

## LAMPIRAN

### Lampiran 1 Surat Kerjasama dengan Mitra UMKM





Lampiran 3 Content pillar, Content Planner, Content Report

Content pillar

**SET-UP** MONTH + YEAR START **Jul 2021**

**CONTENT**

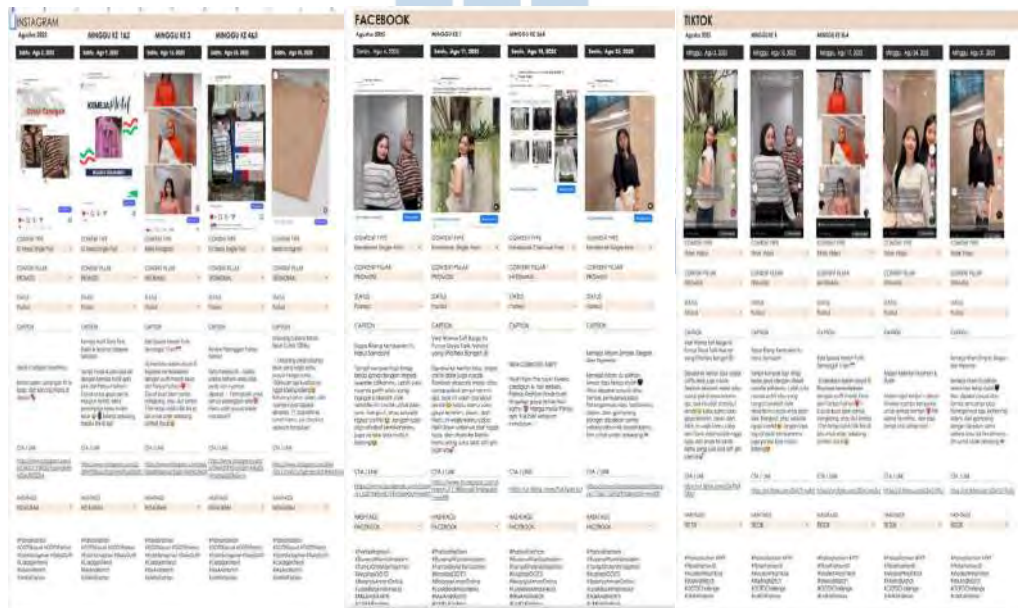
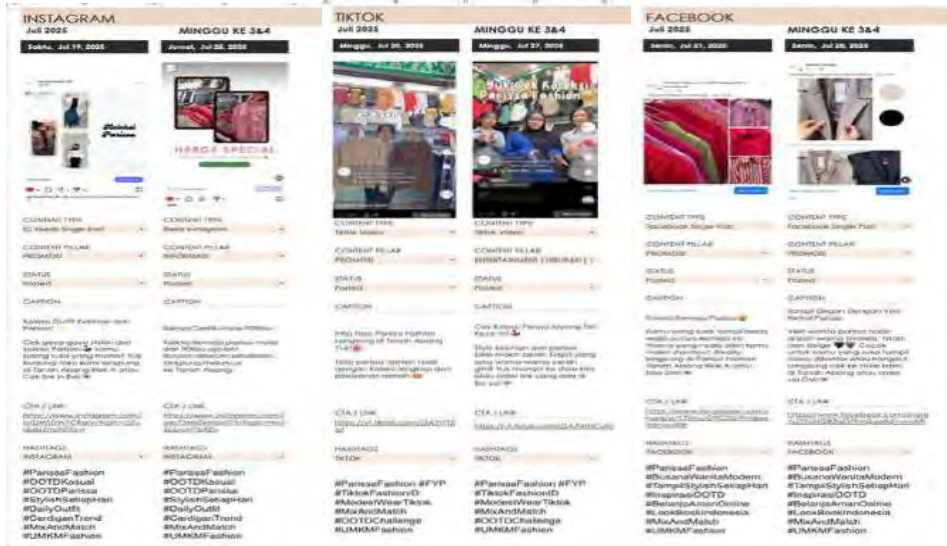
CONTENT PILLAR	DESCRIPTION	CONTENT TYPE	POSTING SCHEDULE
1. PROMOSI	Promosi berbagai utility, mengpromosikan produk yang dimiliki. Promosi ini dapat berupa hard selling maupun soft selling.	1. Reels Instagram	<b>INSTAGRAM</b> 10 POST (15.00 - 17.00) DATE (10 POST) [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
2. INFORMASI	Konten ini berisikan informasi atau pengetahuan kepada audiens. Biasanya tanpa maksud jualan secara langsung. Contohnya: cara memilih baju yang sesuai, video cara mencuci bahan katun yang benar.	2. IG Feed: Carousel	
3. TESTIMONIAL	Berisi review atau pendapat konsumen tentang produk. Contoh konten: video unboxing atau review foto pelanggan memakai produk dengan khalipan testimoni.	3. IG Feed: Single Post	
4. EDUKASI	Konten edukasi digunakan untuk memberikan insight baru dan berguna kepada audiens. Contohnya: konten tutorial, tips atau trik.	4. Instagram Ad	<b>TIKTOK</b> 10 POST (15.00 - 17.00) DATE (10 POST) [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
5. ENTERTAINMENT (HIBURAN)	Konten entertainment berisikan hiburan, dibuat untuk menarik perhatian audiens melalui hal-hal yang menyenangkan. Misalnya: live outfit challenge & video lucu lainnya.	5. Instagram Story	
6. ENGAGEMENT (INTERAKSI)	Jenis konten ini dibuat untuk mengajak interaksi langsung dengan audiens, seperti komentar, like, share, atau voting. Konten bisa berupa pertanyaan, tebak-tebakan, polling, atau kuis.	6. Tiktok Video 7. Tiktok Ads 8. Tiktok Live 9. Facebook Single Post 10. Facebook Carousel Post 11. Facebook Reel Video	<b>FACEBOOK</b> 10 POST (15.00 - 17.00) DATE (10 POST) [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

**HASHTAGS**

INSTAGRAM	TIKTOK	FACEBOOK
1 #fashiongram 14	1 #fashiongram 14	1 #fashiongram 14
2 #OOTDKasual 17	2 #OOTDKasual 17	2 #OOTDKasual 17
3 #styleoftheday 18	3 #styleoftheday 18	3 #styleoftheday 18
4 #DailyOutfit 19	4 #DailyOutfit 19	4 #DailyOutfit 19
5 #OOTDinspiration 20	5 #OOTDinspiration 20	5 #OOTDinspiration 20
6 #MixAndMatch 21	6 #MixAndMatch 21	6 #MixAndMatch 21
7 #UMKMfashion 22	7 #UMKMfashion 22	7 #UMKMfashion 22
8 #OOTD 23	8 #OOTD 23	8 #OOTD 23
9 #OOTD 24	9 #OOTD 24	9 #OOTD 24
10 #OOTD 25	10 #OOTD 25	10 #OOTD 25
11 #OOTD 26	11 #OOTD 26	11 #OOTD 26
12 #OOTD 27	12 #OOTD 27	12 #OOTD 27

Content Planner

Periode (Juli-Agustus)



Link:

<https://docs.google.com/spreadsheets/d/1sImHq50HMPEQ8L63FrGwyxd61yMtH84dnlnqSrG9thY/edit?usp=sharing>

<https://docs.google.com/spreadsheets/d/1sImHq50HMPEQ8L63FrGwyxd61yMtH84dnlnqSrG9thY/edit?usp=sharing>

Periode (September-Oktober)



Link:

<https://docs.google.com/spreadsheets/d/1sImHq50HMPEO8L63FrGwyxd61yMtH84dnlnqSrG9thY/edit?usp=sharing>

<https://docs.google.com/spreadsheets/d/1sImHq50HMPEO8L63FrGwyxd61yMtH84dnlnqSrG9thY/edit?usp=sharing>

Periode (November-Desember)

Link:

<https://docs.google.com/spreadsheets/d/1sImHq50HMPEQ8L63FrGwyxd61yMth84dnlnqSrG9thY/edit?usp=sharing>

<https://docs.google.com/spreadsheets/d/1sImHq50HMPEQ8L63FrGwyxd61yMth84dnlnqSrG9thY/edit?usp=sharing>

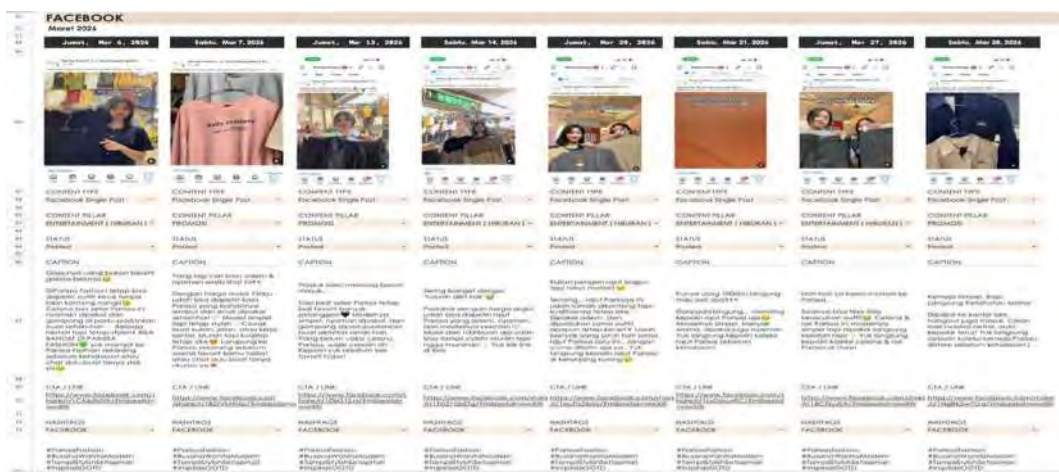
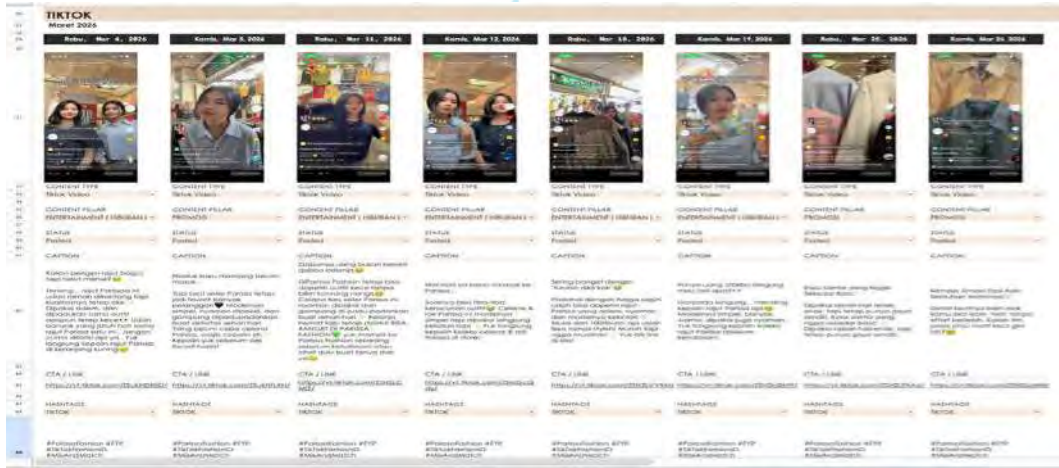
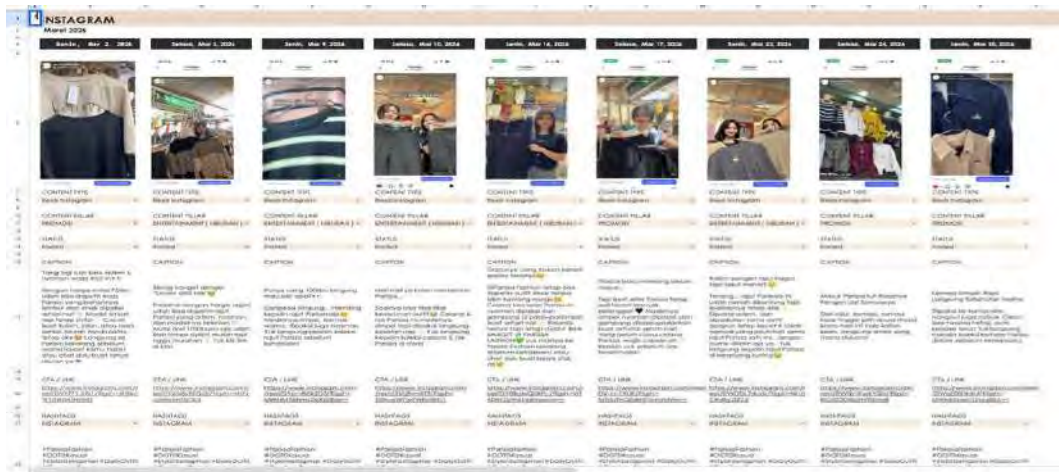
Periode (Januari-Februari)

Link:

<https://docs.google.com/spreadsheets/d/1sImHq50HMPEQ8L63FrGwyxd61yMtH84dnlnqSrG9thY/edit?usp=sharing>

<https://docs.google.com/spreadsheets/d/1sImHq50HMPEQ8L63FrGwyxd61yMtH84dnlnqSrG9thY/edit?usp=sharing>

Periode (Maret)



Link:

<https://docs.google.com/spreadsheets/d/1sImHq50HMPEQ8L63FrGwyxd61yMtH84dnlnqSrG9thY/edit?usp=sharing>

### KPI Media Sosial (Juli-Agustus)

JULY										
WEEK 3 - WEEK 5										
Date	Platform	Format	Content Type	Headline	Like	View	Share	Like	Comment	Posting Status
18-Jul-2023	Instagram	IG Feed/Single Post	Promotional	Koleksi outfit kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	0	994	10	32	0	Unpublished
20-Jul-2023	TikTok	TikTok Video	Promotional	Koleksi outfit kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	3	1218	21	67	3	Unpublished
21-Jul-2023	Facebook	Facebook Post/Carousel	Promotional	Koleksi outfit kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	0	54	0	3	0	Unpublished
25-Jul-2023	Instagram	IG Reels	Informational	Koleksi outfit kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	0	243	6	23	0	Unpublished
27-Jul-2023	TikTok	TikTok Video	Informational	Cek koleksi pakaian kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	0	326	17	57	0	Unpublished
28-Jul-2023	Facebook	Facebook Post/Carousel	Promotional	Tampil elegan dengan vest, netal, jaket	0	71	0	2	0	Unpublished

AUGUST										
WEEK 1 - WEEK 2										
Date	Platform	Format	Content Type	Headline	Like	View	Share	Like	Comment	Posting Status
2-Aug-2023	Instagram	IG Feed/Single Post	Promotional	Detail koleksi favoritmu	0	237	0	30	0	Unpublished
8-Aug-2023	TikTok	TikTok Video	Promotional	Wah seru nih nih di dunia caya tank. Ini nih yang seru banget!	0	236	5	14	0	Unpublished
9-Aug-2023	Facebook	Facebook Post/Carousel	Promotional	Siswa bilang kembalikan itu harus sama?!	0	79	0	2	0	Unpublished
9-Aug-2023	Instagram	IG Feed/Single Post	Promotional	Koleksi outfit kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	0	714	0	24	0	Unpublished
10-Aug-2023	TikTok	TikTok Video	Promotional	Siapa bilang kembalikan itu harus sama?!	0	245	1	13	2	Unpublished
12-Aug-2023	Facebook	Facebook Post/Carousel	Promotional	Wah seru nih nih di dunia caya tank. Ini nih yang seru banget!	0	694	0	13	10	Unpublished

AUGUST										
WEEK 3 - WEEK 5										
Date	Platform	Format	Content Type	Headline	Like	View	Share	Like	Comment	Posting Status
16-Aug-2023	Instagram	IG Reels	Informational	Lulu spesial nih nih, semoga	0	497	1	35	10	Unpublished
17-Aug-2023	TikTok	TikTok Video	Informational	Edisi spesial nih nih, semoga	0	233	5	14	0	Unpublished
18-Aug-2023	Facebook	Facebook Post/Carousel	Informational	New collection alert!	0	120	0	4	0	Unpublished
19-Aug-2023	Instagram	IG Feed/Single Post	Promotional	Review pelanggan jamae fashion	0	673	0	30	0	Unpublished
24-Aug-2023	TikTok	TikTok Video	Promotional	Acara kekinian nih nih & style	2	762	2	37	6	Unpublished
31-Aug-2023	Facebook	Facebook Post/Carousel	Promotional	Koleksi outfit kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	0	98	0	4	0	Unpublished
30-Aug-2023	Instagram	IG Reels	Promotional	Unboxing koleksi fashion kekinian. Langsung di tunjukkan atung yuk!	0	249	0	15	0	Unpublished
31-Aug-2023	TikTok	TikTok Video	Promotional	Koleksi outfit kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	0	270	4	13	2	Unpublished

### KPI Media Sosial (September-Oktober)

SEPTEMBER										
WEEK 1 - WEEK 2										
Date	Platform	Format	Content Type	Headline	Like	View	Share	Like	Comment	Posting Status
5-Sep-2023	Instagram	IG Feed/Single Post	Promotional	Koleksi outfit kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	0	749	1	24	0	Unpublished
7-Sep-2023	TikTok	TikTok Video	Promotional	Koleksi outfit kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	0	335	0	14	2	Unpublished
8-Sep-2023	Facebook	Facebook Post/Carousel	Promotional	Koleksi outfit kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	0	62	0	3	0	Unpublished
13-Sep-2023	Instagram	IG Reels	Promotional	Koleksi outfit kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	0	245	1	19	0	Unpublished
14-Sep-2023	TikTok	TikTok Video	Promotional	Koleksi outfit kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	0	171	0	10	0	Unpublished

SEPTEMBER										
WEEK 3 - WEEK 4										
Date	Platform	Format	Content Type	Headline	Like	View	Share	Like	Comment	Posting Status
15-Sep-2023	Facebook	Facebook Post/Carousel	Promotional	Koleksi outfit kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	0	84	0	3	4	Unpublished
20-Sep-2023	Instagram	IG Feed/Single Post	Promotional	New collection alert!	0	511	0	19	0	Unpublished
21-Sep-2023	TikTok	TikTok Video	Promotional	Unboxing koleksi fashion kekinian. Langsung di tunjukkan atung yuk!	0	150	0	0	0	Unpublished
22-Sep-2023	Facebook	Facebook Post/Carousel	Promotional	Unboxing koleksi fashion kekinian. Langsung di tunjukkan atung yuk!	0	51	0	3	0	Unpublished
23-Sep-2023	Instagram	IG Reels	Promotional	Koleksi outfit kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	0	376	0	31	0	Unpublished
26-Sep-2023	TikTok	TikTok Video	Promotional	Unboxing koleksi fashion kekinian. Langsung di tunjukkan atung yuk!	0	150	0	12	0	Unpublished
29-Sep-2023	Facebook	Facebook Post/Carousel	Promotional	Koleksi outfit kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	0	36	0	0	0	Unpublished

OCTOBER										
WEEK 1 - WEEK 2										
Date	Platform	Format	Content Type	Headline	Like	View	Share	Like	Comment	Posting Status
4-Oct-2023	Instagram	IG Feed/Single Post	Engagement	Quit our boring media yuk!	0	721	10	19	14	Unpublished
6-Oct-2023	TikTok	TikTok Video	Informational	Main-main ke toko jamae fashion	0	103	0	0	2	Unpublished
6-Oct-2023	Instagram	IG Reels	Promotional	Detail koleksi kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	0	619	1	20	0	Unpublished
7-Oct-2023	Instagram	IG Reels	Promotional	2000+ like di Instagram & TikTok nih!	0	417	0	18	0	Unpublished
8-Oct-2023	TikTok	TikTok Video	Promotional	2000+ like di Instagram & TikTok nih!	1	674	6	30	0	Unpublished
9-Oct-2023	TikTok	TikTok Video	Promotional	Biungun cat outfit buat kuliah/hangout?	0	199	2	0	0	Unpublished
10-Oct-2023	Facebook	Facebook Post/Carousel	Promotional	PRICING IG: 10 Paksioka Fashion	0	66	0	3	0	Unpublished
12-Oct-2023	Facebook	Facebook Post/Carousel	Promotional	Tanpa modal kecil udah bisa main & bikin content yuk!	0	66	0	3	0	Unpublished
13-Oct-2023	Instagram	IG Reels	Promotional	Main-main ke toko jamae fashion	0	195	1	21	0	Unpublished
14-Oct-2023	Instagram	IG Reels	Promotional	Biungun cat outfit buat kuliah/hangout?	0	164	0	16	0	Unpublished

OCTOBER										
WEEK 3 - WEEK 5										
Date	Platform	Format	Content Type	Headline	Like	View	Share	Like	Comment	Posting Status
15-Oct-2023	TikTok	TikTok Video	Promotional	Lagi cari outfit kekinian nih nih?!	0	218	2	14	0	Unpublished
16-Oct-2023	TikTok	TikTok Video	Promotional	Main-main ke toko jamae fashion	0	365	3	18	0	Unpublished
17-Oct-2023	Facebook	Facebook Post/Carousel	Promotional	2000+ like di Instagram & TikTok nih!	0	42	0	3	0	Unpublished
18-Oct-2023	Facebook	Facebook Post/Carousel	Promotional	Main-main ke toko jamae fashion	0	52	0	3	0	Unpublished
20-Oct-2023	Instagram	IG Reels	Promotional	Main-main ke toko jamae fashion	0	163	0	15	0	Unpublished
21-Oct-2023	Instagram	IG Reels	Promotional	Lagi cari outfit kekinian nih nih?!	0	184	0	18	0	Unpublished
22-Oct-2023	TikTok	TikTok Video	Informational	Main-main ke toko jamae fashion	2	2,149	1	89	2	Unpublished
23-Oct-2023	TikTok	TikTok Video	Promotional	Edisi spesial nih nih, semoga	0	151	0	16	0	Unpublished
24-Oct-2023	Facebook	Facebook Post/Carousel	Promotional	Lagi cari outfit kekinian nih nih?!	0	14	0	2	0	Unpublished
25-Oct-2023	Facebook	Facebook Post/Carousel	Promotional	Biungun cat outfit buat kuliah/hangout?	0	22	0	3	0	Unpublished
27-Oct-2023	Instagram	IG Feed/Single Post	Promotional	++ Baru nih nih, eh udah udah!	0	330	0	18	0	Unpublished
28-Oct-2023	Instagram	IG Feed/Single Post	Promotional	Koleksi outfit kekinian dari perancang lokal yang pastinya fashion. Langsung di tunjukkan atung yuk!	0	1,534	0	18	0	Unpublished
30-Oct-2023	TikTok	TikTok Video	Promotional	Biungun cat outfit buat kuliah/hangout?	0	204	0	10	0	Unpublished
30-Oct-2023	TikTok	TikTok Video	Promotional	Biungun cat outfit buat kuliah/hangout?	0	182	0	10	0	Unpublished
13-Nov-2023	Facebook	Facebook Post/Carousel	Informational	Main-main ke toko jamae fashion	0	27	0	3	0	Unpublished

KPI Media Sosial (November)

NOVEMBER										
WEEK 1 - WEEK 2										
Tgl	Platform	Isi/Link	Category/Status	Headline	Views	Shares	Like	Comment	Posting	Repost
1-Nov-2020	Facebook	Facebook	Personal	"17 Terpakuk 100... terungkap..."	0	29	0	2	0	Unfollowed
1-Nov-2020	Instagram	IG Story	Personal	"17 Terpakuk 100... terungkap..."	0	140	0	11	0	Unfollowed
1-Nov-2020	Instagram	IG Story	Personal	"17 Terpakuk 100... terungkap..."	0	223	0	14	0	Unfollowed
2-Nov-2020	TikTok	TikTok Video	Personal	"Mau? Yuk... terungkap..."	0	143	0	10	0	Unfollowed
2-Nov-2020	TikTok	TikTok Video	Personal	"Mau? Yuk... terungkap..."	0	147	0	7	0	Unfollowed
2-Nov-2020	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	12	0	2	0	Unfollowed
3-Nov-2020	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	17	0	3	0	Unfollowed
20-Nov-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	242	0	18	0	Unfollowed
14-Nov-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	218	0	11	0	Unfollowed
12-Nov-2020	TikTok	TikTok Video	Personal	"Mau? Yuk... terungkap..."	0	249	1	8	0	Unfollowed
13-Nov-2020	TikTok	TikTok Video	Personal	"Mau? Yuk... terungkap..."	0	190	0	8	0	Unfollowed
14-Nov-2020	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	8	0	2	0	Unfollowed
WEEK 3 - WEEK 4										
16-Nov-2020	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	10	0	2	0	Unfollowed
17-Nov-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	317	0	16	0	Unfollowed
18-Nov-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	70	200	1	17	0	Unfollowed
20-Nov-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	2	200	0	18	0	Unfollowed
24-Nov-2020	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	39	0	8	0	Unfollowed
27-Nov-2020	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	90	0	0	0	Unfollowed
27-Nov-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	287	0	19	0	Unfollowed
28-Nov-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	118	0	12	0	Unfollowed
28-Nov-2020	TikTok	TikTok Video	Personal	"Mau? Yuk... terungkap..."	0	300	0	11	0	Unfollowed
29-Nov-2020	TikTok	TikTok Video	Personal	"Mau? Yuk... terungkap..."	0	226	0	10	0	Unfollowed
30-Nov-2020	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	45	0	2	0	Unfollowed
30-Nov-2020	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	140	0	3	0	Unfollowed

KPI Media Sosial (Desember)

DECEMBER										
WEEK 1 - WEEK 2										
Tgl	Platform	Isi/Link	Category/Status	Headline	Views	Shares	Like	Comment	Posting	Repost
1-Dec-2020	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	230	0	12	0	Unfollowed
1-Dec-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	441	0	14	0	Unfollowed
1-Dec-2020	TikTok	TikTok Video	Personal	"Mau? Yuk... terungkap..."	0	349	0	10	0	Unfollowed
1-Dec-2020	TikTok	TikTok Video	Personal	"Mau? Yuk... terungkap..."	0	149	0	7	0	Unfollowed
2-Dec-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	388	0	2	0	Unfollowed
2-Dec-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	39	0	0	0	Unfollowed
2-Dec-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	296	0	13	0	Unfollowed
2-Dec-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	323	0	13	0	Unfollowed
10-Dec-2020	TikTok	TikTok Video	Personal	"Mau? Yuk... terungkap..."	0	302	0	10	0	Unfollowed
10-Dec-2020	TikTok	TikTok Video	Personal	"Mau? Yuk... terungkap..."	0	321	0	7	0	Unfollowed
12-Dec-2020	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	44	0	2	0	Unfollowed
13-Dec-2020	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	93	0	2	0	Unfollowed
WEEK 3 - WEEK 5										
15-Dec-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	166	0	13	0	Unfollowed
15-Dec-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	140	0	13	0	Unfollowed
16-Dec-2020	TikTok	TikTok Video	Personal	"Mau? Yuk... terungkap..."	0	149	0	19	0	Unfollowed
16-Dec-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	28	0	3	0	Unfollowed
16-Dec-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	44	0	2	0	Unfollowed
17-Dec-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	205	0	12	0	Unfollowed
17-Dec-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	242	0	10	0	Unfollowed
17-Dec-2020	TikTok	TikTok Video	Personal	"Mau? Yuk... terungkap..."	0	131	0	3	0	Unfollowed
17-Dec-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	280	0	2	0	Unfollowed
17-Dec-2020	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	60	0	2	0	Unfollowed
17-Dec-2020	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	120	0	2	0	Unfollowed
17-Dec-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	140	0	12	0	Unfollowed
17-Dec-2020	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	150	0	10	0	Unfollowed

KPI Media Sosial (Januari)

JANUARI										
WEEK 1 - WEEK 2										
Tgl	Platform	Isi/Link	Category/Status	Headline	Views	Shares	Like	Comment	Posting	Repost
1-Jan-2021	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	228	0	8	0	Unfollowed
1-Jan-2021	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	34	0	2	0	Unfollowed
1-Jan-2021	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	35	0	2	0	Unfollowed
2-Jan-2021	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	209	1	13	0	Unfollowed
2-Jan-2021	TikTok	TikTok Video	Personal	"Mau? Yuk... terungkap..."	0	150	0	10	0	Unfollowed
2-Jan-2021	TikTok	TikTok Video	Personal	"Mau? Yuk... terungkap..."	0	247	0	8	0	Unfollowed
2-Jan-2021	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	200	0	3	0	Unfollowed
2-Jan-2021	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	150	0	11	0	Unfollowed
2-Jan-2021	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	150	0	14	0	Unfollowed
2-Jan-2021	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	84	0	3	0	Unfollowed
2-Jan-2021	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	140	0	12	0	Unfollowed
2-Jan-2021	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	21	0	3	0	Unfollowed
2-Jan-2021	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	17	0	3	0	Unfollowed
WEEK 3 - WEEK 4										
13-Jan-2021	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	364	0	10	0	Unfollowed
14-Jan-2021	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	25	0	3	0	Unfollowed
14-Jan-2021	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	36	0	2	0	Unfollowed
15-Jan-2021	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	260	0	16	0	Unfollowed
15-Jan-2021	TikTok	TikTok Video	Personal	"Mau? Yuk... terungkap..."	0	260	0	16	0	Unfollowed
15-Jan-2021	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	103	0	20	0	Unfollowed
15-Jan-2021	TikTok	TikTok Video	Personal	"Mau? Yuk... terungkap..."	0	123	0	20	0	Unfollowed
15-Jan-2021	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	140	0	12	0	Unfollowed
15-Jan-2021	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	116	0	3	0	Unfollowed
16-Jan-2021	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	14	0	2	0	Unfollowed
16-Jan-2021	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	180	1	11	0	Unfollowed
16-Jan-2021	TikTok	TikTok Video	Personal	"Mau? Yuk... terungkap..."	0	81	0	3	0	Unfollowed
16-Jan-2021	Instagram	IG Story	Personal	"Mau? Yuk... terungkap..."	0	140	0	12	0	Unfollowed
16-Jan-2021	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	21	0	3	0	Unfollowed
16-Jan-2021	Facebook	Facebook	Personal	"Mau? Yuk... terungkap..."	0	17	0	3	0	Unfollowed

KPI Media Sosial (Februari)

FEBRUARI										
WEEK 1 - WEEK 2										
Date	Platform	Format	Content Filter	Headline	Share	View	Share	Like	Comment	Posting Status
2-Feb-2026	Instagram	IG Feeds Carousel	Promotional	2.2.2026, keram! ada, buntut siapa benci...	6	116	4	11	2	Uploaded
2-Feb-2026	Instagram	IG Reels	Promotional	Siapa yang udah...	5	206	7	11	2	Uploaded
4-Feb-2026	Tik Tok	Tik Tok Video	Promotional	Orang sama aja orang ban77~	4	403	4	11	2	Uploaded
5-Feb-2026	Tik Tok	Tik Tok Video	Entertainment	Orang sama aja orang ban77~	3	104	2	6	5	Uploaded
6-Feb-2026	Facebook	Post/Carousel	Promotional	Marunggo apa?	0	10	0	2	1	Uploaded
8-Feb-2026	Facebook	Post/Carousel	Promotional	Kenapa pamer anaknya...	0	8	0	2	1	Uploaded
9-Feb-2026	Instagram	IG Reels	Entertainment	Orang yang udah...	5	376	1	11	6	Uploaded
10-Feb-2026	Instagram	IG Reels	Promotional	Marunggo apa?	5	240	12	11	2	Uploaded
11-Feb-2026	Tik Tok	Tik Tok Video	Promotional	Orang yang udah...	4	639	1	11	2	Uploaded
11-Feb-2026	Tik Tok	Tik Tok Video	Promotional	Orang yang udah...	4	734	2	11	2	Uploaded
11-Feb-2026	Facebook	Post/Carousel	Entertainment	Orang yang udah...	0	27	0	9	2	Uploaded

FEBRUARI										
WEEK 3 - WEEK 4										
Date	Platform	Format	Content Filter	Headline	Share	View	Share	Like	Comment	Posting Status
11-Feb-2026	Facebook	Post/Carousel	Entertainment	PCV, content creator kehabisan ide...	0	896	0	10	2	Uploaded
11-Feb-2026	Instagram	IG Reels	Promotional	Orang yang udah...	7	235	19	13	2	Uploaded
11-Feb-2026	Instagram	IG Reels	Promotional	Marunggo apa?	7	210	7	16	6	Uploaded
14-Feb-2026	Tik Tok	Tik Tok Video	Promotional	Orang yang udah...	4	59	2	6	2	Uploaded
17-Feb-2026	Tik Tok	Tik Tok Video	Promotional	Orang yang udah...	4	266	4	11	2	Uploaded
20-Feb-2026	Facebook	Post/Carousel	Promotional	Orang yang udah...	0	31	0	2	1	Uploaded
21-Feb-2026	Facebook	Post/Carousel	Promotional	Siapa yang udah...	0	25	0	2	1	Uploaded
21-Feb-2026	Instagram	IG Reels	Entertainment	PCV, content creator kehabisan ide...	7	472	4	9	2	Uploaded
21-Feb-2026	Instagram	IG Reels	Entertainment	Siapa yang udah...	7	260	1	9	2	Uploaded
21-Feb-2026	Tik Tok	Tik Tok Video	Promotional	Orang yang udah...	4	31	1	4	2	Uploaded
25-Feb-2026	Tik Tok	Tik Tok Video	Entertainment	PCV, content creator kehabisan ide...	3	696	1	10	0	Uploaded
27-Feb-2026	Facebook	Post/Carousel	Promotional	Orang yang udah...	0	493	0	13	0	Uploaded
28-Feb-2026	Facebook	Post/Carousel	Promotional	Siapa yang udah...	0	27	0	3	0	Uploaded

KPI Media Sosial (Maret)

MARET										
WEEK 1 - WEEK 2										
Date	Platform	Format	Content Filter	Headline	Share	View	Share	Like	Comment	Posting Status
2-Mar-2026	Instagram	IG Feeds Carousel	Promotional	Yang lagi cari kaos adem & nyaman wajib lihat ini...	8	113	1	12	2	Uploaded
3-Mar-2026	Instagram	IG Reels	Entertainment	Sering banget deger "lunarn dikit kak"...	10	211	1	12	4	Uploaded
4-Mar-2026	Tik Tok	Tik Tok Video	Promotional	Kalian pengen jadi siapa hari ini?!	4	343	3	11	2	Uploaded
5-Mar-2026	Tik Tok	Tik Tok Video	Promotional	Produk baru memang belum masuk, tapi best seller...	3	712	0	12	0	Uploaded
6-Mar-2026	Facebook	Post/Carousel	Entertainment	Gapanya uang bukan berarti gabisa belanja...	0	27	0	3	0	Uploaded
7-Mar-2026	Facebook	Post/Carousel	Promotional	Yang lagi cari kaos adem & nyaman wajib lihat ini...	0	15	0	3	0	Uploaded
9-Mar-2026	Instagram	IG Reels	Entertainment	Punya uang 100rb bingung mau beli apa?...	9	191	0	11	2	Uploaded
10-Mar-2026	Instagram	IG Reels	Entertainment	Yang lagi cari kaos adem & nyaman wajib lihat ini...	9	92	0	11	2	Uploaded
11-Mar-2026	Tik Tok	Tik Tok Video	Entertainment	Gapanya uang bukan berarti gabisa belanja...	4	659	1	11	2	Uploaded
12-Mar-2026	Tik Tok	Tik Tok Video	Entertainment	Yang lagi cari kaos adem & nyaman wajib lihat ini...	4	662	3	8	2	Uploaded
13-Mar-2026	Facebook	Post/Carousel	Promotional	Produk baru memang belum masuk, tapi best seller...	1	0	0	3	0	Uploaded

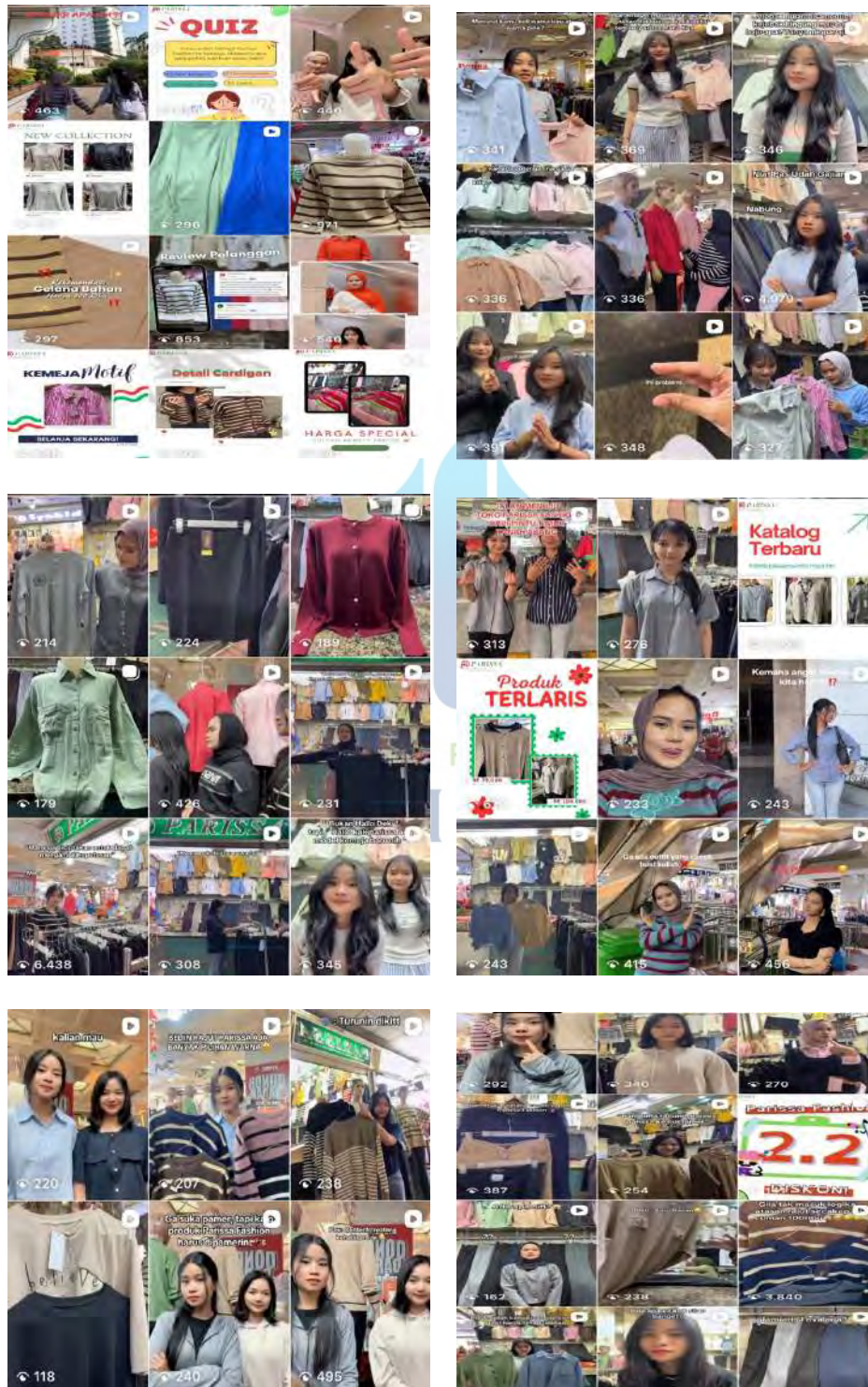
MARET										
WEEK 3 - WEEK 5										
Date	Platform	Format	Content Filter	Headline	Share	View	Share	Like	Comment	Posting Status
14-Mar-2026	Facebook	Post/Carousel	Entertainment	Sering banget deger "lunarn dikit kak"...	1	250	0	9	0	Uploaded
16-Mar-2026	Instagram	IG Reels	Entertainment	Gapanya uang bukan berarti gabisa belanja...	10	317	0	15	2	Uploaded
17-Mar-2026	Instagram	IG Reels	Promotional	Produk baru memang belum masuk, tapi best seller...	12	228	1	12	2	Uploaded
18-Mar-2026	Tik Tok	Tik Tok Video	Entertainment	Sering banget deger "lunarn dikit kak"...	4	126	1	5	3	Uploaded
18-Mar-2026	Tik Tok	Tik Tok Video	Entertainment	Punya uang 100rb bingung mau beli apa?...	4	39	0	7	2	Uploaded
20-Mar-2026	Facebook	Post/Carousel	Promotional	Kalian pengen jadi siapa hari ini?!	0	87	0	3	0	Uploaded
21-Mar-2026	Facebook	Post/Carousel	Entertainment	Punya uang 100rb bingung mau beli apa?...	0	16	0	4	0	Uploaded
23-Mar-2026	Instagram	IG Reels	Promotional	Kalian pengen jadi siapa hari ini?!	10	261	1	14	2	Uploaded
24-Mar-2026	Instagram	IG Reels	Promotional	Masuk pertapa full residency pengen dat semuanya...	9	102	1	11	2	Uploaded
25-Mar-2026	Tik Tok	Tik Tok Video	Promotional	Kaos santai yang lagi sedang basic...	4	22	1	4	2	Uploaded
26-Mar-2026	Tik Tok	Tik Tok Video	Promotional	Keteneh serag aja ada pertahan mananya...	4	203	1	9	2	Uploaded
27-Mar-2026	Facebook	Post/Carousel	Entertainment	Hah-hah ya kalau mau ke pertapa...	0	67	0	2	1	Uploaded
28-Mar-2026	Facebook	Post/Carousel	Promotional	Kemane sempet, rezi, lapangan keliatan mahal...	0	9	0	2	1	Uploaded
30-Mar-2026	Instagram	IG Reels	Promotional	Kemane sempet, rezi, lapangan keliatan mahal!	9	66	1	10	2	Uploaded

Link:

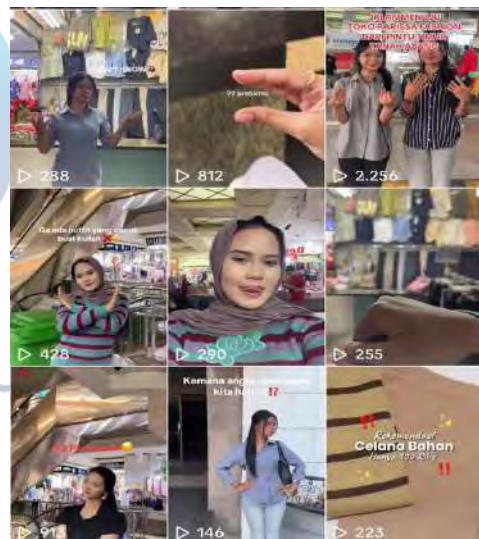
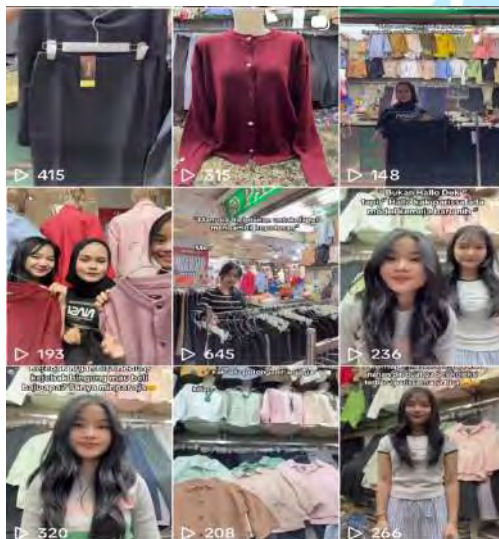
<https://docs.google.com/spreadsheets/d/1sImHq50HMPEO8L63FrGwyxd61yMtH84dnlnqSrG9thY/edit?usp=sharing>

## Lampiran 4 Postingan Konten Media Sosial

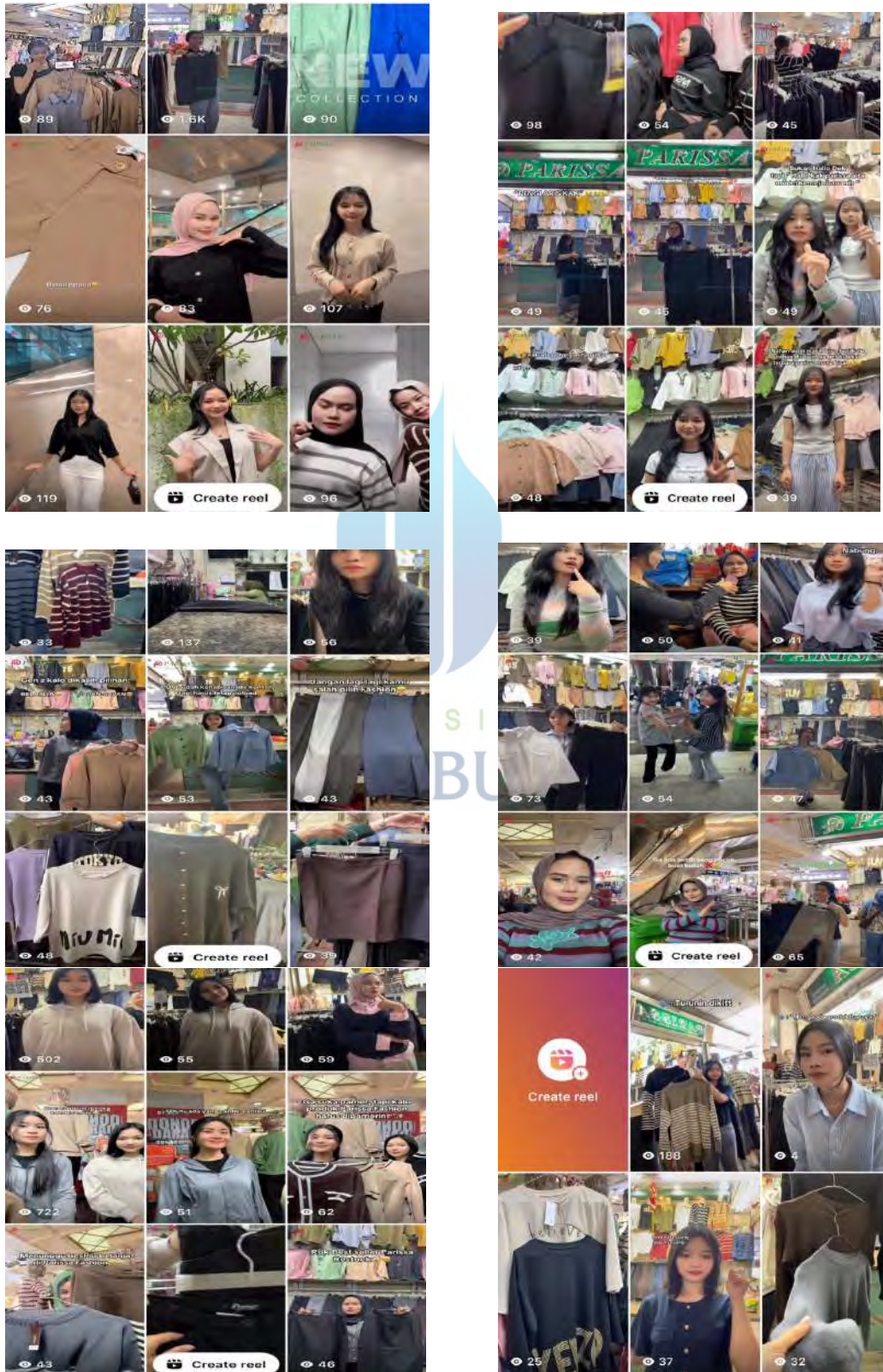
(Instagram) @parissafashion.jkt



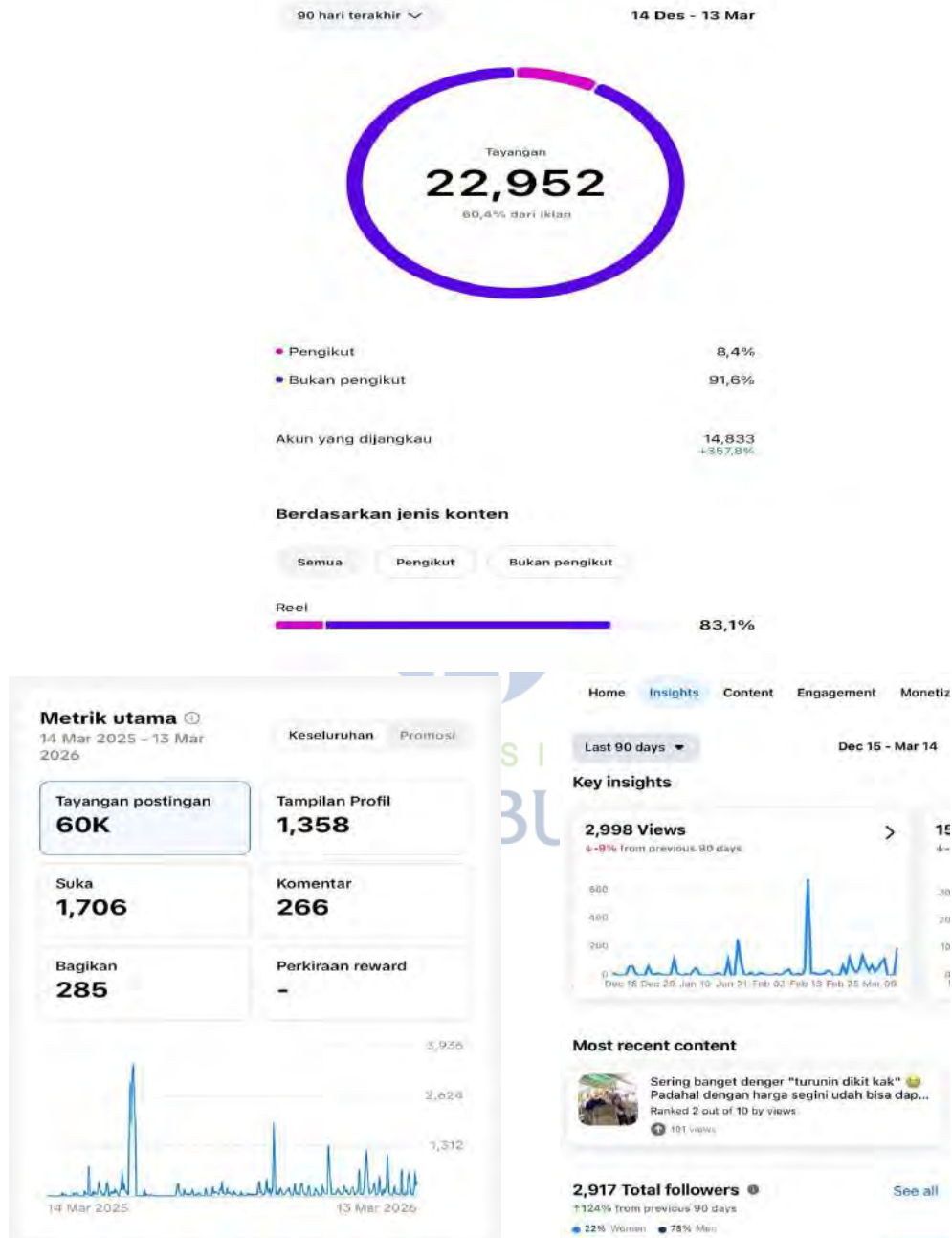
(TikTok) @parissafashionjkt



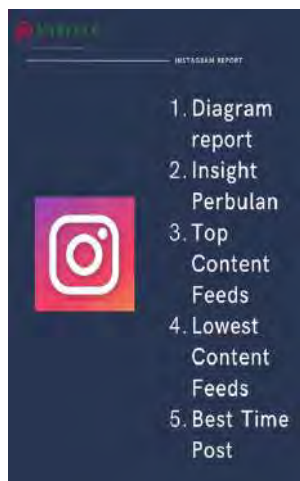
(Facebook) @Parissa Parissa



Lampiran 5 Matriks



## Lampiran 6 Monthly Report





## EVALUASI DAN RENCANA

EVALUASI	RENCANA
1. Uraikan tanggapan audience dalam 40 karakter (maksudnya minimal minimal 40 karakter, maksimal 140 karakter) yang akan diupload.	1. Menentukan jadwal kontes untuk setiap hari, yang bisa diupload dan diupload sebagai konten yang akan diupload.
2. Uraikan alasan mengapa media sosial yang viral tersebut adalah media sosial yang paling banyak diupload.	2. Menentukan platform yang akan diupload, yang bisa diupload dan diupload sebagai konten yang akan diupload.
3. Uraikan alasan mengapa platform di media sosial tersebut adalah platform yang paling banyak diupload.	3. Menentukan alasan mengapa platform tersebut adalah platform yang paling banyak diupload.
4. Uraikan alasan mengapa platform tersebut adalah platform yang paling banyak diupload.	4. Menentukan alasan mengapa platform tersebut adalah platform yang paling banyak diupload.



## BEST TIME TO POST

MONDAY	16:00 - 18:00 WIB
TUESDAY	16:00 - 18:00 WIB
WEDNESDAY	16:00 - 18:00 WIB
THURSDAY	16:00 - 18:00 WIB
FRIDAY	16:00 - 18:00 WIB
SATURDAY	16:00 - 18:00 WIB

Link: [https://drive.google.com/drive/folders/1qgrDdzX-QeE8tvNwL3dc7r2uqgdXftbZ?usp=share\\_link](https://drive.google.com/drive/folders/1qgrDdzX-QeE8tvNwL3dc7r2uqgdXftbZ?usp=share_link)



UNIVERSITAS  
MERCU BUANA