

# PORTO FOLIO.

**DIKI WAHYUDI**

Digital Marketer



# TABLE OF CONTENTS

- INTRODUCTION
- EDUCATION
- MY SKILL
- EXPERIENCE
- PROJECT
- CONTACT



# HELLO, I'M DIKI WAHYUDI

I am an aspiring Digital Marketing professional with a strong interest in content marketing, social media strategy, and brand development. I enjoy creating engaging digital content, analyzing campaign performance, and developing marketing strategies based on consumer insights.

Through academic learning and practical training, I have gained experience in content planning, copywriting, social media management, Meta Ads, Canva design, and digital analytics. I am passionate about combining creativity with data driven decision making to help brands grow in the digital landscape.

I am a fast learner, collaborative team player, and always eager to explore new marketing trends and technologies. My goal is to continuously improve my skills while contributing value to innovative marketing teams.





# EDUCATION

## PUSAT PELATIHAN DAERAH JAKARTA PUSAT (BATCH 3 2026)

JUNI 2026–JULY 2026

- DIGITAL MARKETING

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## UNIVERSITAS NEGERI JAKARTA

JULY 2021 – JAN 2026

BACHELOR OF EDUCATION, UNIVERSITAS NEGERI JAKARTA

- GPA: 3.83 / 4.00

# SKILLS & TOOLS

## PROFESSIONAL SKILLS

- Digital Marketing Strategy
- Social Media Management
- Content Planning
- Copywriting
- Market Research
- Communication Skills

## TECHNICAL SKILLS

- **DIGITAL ADVERTISING**  
Experienced with Meta Ads (Facebook & Instagram Ads), TikTok Ads, Google Ads.
- **ANALITICS**  
Experienced with Google Trend & Google Shopping
- **DESIGN & EDITING**  
Familiar with Canva and Capcut
- **Microsoft Office:** experienced with Word, Excel, PowerPoint, and Teams.
- **Google Workspace:** experienced with Google Docs and Google Sheets.



# WORK EXPERIENCE

**TEACHER  
SMAN 1 JAKARTA**

**JULY – DES 2024**

- Designed educational presentation slides and infographics using Canva.
- Produced learning videos and digital materials to improve student engagement.
- Created visual content that simplified complex topics for students.



# WORK EXPERIENCE

**Social Media Marketing  
& Sales Experience**

**JAN – DES 2018**

**TIENS GROUP**

- Promoted Tiens products through Instagram to reach potential customers.
- Successfully sold 250 bottles of Zinc products, each containing 30 capsules, through Instagram marketing.
- Developed early experience in social media marketing, customer engagement, and online sales.
- Created and shared product-related content to attract customer interest.



# DIGITAL MARKETING PROJECT

**AT PUSAT PELATIHAN  
KERJA JAKARTA PUSAT**

# PROJECT 1

## Pedasaurus – Social Media Marketing Project

### PROFIL PEDASAURUS



**Alamat**  
Jl. Jenderal Ahmad Yani No.28,  
Pisangan Tim., Kec. Pulo Gadung,  
Kota Jakarta Timur, Daerah Khusus  
Ibukota Jakarta 13230

**SOSIAL MEDIA**  
Instagram: @pedasaurus.id  
Facebook: /pedasaurus.id

Pedasaurus berdiri pada tanggal Pedasaurus lahir dari kecintaan terhadap cita rasa pedas yang telah menjadi bagian dari budaya kuliner masyarakat Indonesia. Berawal dari kegemaran menikmati berbagai camilan pedas seperti basreng, makaroni, dan mie lidi, muncul sebuah gagasan sederhana.

**VISI**  
Menjadi brand camilan pedas lokal terpercaya yang menghadirkan produk berkualitas, inovatif, dan mudah dijangkau oleh seluruh masyarakat Indonesia melalui pemanfaatan teknologi digital dan pelayanan yang berorientasi pada kepuasan pelanggan.

**MISI**  
1. Menghasilkan camilan pedas berkualitas dengan bahan baku pilihan, rasa yang konsisten, dan bumbu khas yang melimpah.  
2. Menghadirkan berbagai pilihan tingkat kepedasan sehingga dapat dinikmati oleh berbagai kalangan sesuai selera.  
3. Mengutamakan kualitas produk, kebersihan, keamanan pangan, dan pelayanan yang cepat serta ramah.  
4. Memanfaatkan teknologi digital, media sosial, website, dan marketplace sebagai sarana pemasaran untuk menjangkau pelanggan secara lebih luas.

### MY ROLE

As the Digital Marketing Project Lead, I was responsible for:

- Conducting market research using Google Trends.
- Developing BMC, STP, and Buyer Persona.
- Creating content strategy and content planning.
- Designing social media content using Canva.
- Managing Instagram, Facebook, TikTok, and WhatsApp Business.
- Developing a website and landing page.
- Analyzing content performance using Meta Business Suite.

### PORTOFOLIO



**FILOSOFI LOGO PEDASAURUS**  
Pedasaurus adalah simbol perpaduan antara kekuatan prasejarah dan keberanian rasa Nusantara.

Logo Pedasaurus yang memiliki tiga unsur utama yang langsung terbaca dalam waktu kurang dari 3 detik:

1. 🦖 Dinosaur : Kekuatan, Ketangguhan, Dominasi pasar
2. 🌶️ Cabai : Identitas produk, Cita rasa pedas, Energi
3. 🔴 Warna Merah Dominan : Keberanian, Energi, Semangat Nafsu makan

Dalam branding modern, ini disebut "instant recognition", yaitu konsumen langsung memahami kategori produk tanpa harus membaca penjelasan panjang.

**FONT**  
OPENSOURCE

**Palet Warna**

| WARNA | KODE HEX | MAKNA BRAND                                                                          |
|-------|----------|--------------------------------------------------------------------------------------|
| MERAH | #FF3333  | Merah adalah warna yang paling efektif meningkatkan perhatian dan keinginan membeli. |
| HIJAU | #82C322  | Bahan baku segar<br>Produk berkualitas                                               |
| HITAM | #0000    | Premium<br>Elegan<br>Profesional                                                     |
| PUTIH | #FFFFFF  | Kebersihan<br>Kejujuran<br>Keamanan pangan<br>Transparansi                           |

### TOOLS USED

- Canva
- Meta Business Suite
- Google Trends
- Google Sites
- WhatsApp Business
- Instagram
- Facebook
- TikTok

# PROJECT 2

## GOOGLE TREND



## OBJECTIVE

Identify market trends, customer search behavior, and keyword opportunities using Google Trends to support content strategy and improve search visibility for Pedasaurus.

## SCOPE OF WORK

- Conducted market research using Google Trends to identify popular search keywords related to spicy snacks.
- Compared search interest for Basreng, Makaroni, and Mie Lidi over the past 12 months.
- Analyzed regional search trends to identify potential target markets.
- Evaluated keyword popularity and search volume to support SEO and content planning.

## RESULT

The analysis showed that "Makaroni" had the highest search interest compared to "Basreng" and "Mie Lidi", indicating stronger market demand and content opportunities. Regional insights identified several high-potential markets, including Jakarta, North Sulawesi, Banten, Maluku, and Yogyakarta. Based on these findings, relevant primary and long-tail keywords were selected to support SEO, content planning, and future digital marketing campaigns, helping create a more data-driven content strategy.

# PROJECT 3

## MARKET & COMPETITOR ANALYSIS

| BRAND          | Produk Unggulan                          | Kelebihan                                                                                                            | Kekurangan                                                           | Kisaran Harga     | Distribusi                                  | Sosial Media                                 |
|----------------|------------------------------------------|----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------|---------------------------------------------|----------------------------------------------|
| PEDASAURUS     | BASRENG PEDAS                            | Nama unik, mudah diingat, maskot dinosaurus berbeda dari kompetitor, cocok untuk digital marketing dan konten viral. | Brand baru, awareness masih nol, membutuhkan edukasi pasar           | 10.000 - Rp25.000 | TIKTOKSHOP, SHOPEE, INSTAGRAM               | Facebook, Tiktok, Instagram, Website, Shopee |
| MAICIH         | Keripik Pedas, Basreng, Seblak, Makaroni | Pelopop snack pedas level-level, brand sangat dikenal, komunitas kuat                                                | Sudah dianggap "brand lama" oleh sebagian Gen Z                      | Rp15.000-35.000   | Nasional, reseller, marketplace, minimarket | Maich Official / Instagram & Tiktok Maich    |
| MAKARONI NGEHE | Makaroni Pedas                           | Nama unik, outlet banyak, branding konsisten                                                                         | Kurang kuat di kategori selain makaroni                              | Rp12.000-30.000   | Outlet, Shopee, Tokopedia, GoFood           | Makaroni Ngehe Tiktok, Instagram             |
| KARUHUN        | Keripik Pedas                            | Memiliki penggemar loyal khusus Jawa Barat                                                                           | Awareness nasional lebih rendah karena fokus penjualan di Jawa Barat | Rp15.000-30.000   | Marketplace dan toko oleh-oleh              | Tiktok, Reseller lokal                       |

ANALISIS KOMPETITOR

### OBJECTIVE

To conduct a comprehensive competitor analysis for Pedasaurus by evaluating competing brands in the spicy snack industry. This project aims to identify competitors' strengths, weaknesses, pricing strategies, distribution channels, and digital presence to support the development of effective marketing strategies and strengthen Pedasaurus' competitive positioning.

### SCOPE OF WORK

- Identified key competitors in the spicy snack market, including Maich, Makaroni Ngehe, and Karuhun.
- Analyzed each competitor's flagship products, competitive advantages, and market positioning.
- Compared pricing strategies to determine competitive pricing opportunities.
- Evaluated distribution channels across marketplaces, retail stores, and online platforms.
- Assessed competitors' social media presence and digital marketing activities.
- Summarized insights to identify market opportunities and develop strategic recommendations for Pedasaurus.

### RESULT

The competitor analysis provided valuable insights into the competitive landscape of the spicy snack industry. The findings highlighted Pedasaurus' opportunity to differentiate through unique branding, creative content marketing, and a stronger digital presence on platforms such as TikTok and Instagram. The analysis also served as a strategic reference for pricing, distribution, and promotional planning to improve brand awareness and market competitiveness.

# PROJECT 4

## SWOT ANALYSIS

| STRENGTH                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | WEAKNESS                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | OPPORTUNITY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | THREAT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Garansi produk (uang kembali jika produk tidak sesuai standar).</li><li>• Logo dinosaurus unik dan mudah diingat.</li><li>• Nama brand "Pedasaurus" berbeda dari kompetitor.</li><li>• Menggunakan bahan baku berkualitas.</li><li>• Harga terjangkau untuk semua kalangan.</li><li>• Tersedia varian basreng basah dan basreng kering.</li><li>• Potensi kuat untuk konten digital marketing dan viral marketing.</li><li>• Dapat dikembangkan menjadi banyak produk turunan (mie lidi, makaroni, seblak, sambal, dll).</li></ul> | <ul style="list-style-type: none"><li>• Brand masih baru dan belum dikenal masyarakat.</li><li>• Belum memiliki komunitas pelanggan loyal.</li><li>• Modal promosi masih terbatas.</li><li>• Belum memiliki banyak testimoni pelanggan.</li><li>• Belum memiliki sertifikasi lengkap (halal, PIRT, BPOM jika berkembang lebih besar).</li><li>• Ketergantungan pada supplier bahan baku tertentu</li><li>• Kapasitas produksi masih terbatas sebagai UMKM pemula</li></ul> | <ul style="list-style-type: none"><li>• Masyarakat Indonesia memiliki budaya ngemil yang tinggi (sekitar 2,7-3,15 kali per hari menurut berbagai survei pasar).</li><li>• Mayoritas masyarakat Indonesia menyukai makanan pedas.</li><li>• Pertumbuhan TikTok Shop, Shopee, dan Instagram memudahkan pemasaran UMKM.</li><li>• Produk pedas memiliki peluang viral melalui konten challenge dan review makanan.</li><li>• Basreng dapat dijadikan alternatif kerupuk sebagai pendamping makan.</li><li>• Segmentasi pasar luas, mulai dari pelajar hingga pekerja</li></ul> | <ul style="list-style-type: none"><li>• Banyak kompetitor UMKM dengan produk serupa.</li><li>• Munculnya tren makanan sehat dan rendah minyak.</li><li>• Fluktuasi harga bahan baku (cabai, minyak goreng, tepung).</li><li>• Perang harga di marketplace.</li><li>• Kompetitor dapat meniru produk dan konsep rasa.</li><li>• Perubahan algoritma media sosial dapat memengaruhi jangkauan promosi.</li><li>• Ketergantungan pada tren makanan pedas yang bisa berubah di masa depan.</li></ul> |

ANALISIS SWOT

### OBJECTIVE

To evaluate Pedasaurus internal strengths and weaknesses alongside external opportunities and threats in order to develop an effective digital marketing strategy and improve business competitiveness.

### SCOPE OF WORK

- Identified internal strengths and weaknesses.
- Analyzed market opportunities and industry trends.
- Evaluated competitive threats and market challenges.
- Assessed consumer behavior and digital marketing opportunities.
- Developed strategic recommendations based on SWOT findings.

### RESULT

The SWOT analysis identified Pedasaurus' competitive advantages and key improvement areas, providing strategic insights to enhance brand awareness, optimize digital marketing initiatives, and strengthen the brand's position in the competitive snack industry.

# PROJECT 5

## BUSINESS MODEL CANVAS



## SCOPE OF WORK

- Conducted competitor and target audience analysis.
- Defined customer personas and value proposition.
- Developed digital marketing channels, including Instagram, TikTok, Shopee, and WhatsApp Business.
- Designed customer relationship strategies through social media engagement and promotional campaigns.
- Identified revenue streams and business opportunities to increase profitability.
- Evaluated operational costs and marketing investments to improve business performance.

## RESULT

The project produced a structured Business Model Canvas that serves as a strategic guide for marketing activities and business development. It provides clear insights into customer needs, competitive advantages, digital marketing channels, and revenue generation, helping the brand build a stronger market presence and achieve sustainable growth.

## OBJECTIVE

To design a Business Model Canvas that supports the digital marketing strategy of Pedasaurus, focusing on customer acquisition, brand positioning, marketing channels, and business growth opportunities.

# PROJECT 6

## SEGMENTATION, TARGETING & POSITIONING (STP)



## OBJECTIVE

To design a data-driven Segmentation, Targeting, and Positioning (STP) strategy that enables Pedasaurus to reach the right audience, strengthen its competitive advantage, and establish a distinctive brand identity in the spicy snack market.

## SCOPE OF WORK

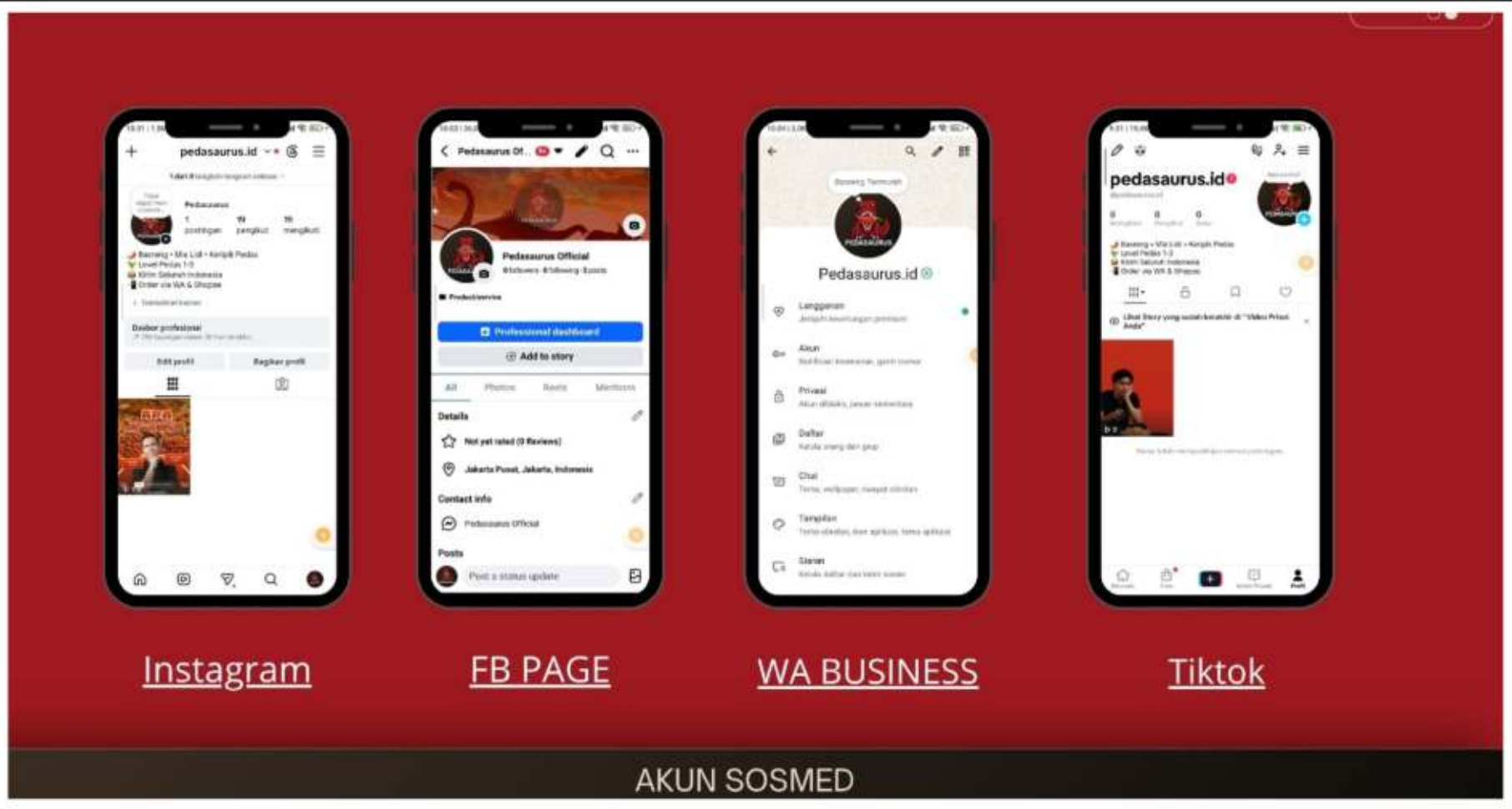
- Conducted market segmentation based on demographic, geographic, psychographic, and behavioral characteristics.
- Evaluated market potential and purchasing power to determine the most attractive customer segments.
- Selected priority target audiences based on market size, product relevance, and competitive intensity.
- Developed a clear brand positioning and unique value proposition to differentiate Pedasaurus from competitors.
- Defined the brand's core messaging and positioning strategy for digital marketing campaigns.
- Created strategic recommendations to improve customer acquisition and long-term brand growth.

## RESULT

The STP analysis successfully identified Pedasaurus' primary target market, consisting of students, university students, young professionals, and spicy food enthusiasts aged 15–35 years. The project established a strong brand positioning as a modern spicy snack brand with a unique dinosaur-themed identity, affordable pricing, and engaging customer experience. The findings provide a strategic foundation for developing effective digital marketing campaigns, content strategies, and customer communication that align with the brand's target audience.

# PROJECT 7

## Social Media Setup & Brand Development



### OBJECTIVE

Establish Pedasaurus digital presence by creating and optimizing social media business accounts across multiple platforms to increase brand visibility, support customer communication, and build a strong foundation for digital marketing activities.

### SCOPE OF WORK

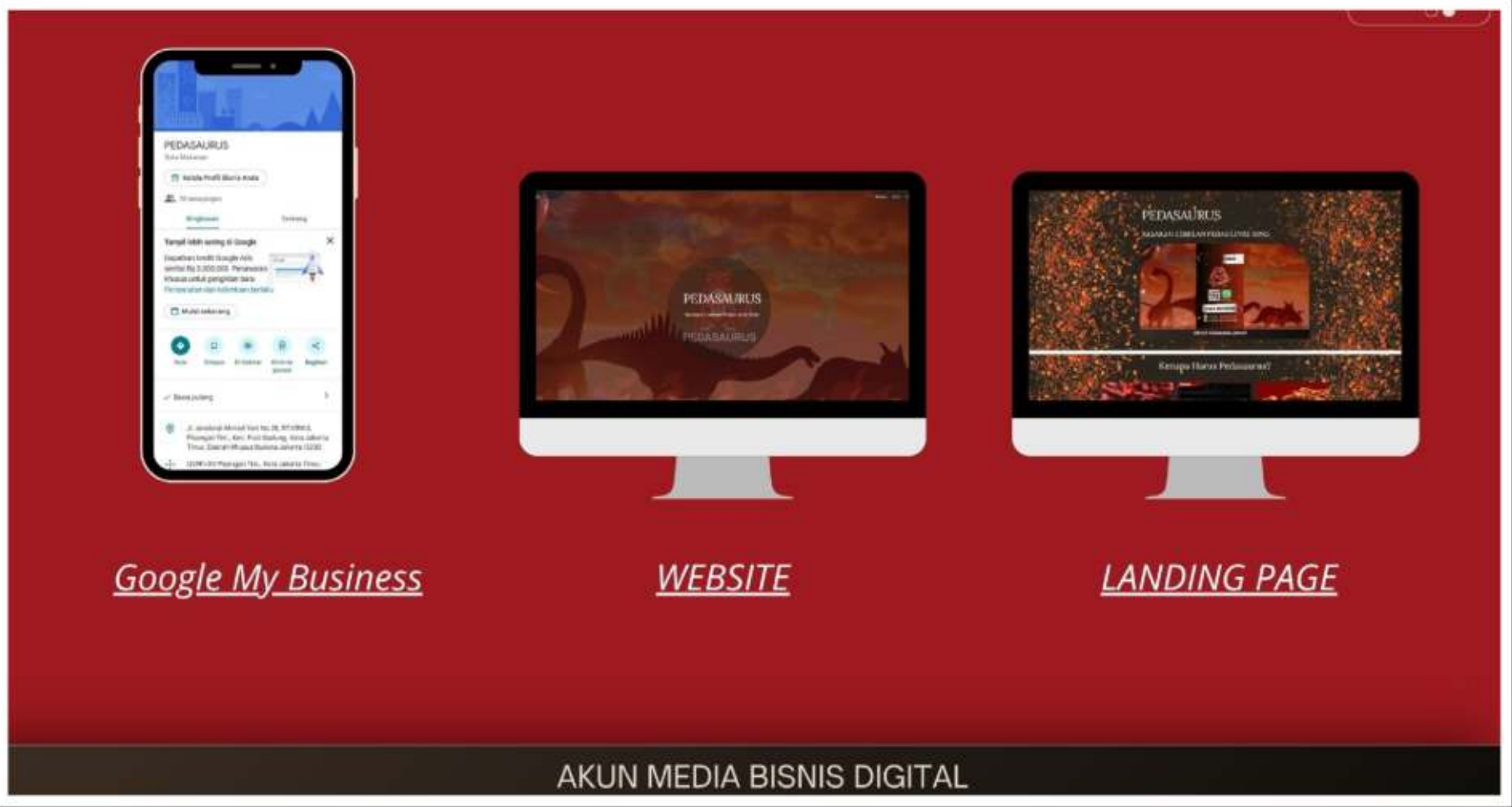
- Created and configured business accounts on Instagram, Facebook Page, WhatsApp Business, and TikTok.
- Developed a consistent brand identity by setting up profile information, business descriptions, logos, and contact details across all platforms.
- Optimized each social media account to support future content marketing, audience engagement, and promotional activities.
- Integrated digital communication channels to improve customer accessibility and business credibility.
- Prepared social media platforms for content publishing, campaign implementation, and performance analysis.

### RESULT

Successfully built Pedasaurus digital ecosystem by establishing a consistent presence across four major social media platforms. The project strengthened the brand's online identity, improved accessibility for potential customers through integrated communication channels, and provided a solid foundation for executing content marketing strategies, social media campaigns, and performance analysis using business tools such as Meta Business Suite.

# PROJECT 8

## Digital Business Presence



## OBJECTIVE

Build Pedasaurus' digital business presence by developing essential online platforms, including a Google Business Profile, website, and landing page, to strengthen brand credibility, improve online visibility, and support customer acquisition through digital channels.

## SCOPE OF WORK

- Created and optimized a Google Business Profile to enhance local search visibility and provide accurate business information, including location, contact details, and operating hours.
- Designed and developed a business website to showcase the brand identity, product offerings, company information, and customer contact channels.
- Built a landing page with a user-focused layout to communicate the product's value proposition, highlight key benefits, and encourage customer inquiries and purchases.
- Maintained consistent branding across all digital assets, including visual identity, messaging, and business information.

## RESULT

Successfully established Pedasaurus' digital business presence by launching a Google Business Profile, website, and landing page with a consistent brand identity. These digital assets improved the brand's online credibility, made business information more accessible to potential customers, and created multiple digital touchpoints for customer interaction.

# PROJECT 9

## SOCIAL MEDIA CONTENT CALENDAR



### KALENDER KONTEN

| Hari | Funnel        | Jenis Konten        | Hook                        | Platform   | CTA         |
|------|---------------|---------------------|-----------------------------|------------|-------------|
| 1    | Awareness     | Feed Gambar         | "Tim pedas level berapa?"   | IG, FB     | Komentar    |
| 2    | Awareness     | Reel                | Close-up basreng renyah     | IG, TikTok | Like        |
| 3    | Awareness     | Story Polling       | Basreng vs Makaroni         | IG Story   | Vote        |
| 4    | Interest      | Feed Edukasi        | "Kenapa orang suka makanan" | IG, FB     | Simpan      |
| 5    | Awareness     | Reel                | Suara kriuk ASMR            | TikTok, IG | Share       |
| 6    | Consideration | Feed Produk         | Basreng Daun Jeruk          | IG, FB     | Tanya harga |
| 7    | Awareness     | Meme Kuliner        | Pecinta pedas relate?       | IG, FB     | Tag teman   |
| 8    | Interest      | Reel                | Level pedas 1-5             | TikTok, IG | Pilih level |
| 9    | Consideration | Carousel            | Keunggulan Pedasaurus       | IG         | Swipe       |
| 10   | Action        | Promo               | Basreng 15K                 | IG, FB     | WA          |
| 11   | Awareness     | Story Quiz          | Tebak level pedas           | Story      | Jawab       |
| 12   | Interest      | Feed                | Fakta unik basreng          | IG, FB     | Simpan      |
| 13   | Awareness     | Reel                | Slow motion taburan bumbu   | TikTok     | Like        |
| 14   | Consideration | Testimoni           | "Nagih banget!"             | IG, FB     | Baca review |
| 15   | Action        | Promo Video         | Stok terbatas               | IG, TikTok | Order       |
| 16   | Awareness     | Feed Interaktif     | Camilan wajib mampus?       | IG, FB     | Komentar    |
| 17   | Interest      | Reel                | Proses pengemasan           | TikTok     | Follow      |
| 18   | Consideration | Carousel            | Kenapa lebih renyah?        | IG         | Simpan      |
| 19   | Awareness     | Story Poll          | Pedas atau gurih?           | Story      | Vote        |
| 20   | Action        | Feed Promo          | Flash Sale                  | IG, FB     | WA          |
| 21   | Retention     | Testimoni Pelanggan | Review pelanggan            | IG, FB     | Follow      |
| 22   | Awareness     | Reel                | Reaksi makan level 5        | TikTok     | Share       |
| 23   | Interest      | Feed                | Aroma daun jeruk            | IG         | Save        |
| 24   | Consideration | Feed                | Bahan premium               | IG, FB     | Tanya       |
| 25   | Awareness     | Meme                | Doyan pedas check!          | IG, FB     | Tag teman   |
| 26   | Action        | Reel Promo          | Promo akhir bulan           | IG, TikTok | Order       |
| 27   | Consideration | Testimoni           | Rating 5 bintang            | IG, FB     | Baca        |
| 28   | Awareness     | Story               | Q&A Produk                  | Story      | Tanya       |
| 29   | Retention     | Feed                | Terima kasih pelanggan      | IG, FB     | Mention     |
| 30   | Action        | Feed Promo Besar    | Promo terakhir              | Semua      | WA          |

### SCOPE OF WORK

- Designed a 30-day content calendar based on the customer marketing funnel (Awareness, Interest, Consideration, Action, and Retention).
- Planned various content formats, including Reels, Feed Posts, Carousels, Stories, Interactive Polls, Testimonials, and Promotional Campaigns.
- Developed engaging content hooks and compelling Call-to-Action (CTA) to maximize audience interaction.
- Selected the most suitable digital platforms, including Instagram, TikTok, Facebook, and Instagram Stories.
- Scheduled content distribution to maintain posting consistency and improve audience reach.
- Created a balanced content strategy combining educational, promotional, entertaining, and customer engagement content.

### RESULT

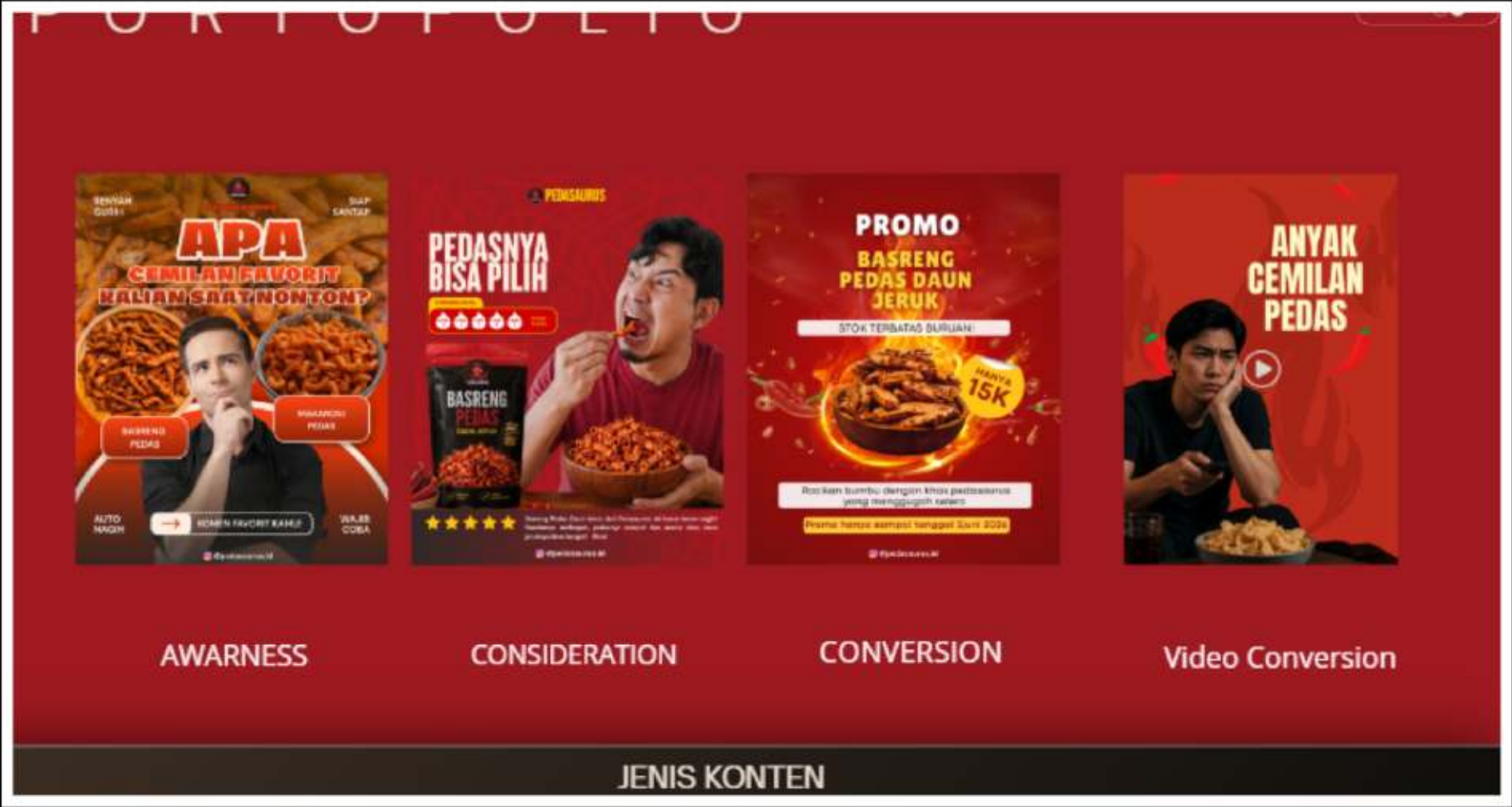
The project produced a comprehensive 30-day content calendar that provides a clear roadmap for Pedasaurus' social media marketing activities. The content plan supports consistent brand communication, improves audience engagement, and guides customers through each stage of the marketing funnel—from awareness to retention. This strategy also establishes a scalable framework for future digital campaigns and long-term brand growth.

### OBJECTIVE

To develop a structured 30-day social media content calendar for Pedasaurus that aligns with the marketing funnel, increases brand awareness, encourages audience engagement, and supports customer conversion through consistent and strategic content planning across digital platforms.

# PROJECT 10

## Social Media Content Creation



## OBJECTIVE

Create engaging social media content to increase brand awareness, educate the target audience, and encourage purchase decisions through different stages of the marketing funnel.

## SCOPE OF WORK

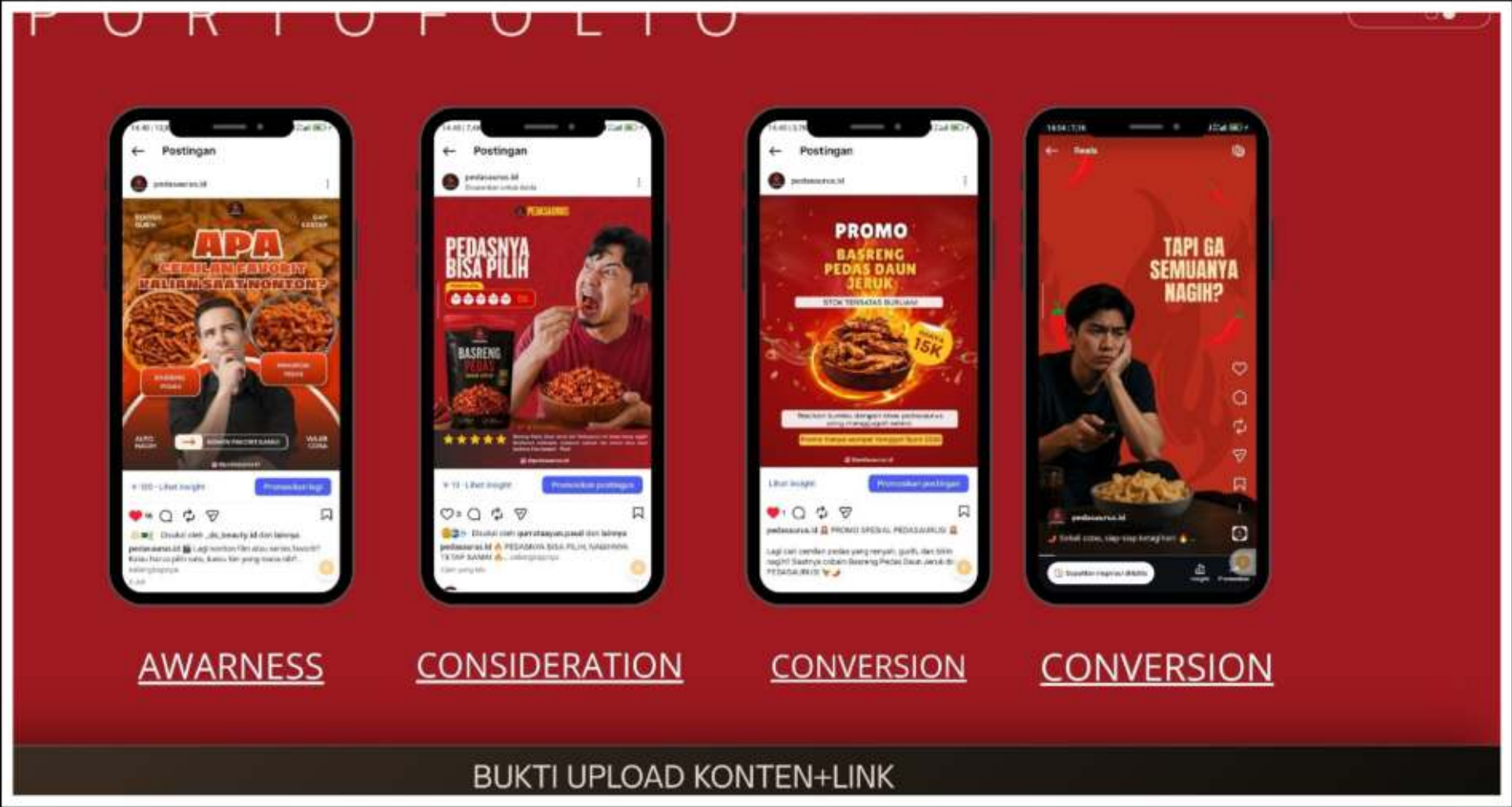
- Planned content based on the marketing funnel, including Awareness, Consideration, Conversion, and Video Conversion.
- Designed social media posts and promotional materials using Canva while maintaining a consistent brand identity.
- Created visual content for Instagram Feed and Instagram Reels.
- Applied branding elements, including colors, typography, and product visuals, to create a consistent look across all content.
- Published content according to the content plan and social media schedule.

## RESULT

Successfully created and published a variety of social media content that supported every stage of the customer journey. The designs maintained a consistent brand identity and effectively communicated promotional messages while increasing audience engagement. This project strengthened Pedasaurus' online presence and established a structured content library for future social media campaigns.

# PROJECT II

Content Marketing & Social Media Campaign –  
Pedasaurus



## OBJECTIVE

Develop a social media content strategy to increase brand awareness, engage the target audience, and encourage purchase decisions by creating content for different stages of the marketing funnel.

## SCOPE OF WORK

- Planned a social media content strategy based on the marketing funnel (Awareness, Consideration, and Conversion).
- Created content ideas and copywriting for each stage of the customer journey.
- Designed promotional and educational content using Canva.
- Produced visual content for Instagram Feed and Reels.
- Scheduled and published content on social media platforms.

## RESULT

Successfully created and published social media content that covered all stages of the marketing funnel, including Awareness, Consideration, and Conversion. The content maintained a consistent brand identity and delivered clear marketing messages to the target audience.

# PROJECT 12

## Social Media Performance Analysis

| ANALISIS INSIGHT KONTEN      |                                                                                                                                                       |                                                                      |                                                                                                                      |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| AREA KPI                     | TARGET KPI                                                                                                                                            | CAPAIAN                                                              | ANALISIS                                                                                                             |
| ENGAGEMENT by Followers (ER) | <ul style="list-style-type: none"><li>&gt;5% = sangat baik (konten relevan)</li><li>3-5% = cukup</li><li>&lt;3% = perlu optimasi konten/CTA</li></ul> | RUMUS: $ER : FOLL \times 100\%$<br>$18/20 = 0,9 \times 100\% = 90\%$ | Dari 20 Followers sekitar, 90% tertarik atau relate dengan konten yang disajikan                                     |
| Reach & Impression           | <p>Impression &gt; reach = konten dilihat berulang (baik untuk awareness).</p> <p>Impression &lt; reach = kurang optimal.</p>                         | Reach 811<br>Impression 821                                          | Reach < Impression sehingga distribusi konten optimal untuk konten awarness                                          |
| Top Performing Content       | Konten dengan performa terbaik berdasarkan indikator tertentu                                                                                         | Post (A) ER 90% Post (B) ER 20%<br>Post(C) ER 45%                    | Dari hasil capaian, postingan A menjadi top. Konten dengan ER tertinggi dijadikan referensi format konten berikutnya |
| CTR                          | <p>&gt;3% = baik untuk ads</p> <p>1-2% = cukup</p> <p>&lt;1% = perlu perbaiki copy/visual</p>                                                         | $(80 \div 821) \times 100\% = 9.7\%$                                 | Dari hasil capaian 9,7%, target KPI terpenuhi, artinya konten baik untuk ads/iklan                                   |
| CPC                          | CPC rendah = efisien, CPC tinggi = perlu optimasi targeting/iklan                                                                                     | Rp. 222                                                              | Hasil CPC rendah, konten yang dipromosikan sangat efisien                                                            |

## OBJECTIVE

Evaluate social media content performance using key performance indicators (KPI) to measure audience engagement, identify high-performing content, and improve future content strategies.

## SCOPE OF WORK

- Analyzed content performance using Meta Business Suite insights.
- Monitored key performance indicators (KPIs), including Engagement Rate (ER), Reach, Impressions, CTR, and Cost Per Click (CPC).
- Compared content performance to identify the best-performing posts.
- Evaluated audience engagement and content effectiveness.
- Interpreted performance data to provide recommendations for future content optimization.
- Prepared a performance report based on campaign results and KPI achievements.

## RESULT

Successfully evaluated social media performance by analyzing engagement, reach, impressions, CTR, and CPC. The analysis identified the highest-performing content and provided valuable insights into audience behavior and content effectiveness. Based on these findings, recommendations were developed to improve future content strategy, increase audience engagement, and optimize overall social media performance.

# THANK YOU.

I am excited to start my career as a Social Media Specialist and contribute through creative content, data-driven strategies, and continuous learning. I look forward to the opportunity to work with your team.

## CONTACT ME



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**linkedin**