Hi, we’re –
A creative digital agency

Based in Jakarta, Indonesia

We help our client to get insight about their brand perception in media and social media to build a powerful story. Our campaign driven by big data analysis and use journalism approach to deliver an effective digital campaign.
Indonesia Indicator is a strategic intelligence company. Indonesia Indicator provides big data tools such as Intelligence Media Monitoring (IMM) and Intelligence Perception Analysis (IPA).

eBdesk is an information management and artificial intelligence research company. eBdesk has been certified as Thales Industrial Partner in the implementation of long-range air-surveillance radars as well as national and regional command and control centers.

Alinea Tek Nusantara is a media company that oversees 2 leading national media, Alinea.id and Tek.id and also 3 local media, Jurnajabar.id, Posjateng.id, and Jatimpos.id.
"Storytelling is about relationship

Describing the world of your audience
What they care about
Where they are trying to get in life."
What makes a story telling is powerful enough to be A Story Selling?
Get the deepest of your consumers.....

This is why Big Data have an important role for a powerful story selling
Indonesia Digital Landscape

264.9 Million Population

150 Million Internet Users

4th Largest Facebook & Instagram users in the world

5th Largest digital video viewers and social network users in the world

Source : We Are Social & eMarketer 2019
Here some of our stories
Gold Winner at Public Relation Indonesia Awards 2019 on Social Media Category.

The trend of changing where social media become very effective and fast communication channel for disseminating information with positive, neutral and negative tone.

Diginusantara provides digital communication strategies, editorial plans, establishing a digital community network and providing a forum for Netizens to get to know Pertamina’s activities more closely and to create and maintain a positive image of Pertamina in the digital world.

Our achievement:
• Followers growth on Instagram (128%), Facebook (108 %), and YouTube (101 %).
• 37+ million reach in all social media platform.
• Gold Winner at Public Relation Indonesia Awards 2019 on Social Media Category.
Collect insight from big data.

Monitoring various data insights on daily, weekly, monthly basis as a foundation to create communication and content strategy through social media.

- Social media insight; i.e reaction, engagement, sentiment, trendings
- Media monitoring insight; top issues, top persons, top statements, sentiments
- Company data; such as operational, sales & marketing, CSR, etc.

Define Output.

Communication and social media content strategy based on the analysis of the data collected.

This strategy also adjusting with the latest trends on social media.

Differentiating between platforms- Twitter: company operational - Facebook: society empowerment- Youtube: company activities, explanatory and education- Instagram: building company image

Build Campaign Story.

Pertamina mostly known as an oil and gas company in Indonesia. We deliver a story to redefine Indonesian people perspective that Pertamina is an energy company that have big concern for environment sustainability in Indonesia and also the world.

Gain Impact.

Followers growth on Instagram (128%), Facebook (108 %), and YouTube (101 %).

37+ million reach.

Gold Winner at Public Relation Indonesia Awards 2019 on Social Media Category.
The story about how Pertamina helps Central Sulawesi Earthquake and Tsunami revival and become Talk Of The Town

ENERGI UNTUK SULTENG

MENGAKTIFKAN CRISIS CENTER
- Identify and set up mobile distributing station (DMR), Disaster Management Center, and other assistance centers (TPU), TPDB Depok
- Prepare emergency supplies including food and medical kits

MENGATUR 2 TIM PERTamina PRELUDE
- Navigate the affected area

MBBM DONGGALA MULAI SALURKAN BBM
- 6 mobil tanker (5 x 16 KL) to 6 SPBU to bring fuel to affected areas

PENYALuran BBM DI PALU-DONGGALA
- Mobil tanker 1.8 liter BBM distributed around 28 Sept:
  - 10 SPBU Beroperasi
  - 100 mfb labung LPG

- 119 Operator SPBU dan 39 SPBU Portable
- 1.8 liter BBM 10 liter untuk Mobil

- Kapal Tanker membawa bahan bakar
  - Akibat Paket Mobile
  - 2 Mobile tanki Berdispensor

- 3 Okt

- 4 Okt

- 5 Okt

- 6 Okt

- 7 Okt

- 8 Okt

- 10 Okt

- 5 Okt

- 6 Okt

- 7 Okt

- 8 Okt

- 9 Okt

- 10 Okt

- 11 Okt

- 1 Okt

- 2 Okt

- 3 Okt

- 4 Okt

- 5 Okt

- 6 Okt

- 7 Okt

- 8 Okt

- 9 Okt

- 10 Okt
#GenerasiAntiRokok become Trending Topic Indonesia & Worldwide.

The fact that Indonesia is getting sicker is mainly because of the weak public health policies, which shows that public health policies are not based on the nation need but more to political voters liking. There come range of “health” program which is actually address to the sick not to prevent people for being sick at the first place.

Diginusantara provide social campaign through digital platform to influence the voices of public health pro, political influencer and youth combined that will allow the wider public to gain a clearer picture of how tobacco is very harmful to people and nation health.

Our achievement:

- 19+ million reach in all social media platform within 6 months
- #GenerasiAntiRokok become Trending Topic Indonesia & worldwide.
- Become headline news in 3 national media in Indonesia
Monitoring various data insights on daily, weekly, monthly basis as a foundation to create communication and content strategy through social media.

- Social media insight; i.e. reaction, engagement, sentiment, trendings
- Media monitoring insight; top issues, top persons, top statements, sentiments
- Company data; such as operational, sales & marketing, CSR, etc.


Pertamina mostly known as an oil and gas company in Indonesia. We deliver a story to Indonesian people that Pertamina is an energy company that have concern for environment sustainability.

Build Campaign Story. Gain Impact.

Followers growth on Instagram (128%), Facebook (108%), and YouTube (101%). 37+ million reach.

Gold Winner at Public Relation Indonesia Awards 2019 on Social Media Category.

The number of children smokers is increasing year by year, children have a rights to protect themselves from cigarettes.

Love your beloved one.

19+ million reach in all social media platform Trending Topic Indonesia & worldwide. Headline news in 3 national media.

Monitoring all of the issues daily, including pro-tobacco influencer in digital to get sharp insight.

Create creative contents based on insight:
- Relevant issues
- Content adaptation from the opposites
#GenerasiAntiRokok #TolakJadiTarget

We make conversations with our audience & followers. They gave us a lot of insight, feedback, and voice about how they opposed Tobacco & Cigarettes. Our content is also re-posted by many types of accounts.
Thanks!

Any questions?
Please email me to: hi@diginusantara.com or danto@diginusantara.com