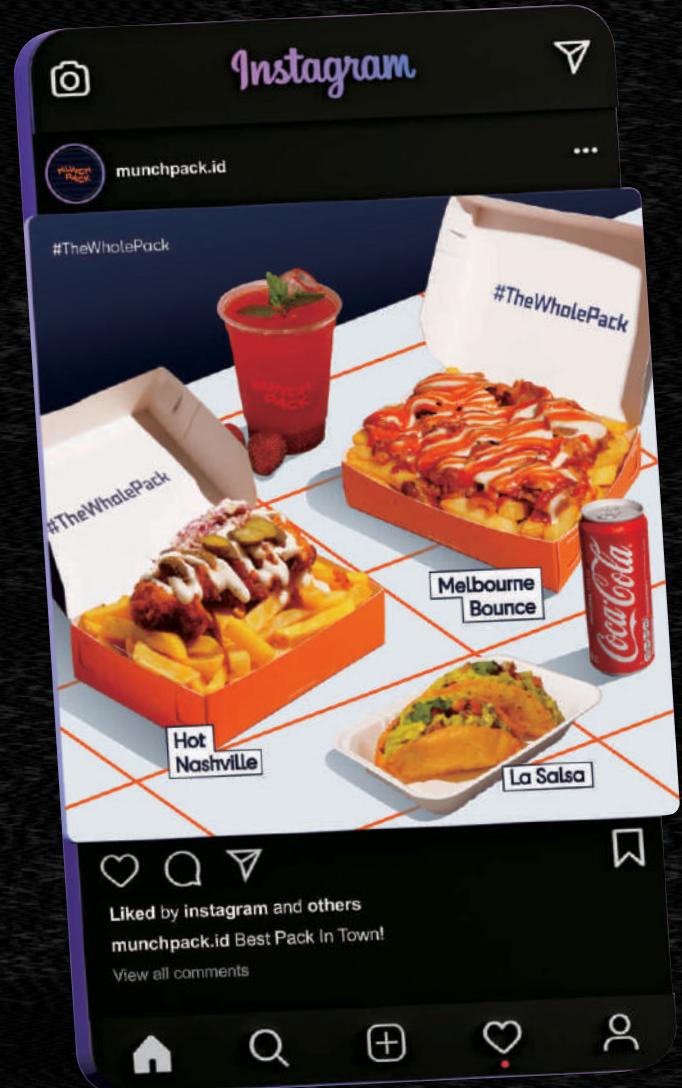


PT Standardplus Candra Sejahtera



Social Media Management

• • •



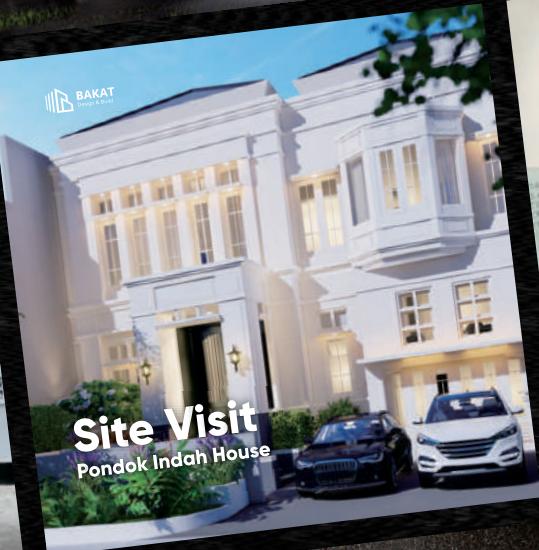
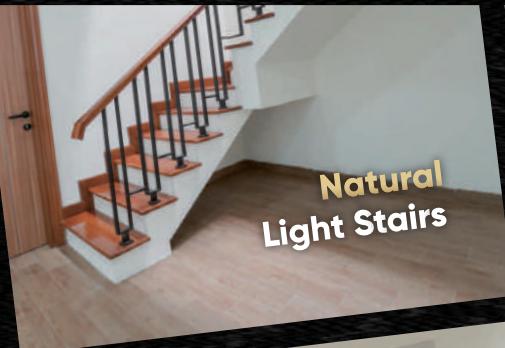


Bakat Design and Build

@ bakat.idn



IG FEED





KOMINFO

Literasi Digital Kominfo

@ literasidigitalkominfo



IG FEED



Fake Account Bikin 'Red Flag'

Fenomena Bersembunyi Di Balik Akun Palsu



Jadi Pertanyaan



4 Tips Debat Sehat Biar Gak Kesumat



Sebelum Pemilu, Cek Data Calon Pemilih Tetap Dulu!

#MakinCakapDigital #PilahSebelumUnggah



POV: Kamu Pertama Kali Nyoblos



1. Tular Nalar

Para pemilih pemula di melatih kemampuan berpikir dengan materi pembelajaran di Tular Nalar. [http://...](#)



ari
akan
r
ving

an begitu kita
menciptakan
digital yang aman
positif.

bebas, banyak
yang melontarkan
ujaran kebencian.
sial sangat merugikan
abkan perpecahan dan



2. Tiktok

- Klik dan tahan konten yang ingin dilaporkan
- Klik ikon Report/ Laporkan
- Pilih alasan kamu melaporkan yang tersusut

Pilah dulu Sebelum Berkomentar

#MakinCakapDigital
#PilahSebelumUnggah



Yuk Cek dengan Fakta agar Gak Bingung Pilah Berita!



Jangan Asal Sebar Berita Pilah Dulu Sebelum Unggah

#MakinCakapDigital #PilahSebelumUnggah



#?

Bijaklah d sumber u

Saat berkomentar harus selalu s menunjang ar

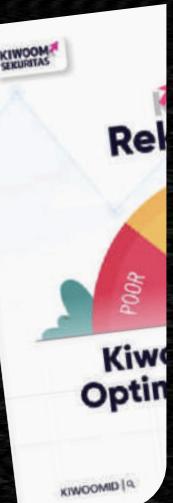
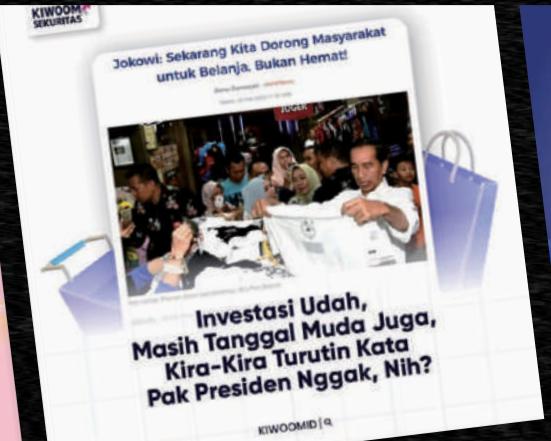


Kiwoom Sekuritas

@kiwoomid



IG FEED





lokamoringa

@ lokamoringa.id



lokamoringa.id

Lokamoringa

#lokaVSBreakout

Lokamoringa

Face Mask

Face Mask

dagelan and other people.

lokamoringa.id masker wajah organik yang bakal..

IG FEED





Majo Pajo

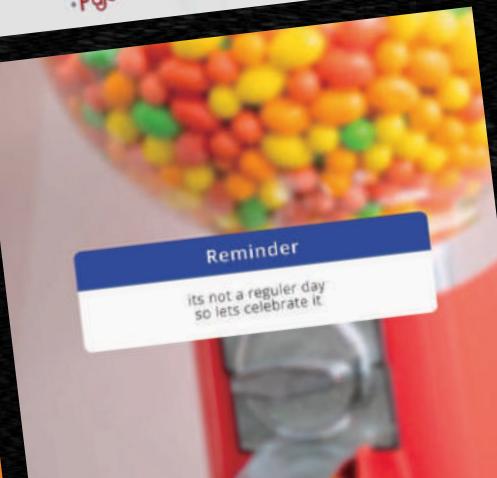
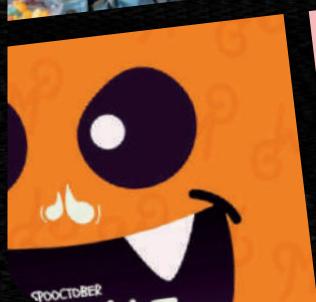
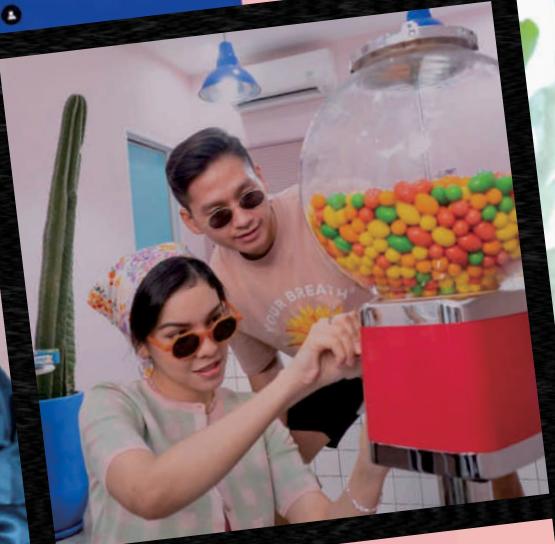
@ majo.pajo



majo.pajo

Liked by dagelan and other people.
majo.pajo HAPPYYY SATURYAY!!!

IG FEED





SUSU Tango

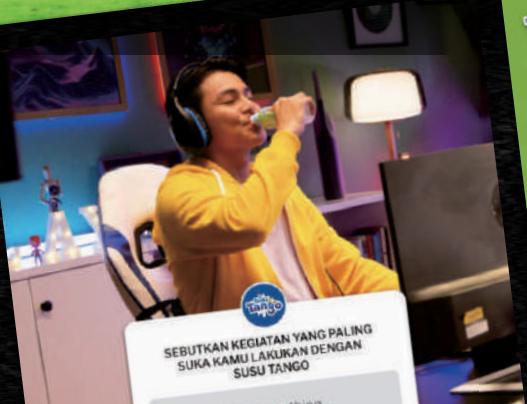
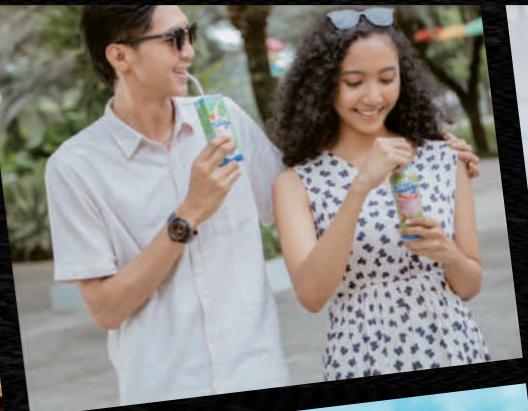
@ tangodrink.id



tangodrink.id

Farm to glass

IG FEED

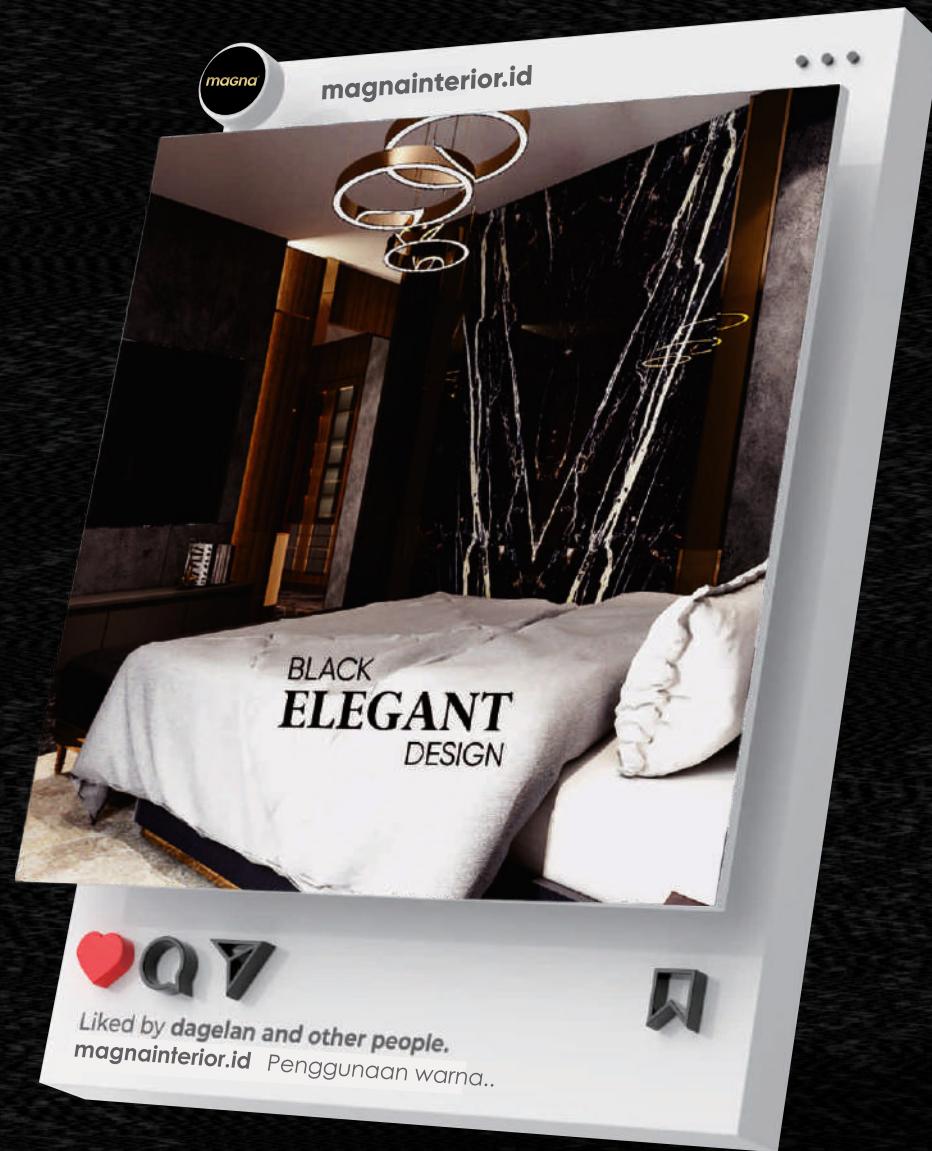




Magna



@ magnainterior.id



magnainterior.id

BLACK
ELEGANT
DESIGN

LUXURY BEDROOM SET

Exclusive Material

liked by *dagelan* and other people.
magnainterior.id Penggunaan warna..

IG FEED





Munchpack

@ munchpack.id



munchpack.id

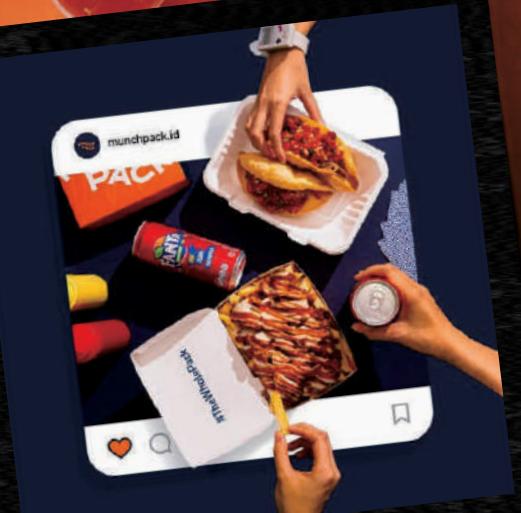
Taco break a little!
Make this taco whole for this picture

If you know it, put it on comments!

Liked by dagelan and other people.
munchers.id Hola Munchers!

Like Comment Share

IG FEED



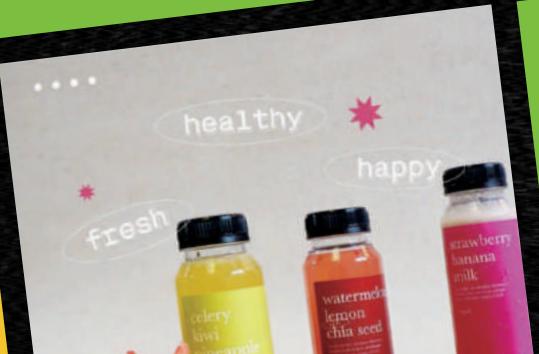
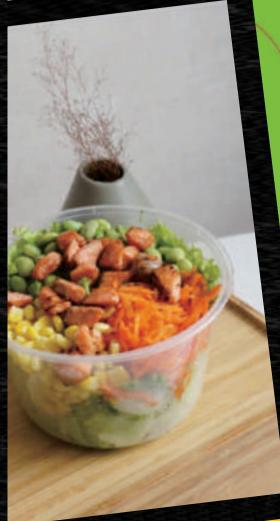
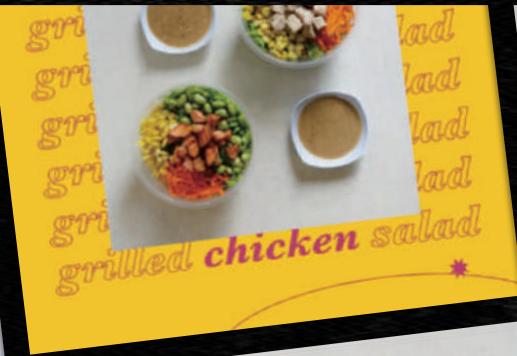
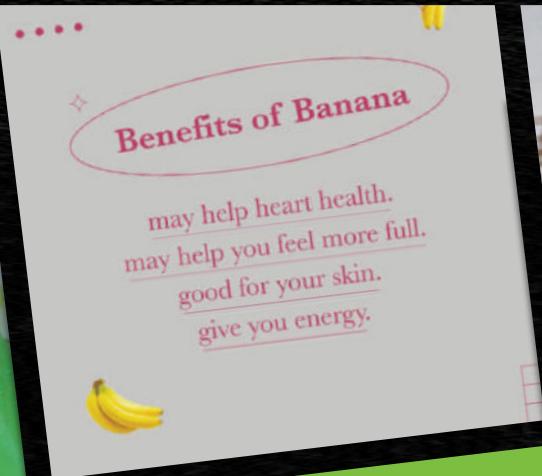


Gogo Healthy

@ healthygofresh



IG FEED





Boozon

@ booz.on



booz.on

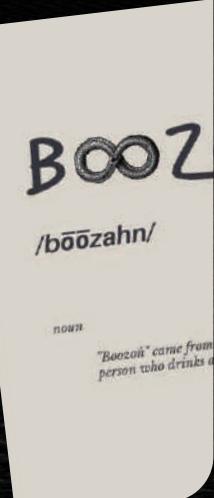
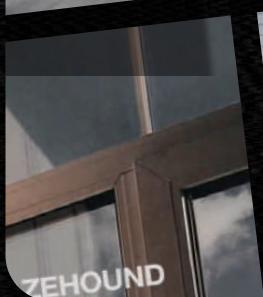
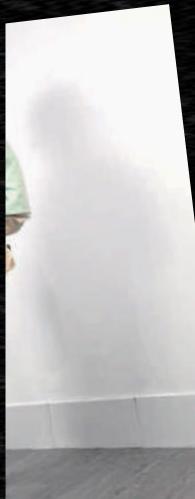
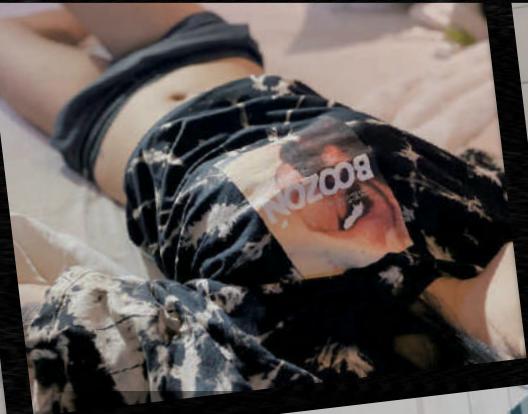
smiley

2020/04/21
TREVOGA
COLLECTION

QY

Liked by *dagelan* and other people.
booz.on [TREVOGA 2.0]

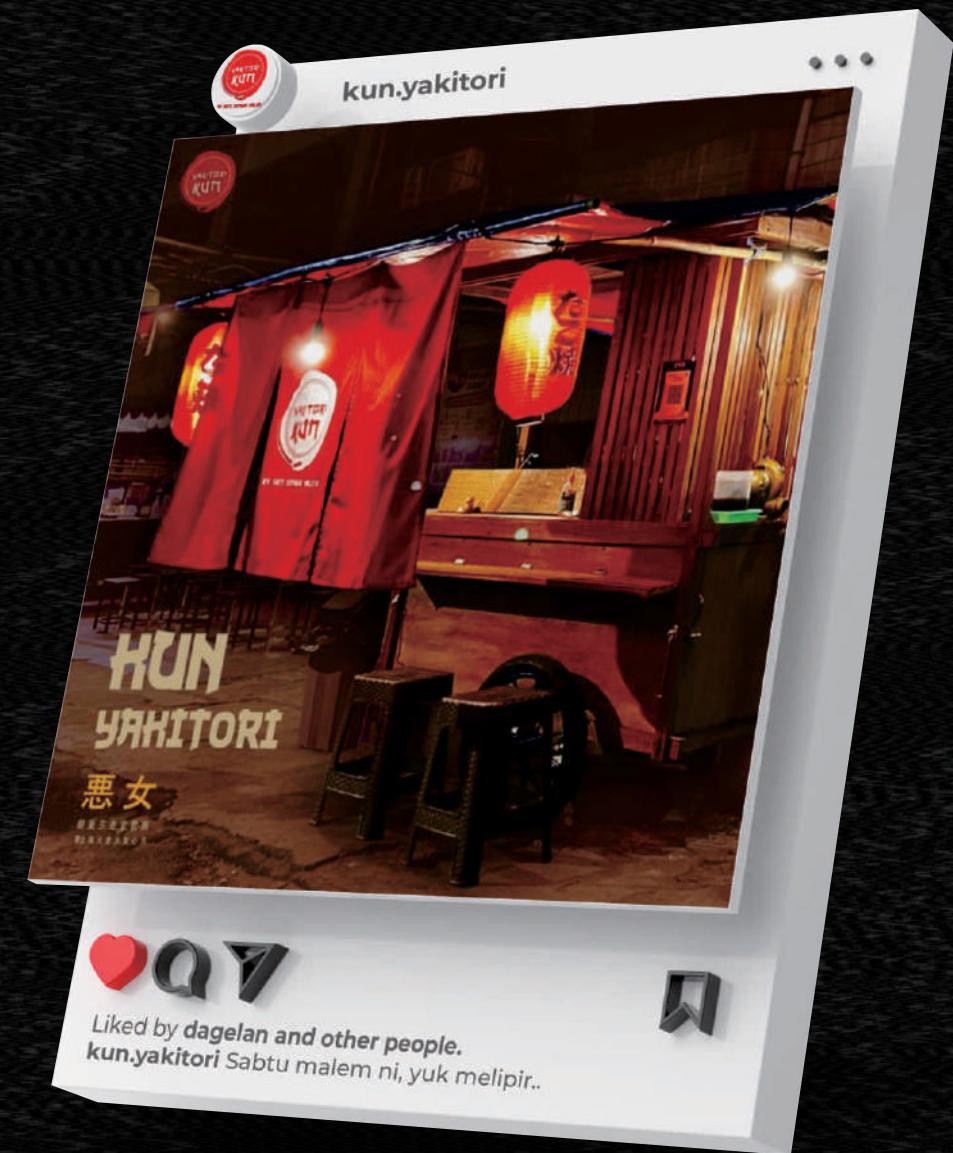
IG FEED





Kun Yakitori

@ kun.yakitori

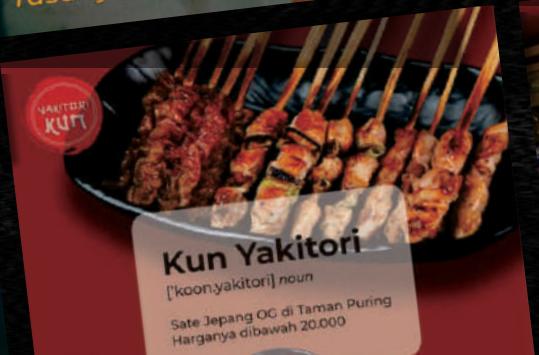


kun.yakitori

HUN YAKITORI 惡女

Liked by dagelan and other people.
kun.yakitori Sabtu malem ni, yuk melipir..

IG FEED





BC Coffee

@ bccoffee



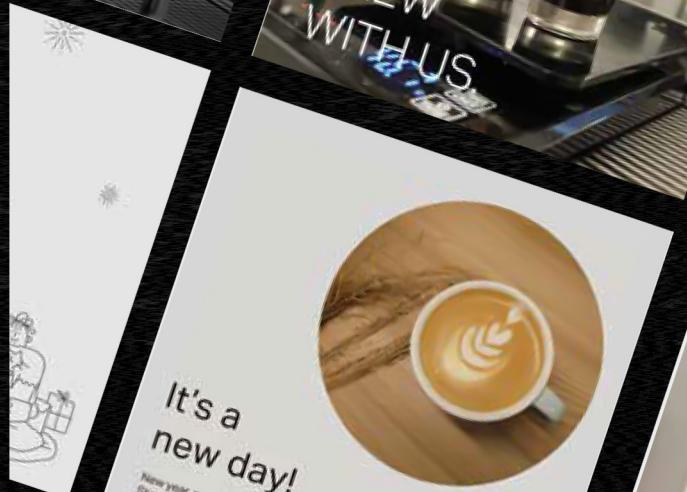
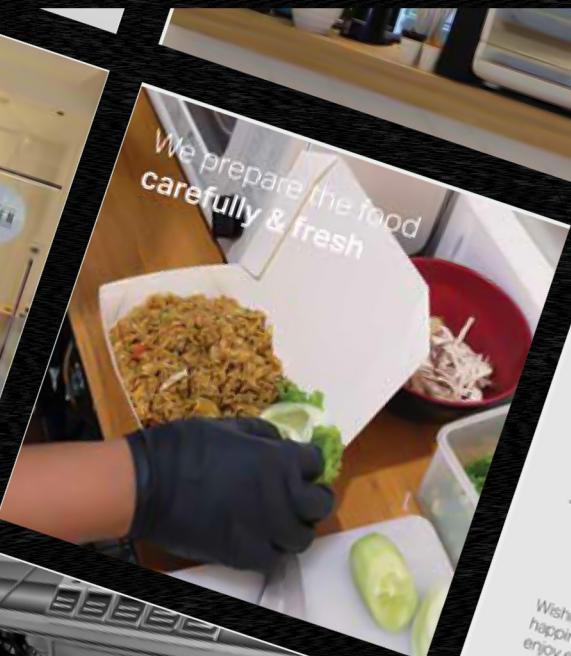
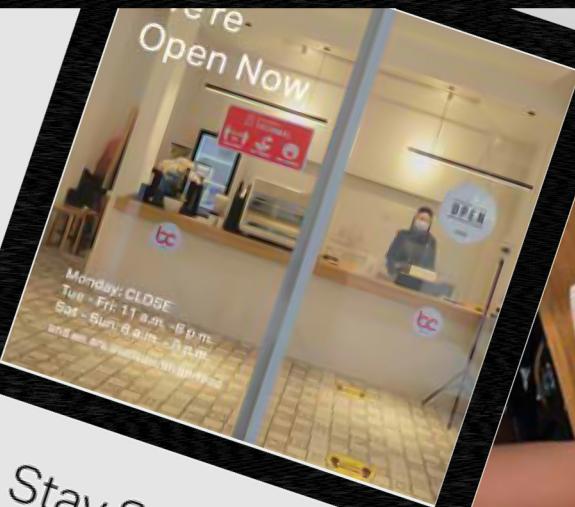
bc bccoffee

BREW
WITH US

QCY

Liked by **dagelan** and other people.
bakat.idn Site visit adalah..

IG FEED

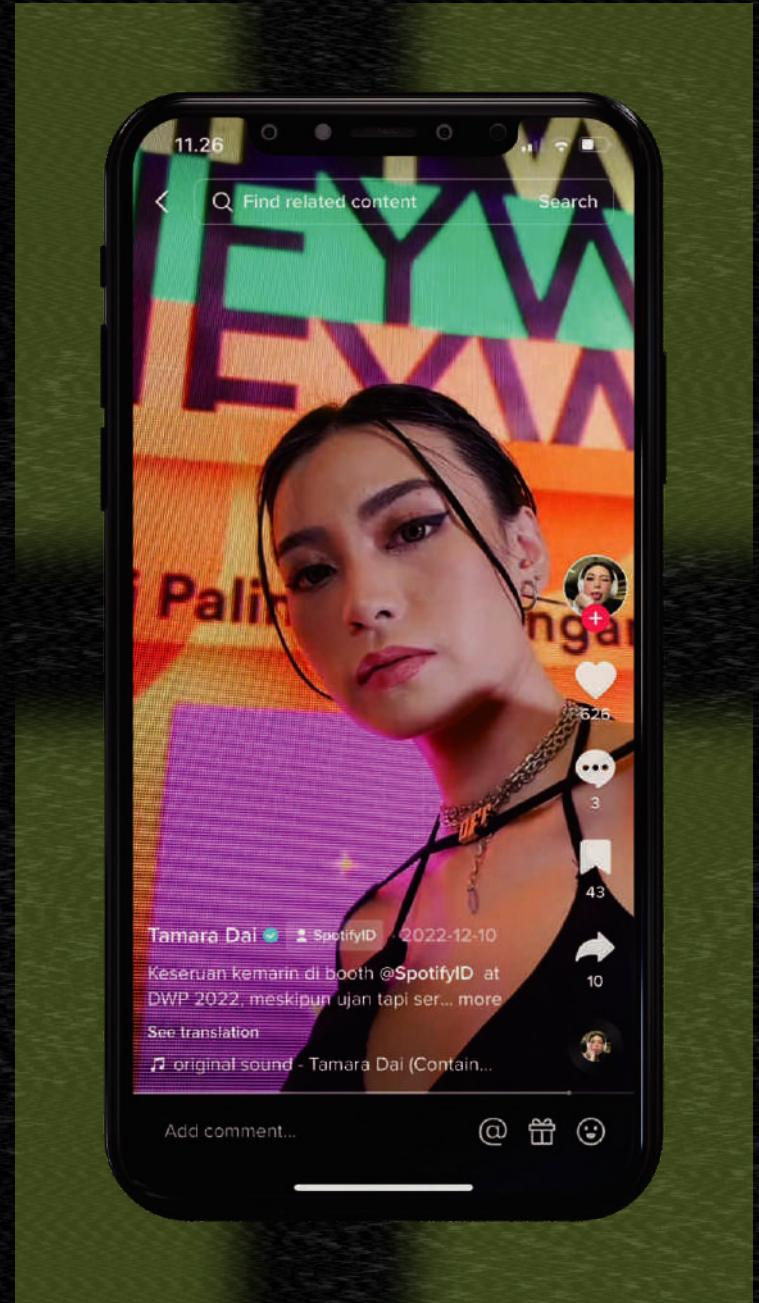


Serasa

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KOL Marketing





KOMINFO

CFD Lari Dari Judol Jakarta
Tiktok KOL Campaign

29 Oktober 2024

11 Mikro KOL (followers 10k - 200k)



IG REELS & STORY





KOMINFO

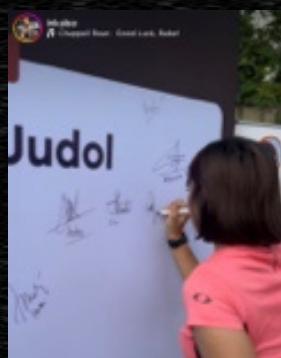
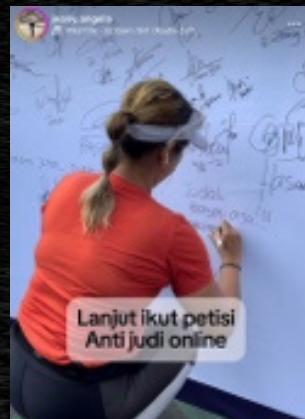
CFD Lari Dari Judol Malang
Tiktok KOL Campaign

6 Oktober 2024

2 Makro KOL (followers 250k – 500k)
13 Mikro KOL (followers 10k – 200k)



IG REELS & STORY





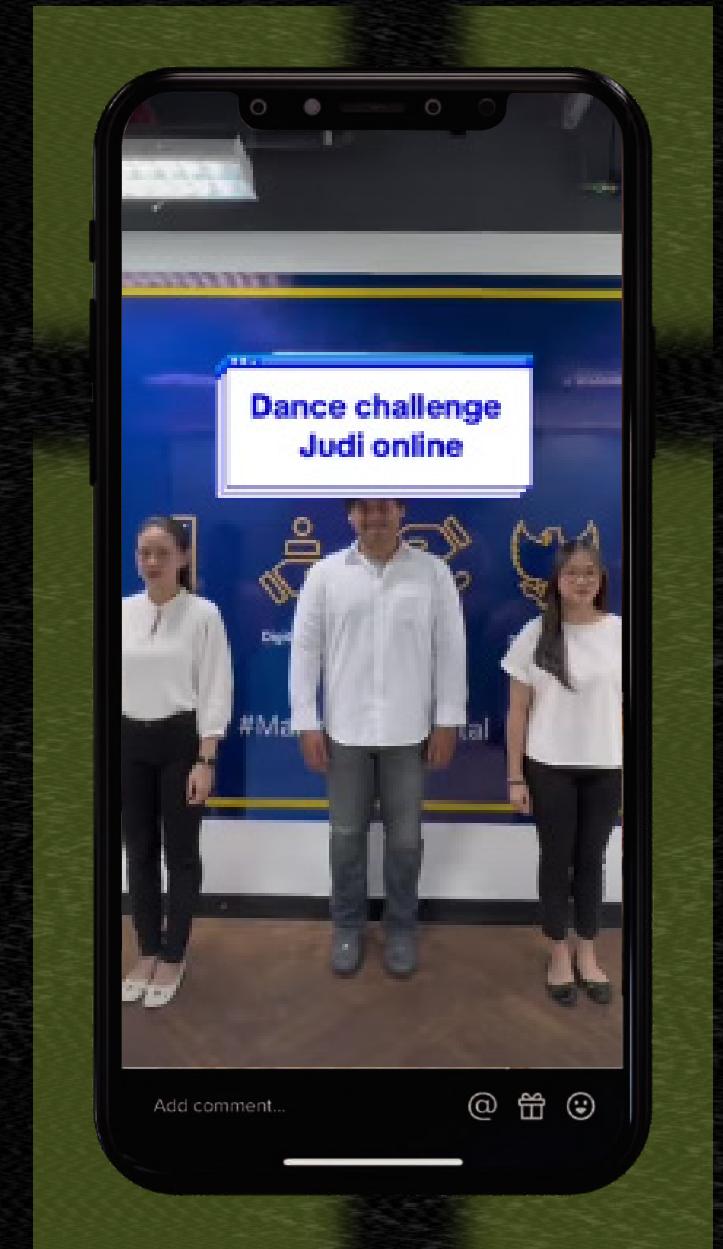
KOMINFO

Anti Judi Online Campaign
Tiktok Dance Challenge KOL

28-30 Oktober 2024

5 Makro KOL (followers 250k - 500k)

7 Mikro KOL (followers 10k - 200k)



TIKTOK VIDEO

The image displays a grid of 12 TikTok video thumbnails, each showing a different user performing a dance routine. The users are dressed in casual attire such as hoodies, t-shirts, and jeans. The videos are set against various backgrounds, including indoor rooms and outdoor settings like parks and patios. Each thumbnail includes the user's profile picture, name, timestamp, and interaction metrics (likes, comments, shares).

- Top Row:**
 - User: reginaphx, Video ID: 18h ago, Likes: 114, Comments: 7, Shares: 1, Reposts: 4.
 - User: gulajawaofficial, Video ID: 18h ago, Likes: 50, Comments: 8, Shares: 3, Reposts: 0.
 - User: syahnazull, Video ID: 1d ago, Likes: 938, Comments: 32, Shares: 34, Reposts: 11.
 - User: raffirabbiansyah, Video ID: 20h ago, Likes: 62, Comments: 5, Shares: 2, Reposts: 1.
- Middle Row:**
 - User: ncumijo22, Video ID: 1d ago, Likes: 168, Comments: 3, Shares: 17, Reposts: 11.
 - User: naissadeinara, Video ID: 18h ago, Likes: 44, Comments: 5, Shares: 4, Reposts: 2.
 - User: zxkilm, Video ID: 4h ago, Likes: 43, Comments: 3, Shares: 0, Reposts: 2.
 - User: whoaustin, Video ID: 1d ago, Likes: 64, Comments: 4, Shares: 3, Reposts: 0.
- Bottom Row:**
 - User: snathanael, Video ID: 22h ago, Likes: 56, Comments: 1, Shares: 0, Reposts: 1.
 - User: panggil_ajaya_asyaa, Video ID: 1d ago, Likes: 5253, Comments: 77, Shares: 713, Reposts: 135.
 - User: charlenne.prsi, Video ID: 19h ago, Likes: 51, Comments: 2, Shares: 7, Reposts: 7.
 - User: rakhatian, Video ID: 1d ago, Likes: 165, Comments: 1, Shares: 5, Reposts: 1.

Each video thumbnail contains a caption encouraging users to participate in a "TetapAntiJudul" dance challenge and win a total prize of Rp. 15,000,000. The captions also mention the original sound used is "LITERASI DIGITAL KOMINFO".



Bakmi Mewah

Tiktok KOL Campaign

September 2021

20 Micro KOL (followers 10k - 200k)

October 2021

20 Micro KOL (followers 10k - 200k)

November 2021

20 Micro KOL (followers 10k - 200k)

10 Macro KOL (followers 200k - 700k)

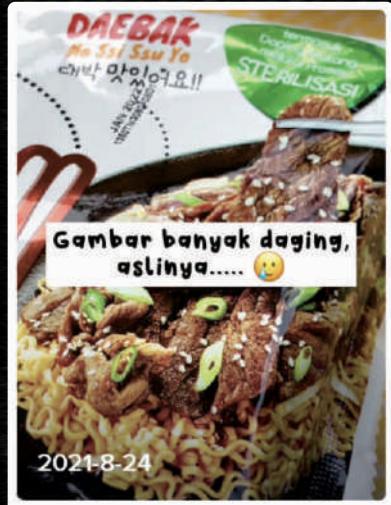
December 2021

20 Micro KOL (followers 10k - 200k)

10 Macro KOL (followers 200k - 700k)



TIKTOK VIDEO



Kalian harus liat dagingnya.....
😋 #Mielinstant...

shelby.wu ▷ 442.2K



dagingnya empuk & juicy 😋
@bakmimewah...

audreyvalen... ▷ 146.9K



Gapernah lupa slalu bawa
#bakmimewah...

bambang_r... ▷ 368.9K



Silahkan ka, bakmi Mewah nya
kaka 😋 #jajanditiktok...

lolipopcakes ▷ 9091



almasqol ✅ ▷ 219.4K



Gaada lawan sih inimah 🍝
#bakmimewah...

bobbyirawa... ▷ 15.6K



seharian makan makanan yang
mama gigi makan!! 😋 ...

mari.eattt ▷ 1.4M



Ini DAGINGNYA juicy dan empuk,
enakk bangettt #SEENAKITU...

tar.nl ▷ 3614



Wow !! Worth bgt nih cobain
bakmi mewah bulgogi, Daging...

dewipermat... ▷ 72.6K



Balas @kyseull Abis ngedit jadi
pengen lagi 🤤 Seenak itu...

safeerapoetry ▷ 231.8K



KOMINFO

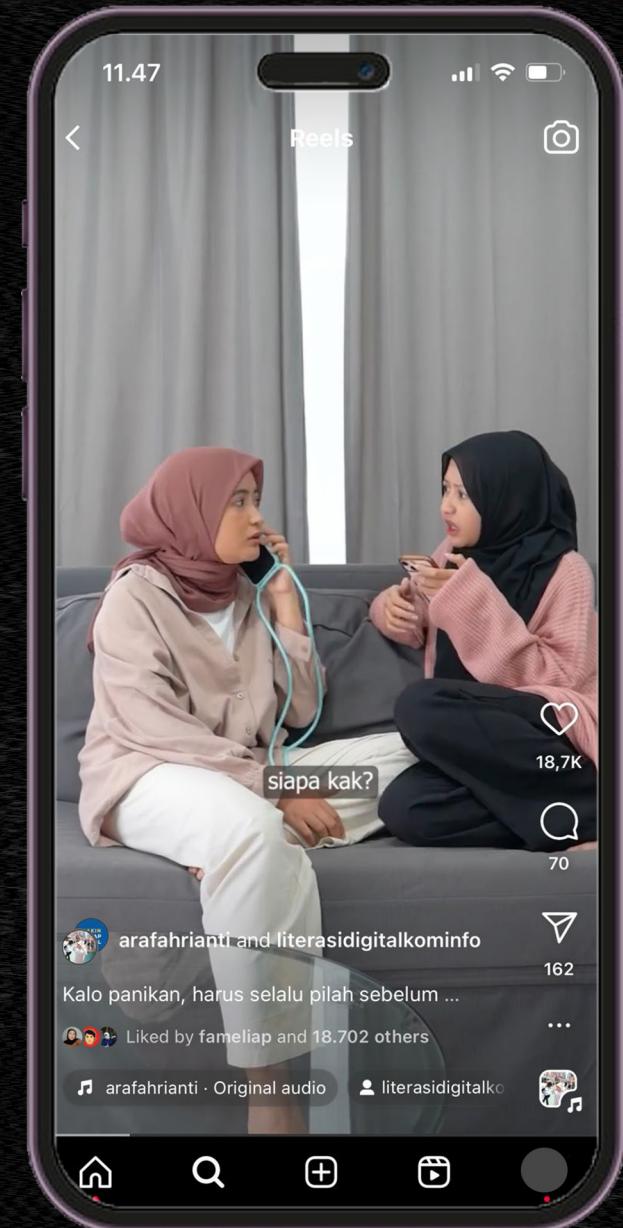
Literasi Digital, Pemilu Damai
Social Media Campaign

1-14 November 2023

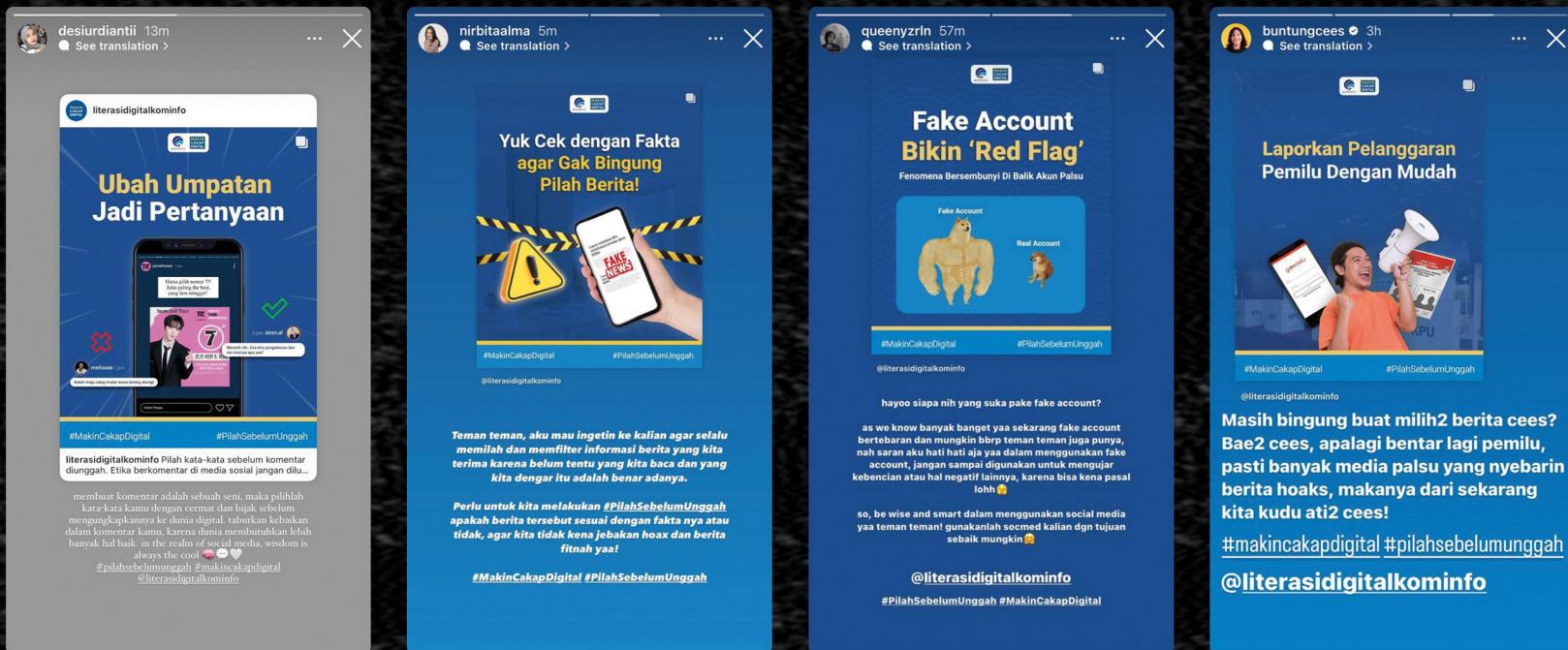
Mega KOL (followers 1000k)

Macro KOL (followers 250k - 500k)

Micro KOL (50k-200k)



IG & TIKTOK





Spotify ID

Instagram & Tiktok KOL Campaign

Spotify Lyrics

650 Micro KOL (followers 10k - 250k)
30 Macro KOL (followers 300k - 1.000k)
15 Mega KOL (followers 1.000k <)

Spotify Mini

15 Micro KOL (followers 10k - 250k)
10 Macro KOL (followers 300k - 1.000k)

Spotify Project Tiger

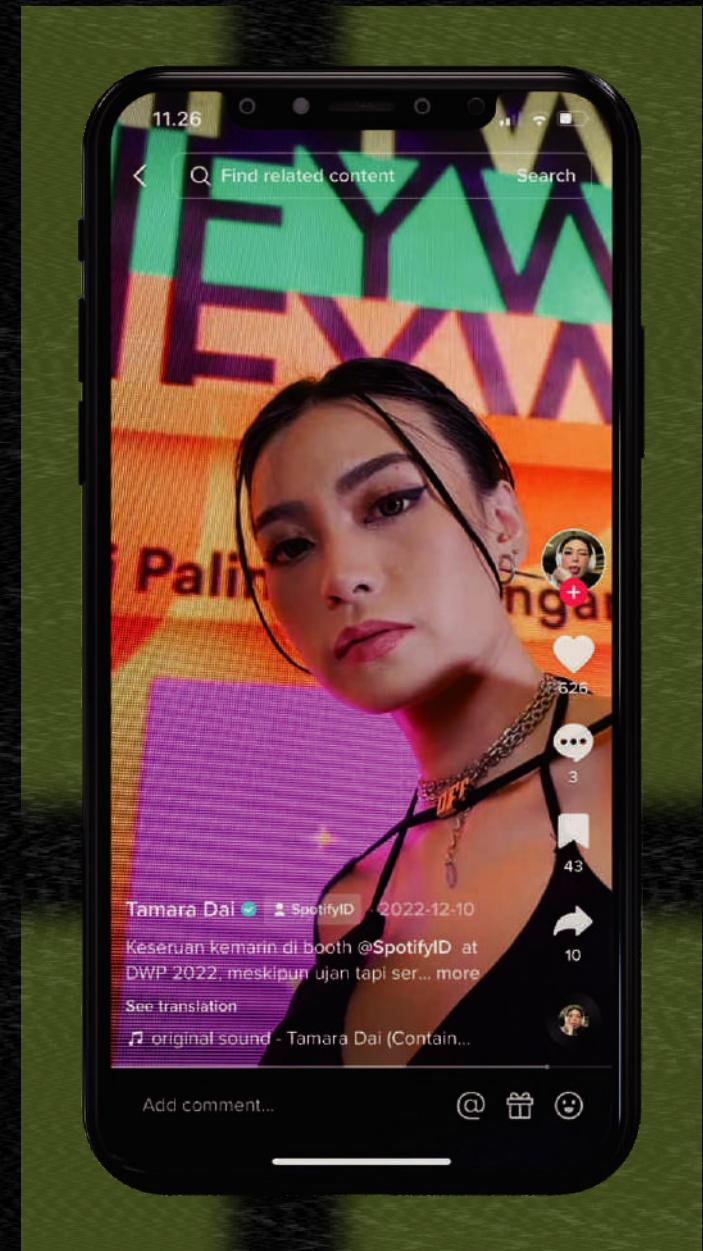
12 Mega KOL (followers 1.000k <)

Spotify K-Pop On

400 Micro KOL (followers 10k - 200k)

Spotify Wrapped

25 Micro KOL (followers 50k - 200k)
15 Macro KOL (followers 500k - 1.000k)
5 Mega KOL (followers 1.000k <)



IG & TIKTOK





Susu Tango

Instagram KOL Campaign

March 2022

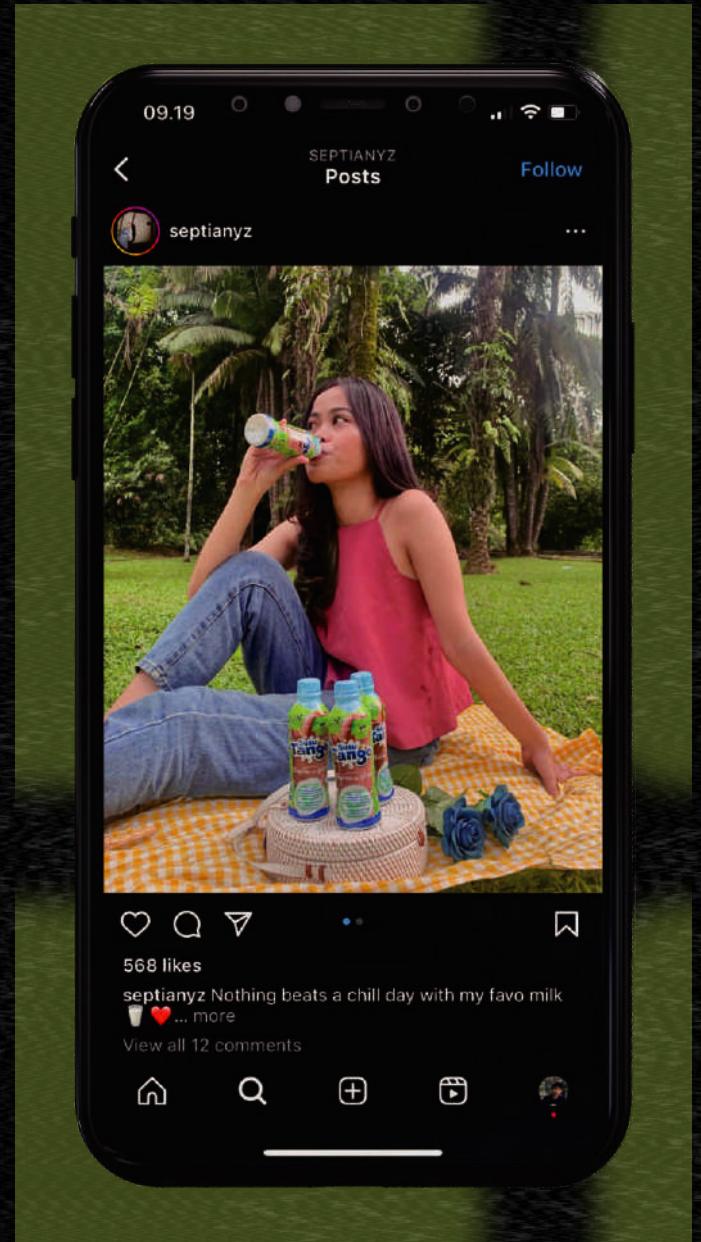
25 Micro KOL (followers 10k - 100k)

April 2022

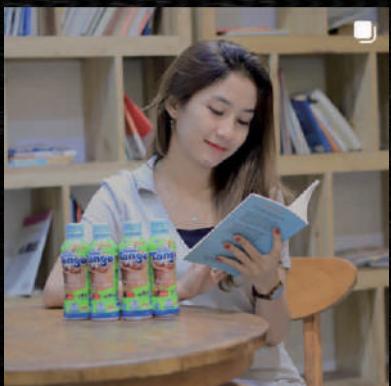
35 Micro KOL (followers 10k - 100k)

Mei 2022

15 Micro KOL (followers 10k - 100k)



IG FEED





Roma Arden

Tiktok KOL Campaign

July 2022

15 Micro KOL (followers 10k - 100k)
5 Macro KOL (followers 250k - 500k)

October 2022

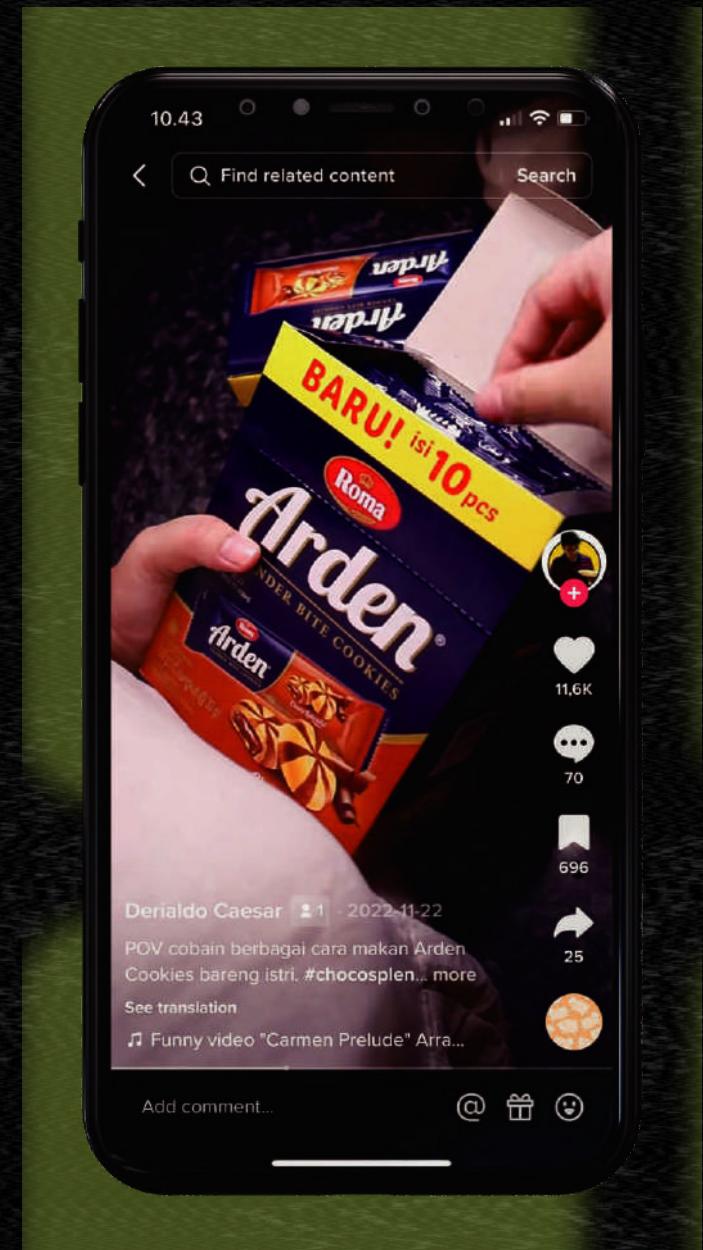
15 Micro KOL (followers 50k - 200k)

November 2022

35 Micro KOL (followers 10k - 200k)

December 2022

40 Micro KOL (followers 10k - 100k)



TIKTOK VIDEO



2022-9-12

bis makan terus lanjut ngemil
adalah passion saya...

jevoodez

▷ 106.8K



1-19

Traveling kemanapun selalu
bawa cookies roma arden...

msandyprat...

▷ 14.3K



2022-7-30

@romaarden.official cocok bgt
nih buat picnic kayak gini 🍪 ...

jessicarache...

▷ 65.7K



2022-8-29

Vlog bumil perdana aku. Ya
cuman makan-selonjoran-maka...

ngunyahped...

▷ 37.9K

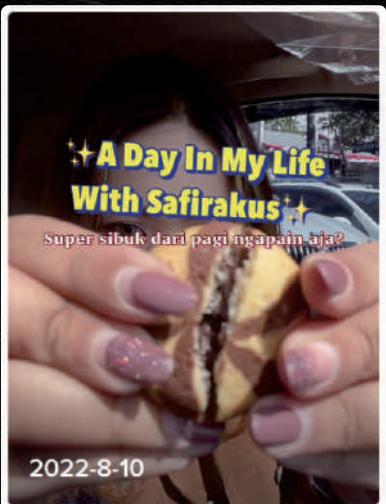


2022-8-17

Banyak banget yang disyukuri
hari ini. Jangan lupa bersyukur...

olivialeryana

▷ 47.9K



2022-8-10

Kegiatan hari ini bikin capek, tapi
aman banget selama ada mood...

safeerapoetry

▷ 142.4K



▷ 17.6K

Bahagia itu sederhana, cu...

fahmylemonz



▷ 302.1K

Lo Harus Tau Sekejam Ap...

julioes21



▷ 310.5K

POV cobain berbagai cara...

derialdocae...



▷ 24.1K

Replying to @cinn 🍹 Bikin...

chellena.go...



Branding



• • •



Bowie

PT Bowie Digital Investama

Logo Type

Monogram Logo

Logo Aspect

Digital, Investment, modern, evolve

Color Palette

Red, Maroon, White

Brand Personality

Competence, Ruggedness, Sincerity

LOGO



Bowie
Digital Investama



Bowie





MOCKUP

PT Bowie Digital Investama







Bowie
Digital Investama

"menjelajah negeri
impihan para petani"





Lokamoringa

Skincare Brand

Logo Type

Wordmark Logo

Logo Aspect

Herbal, Skincare, Organic, Nature

Color Palette

Green, White, Grey

Brand Personality

Sincerity, Excitement

LOGO

Lokamoringa

Lokamoringa





Munch Pack

Food & Beverage Brand

Logo Type

Wordmark Logo

Logo Aspect

Authentic, Youth, Simple, Edgy

Color Palette

Blue Navy, Orange, White

Brand Personality

Friendly, Loud, Youth

LOGO





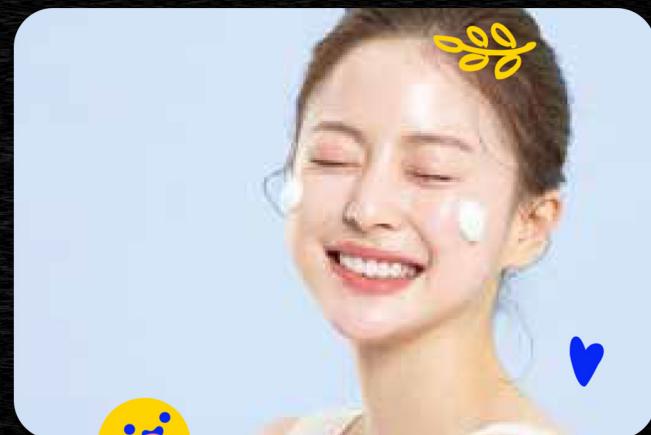
• • •

BREASY

Breasy is a skincare for trrns. Taking care of your skin during your teenage years is essetial for maintaining a healthy and glowing complexion as you grow older.

*breasy.**

skincare





SCOLLE

Scholle is a clothing for woman who loves minimalism & old money fashion style based in Jakarta





PT Arkatama Puri Indo

Property Consultant based in jakarta



Serasa

Out-of-Home Advertising Portfolio



PT Standardplus Candra Sejahtera



Videotron





Videotron





Videotron





Baliho





Banner

...





Banner





Banner





Umbul Umbul





Flyer





Banner





Umbul-umbul



Serasa



PT Standardplus Candra Sejahtera